



CARTES in Asia ^{3rd editio} Exhibition & Conferences 28-29 March 2012 AsiaWorld-Expo Hong Kong

MAKE YOUR SUCCESS HAPPEN!

Dear Exhibitor,

CARTES in Asia can help you drive more visitors on your booth!

To optimise your participation, **use our FREE OF CHARGE tools to communicate on your presence** at CARTES in Asia 2012.

INVITATION CARDS



The paper invitation card is a classic but appreciated mean of communication!

Send your free quota of invitation cards (format L148 x H210 mm) to all your clients and prospects to inform them you are exhibiting at the show.

E-INVITATION MODULE



How to invite your customers easily and quickly?

- A **complementary communication tool** to your classic invitation cards.
- **Customize** your e-invitation with your booth number, text and image
- **Follow** your customers and prospects, **send** them **reminders** and **manage** your last minute guests.

"COME AND MEET US" WEB BANNER

Insert the banner "Come and meet us" in your email signature and/or website which is directly linked to the visitor registration page.





NEW! "PERSONALISED" WEB BANNER

Personalise the banner with your booth number, insert it in your email signature and/or website and invite visitors directly to your booth.

VIP BADGES

Reserve them for your best clients, prospects and perhaps, your executive management.

Your VIP badges will allow your clients to:

- access the show,
- access the VIP Club,
- benefit from a €110 discount on Conference Pass, with the code VIPCIA12.

HONOUR GUEST BADGES

Offer them for your TOP VIP clients, prospects.

Please note, this badge should be for a client. No exhibitor's team member are allowed.

Your HONOUR GUEST badges will allow your clients to:

- access the show,
- access the VIP Club,
- **access the conference and delegate restaurant, free of charge**

PRESS RELATIONS AGENCY

Need press services? **CRED Communications**, is at your disposal before, during and after the exhibition. One of CRED Communications' missions is to help you present your communication to journalists in the best possible light. Website, blog, wire, multiple supports are at your disposal to value your media visibility. Contact: Mandy QUEEN - Ph.: +852 96847365 – mandy@credcommunications.com

SOCIAL MEDIA PROGRAM

Our **Social Media Program** includes [Facebook](#), [Twitter](#) and [LinkedIn](#) pages featuring announcements on conference content/hot topics, new speakers, exhibitors and sponsors as well as industry news.

- **Facebook:** Please "like" our page from both your individual Facebook page and company Facebook page to stay in the loop and interact with our posts through "likes" and comments on our postings. You may also tag us in your posts so that your news will appear on our wall for our followers to see and interact with.
- **Twitter:** Please follow us at @_cartes and when tweeting about your participation in the conference use the hashtag #CartesAsia.
- **LinkedIn:** Please RSVP to our CARTES event on LinkedIn and feel free to comment with your news.

CARTES in Asia 2012 Communications Department

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