

MARKETING & PR MANUAL
FOR EXHIBITORS



17-18 May, Sao Paulo

LABELSUMMIT
Latin America 2011

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INTRO

On 17 May, the label industry will gather for the fourth Brazilian edition of Label Summit Latin America in Sao Paulo. The campaign is in full swing and we are already attracting top converters.

This Marketing & PR Manual has been created to help you raise your profile at this event and get the most out of all the promotional opportunities available. Most of the options in this manual are completely **free of charge** and all of them will help to drive delegates to your booth.

Label Summit Latin America 2011 is a powerful marketing tool to generate new leads and build on your relationship with existing clients. The more thoroughly you prepare and use the opportunities available to you (before, during and after the event), the greater the benefits.

If you have any questions or suggestions about how we can help promote your company to the delegates, please don't hesitate to contact the marketing team.

Best regards,

A handwritten signature in black ink, appearing to read 'Laurent Lemire', with a stylized flourish underneath.

Laurent Lemire
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MARKETING AND PR TEAM



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PROMOTIONAL OPPORTUNITIES

Advertising

Let your clients and prospects know that you are exhibiting! Remember to include the Label Summit Latin America 2011 logo and your booth number on your adverts. Labels & Labeling magazine is offering discounted packages on advertisements in the post-event issue (issue 3), as well as in the official event guide for exhibitors only.

Logo

Add the Label Summit Latin America 2011 logo to sales material, advertising, presentations, press releases, email signatures - even letterhead! Download the logo at www.labelsummit.com/brazil/media/logos

Web banners

Put a banner on your website and direct people straight to www.labelsummit.com/brazil. It doesn't cost you anything and is an easy way of driving people to your booth.

Emails

Send an email – one of the simplest and most cost-effective ways of reaching your client base. No time or facilities? Don't worry – send us the list and we'll do it on your behalf (free of charge).

Media list

The Labelexpo media list is available free of charge, giving you the opportunity to contact the media yourself about your presence at the event. Please contact us to request the list electronically.

Event guide

The official Event Guide (published by Labels & Labeling) should be an essential part of your presence at the summit. In addition to advertising options, the event guide lists contacts and descriptions for all exhibitors.



Expand your reach!

You have the booth – now encourage delegates to see you at Label Summit Latin America!

- Pre-event advertising through Label News or the Label Summit Latin America website: www.labelsummit.com/brazil
- Advertising at the event through the official Label Summit Latin America 2011 Event guide.
- A wide variety of options to suit your marketing objectives and budgets, including adverts, inserts/invites, CDs, samples, banner ads and floor plan sponsorship.
- Labels & Labeling has been part of the Labelexpo Global Series for over 30 years. Together we have the largest most up-to-date global database within the industry.

