

# ANTWERP XL

10-12  
MARCH  
2021

YOUR MARKETING  
TOOLS

THE ONLY WAY YOUR CUSTOMERS  
CAN ATTEND FREE

**ANTWERP | XL**

**TALK TO THE TEAM**

Sophie Mckimm, Event Manager | [sophie.mckimm@easyfairs.com](mailto:sophie.mckimm@easyfairs.com)

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Host sponsor

**Port of  
Antwerp**

by **EASYFAIRS**

# YOUR MARKETING TOOLS



## Easyfairs account

Manage your online account on [www.easyfairs.com/my](http://www.easyfairs.com/my) to upload your company description, logo, brochures, press releases and keep track of who registers via your registration link. You will have received your login details when you signed up.



## Personalised banner

We will provide you with a banner, unique registration link and personalised image to help you promote your presence online. Link the banner to your unique registration link and keep track of anyone who has registered.



## Personalised invitations

We will send you 100 personalised postcards that you can give to your clients and prospects to visit your stand at the exhibition. These are created just for you with your company name, logo and stand number.



## Secure Mailing Service

We can send your personalised postcards directly to your clients/prospects and invite them to visit your stand at the exhibition. Simply let us know where to send the postcards and we will take care of the rest.



## Email VIP invitations

We will create a personalised email invitation that you can use to invite your clients and prospects to the event for free. We will include your company name, logo and stand number and anything you wish to highlight. We can also send these on your behalf.



## Telephone invitations

Our team of expert telemarketers can contact up to 100 of your prospects by phone and invite them to the show on your behalf. We can also contact 15 of your top prospects and invite them to attend as your VIP guests.



## AXL Connect

AntwerpXL Connect is a fantastic networking tool that enables you to search among your fellow visitors and exhibitors and arrange meetings with them at the event. It's a great way to meet new clients, and expand your network.



## Press coverage

We are working with a dedicated PR company, taking new stories from our exhibitors and getting them into some of the leading publications for the Breakbulk Industry.



## Social Media

Benefit from our well-established social media community and send us anything you wish to highlight about your company or products that we can post on our social media channels.

**Please contact [catherine.chin@easyfairs.com](mailto:catherine.chin@easyfairs.com) if you want to use these marketing tools.**

## TALK TO THE TEAM

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