

# NT EXPO



19<sup>th</sup> Business on Rails

8-10 | NOVEMBER 2016  
| 1PM-8PM

EXPO CENTER NORTE | RED HALL  
SÃO PAULO | SP | BRAZIL

New Hall



Marketing  
Guide &  
Tips





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# TOP 6 Main Tools

Welcome to the railway industry community in South America!

NT Expo marketing team wants to help you and your brand so you can have the best performance ever, before and during the event.

Check out how to take advantage of every tool and action provided by the event to the exhibitors:

## Innovations and Launches

Exhibit process and technology innovations and product launches in the industry.

## Innovation Space + Mobility

Free of charge, focused on innovative projects without commercial intent.

## Exhibitor's Guide

The guide will help you with the main questions and queries about pre and post exhibition

## Download

Show your clients and partners that you will be present at NT Expo 2016. Download the signature seal for your email, as well as the electronic banner to place on your website.

## Facebook

Like the NT Expo Facebook page and get the latest news about the fair.

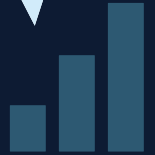
## APP NT Expo

Download the app for free and get the most up to date information about the industry, 365 days a year



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# Pre-event actions



## 1. Innovation Space + Mobility

Would you like to increase your company's profile, standing out amongst over 200 brands present at the event without increasing your budget?



**ESPAÇO  
INOVAÇÃO +  
MOBILIDADE**

Present innovations in products, processes and Technology, as well as the best practices for Innovation Space + Mobility market with an open auditorium free of charge.

The longer the visitors are in contact with your brand during the event, the greater the empathy and recognition you will have which increases the chance to generate new business.

Remember: **the idea is innovation**

Participation **free of charge**. Only few spaces available!

[Click here](#) and subscribe.

The stand cannot be the only place to meet the professionals visiting the event. For that reason, NT Expo offers you several tools free of charge to increase your company's visibility.

### Participation details



Lectures up to  
15 minutes  
maximum



Technical content  
without commercial or  
institutional intent.



Announcement of the  
selected companies  
between July and  
August, 2016.





## 2. Innovations and Launches

Did you know that most of the fair's attendees come along with their route already marked out and a list of the stands they want to visit?

Don't waste your time! Send your information and to get the benefits:



**Online showcase:** increase your products' visibility to over **39 thousand** professionals attending to the event;



**Introduce** your company to the event attendees. Show photos of your products and show them your stand's location;



Interact with an audience of over **20 thousand** professionals through our marketing email campaigns and e-news;



The latest news about your company **at the fingertips of opinion makers** through the Event's Press Office.

### How to participate?

**Click here** and send a summary with your information (maximum 300 character) about your product or service, with no institutional purposes.

Remember: it is important you highlight the benefits your product or service could bring to your clients.





### 3. Travel and Accomodation

NT Expo exhibitors and visitors have special benefits:

Thanks to the partnership with Via HG Turismo and LATAM, UBM Brazil offers exclusive travel packages for exhibitors and visitors.



Through Via HG Turismo all the event's attendees will get special rates from LATAM, the official NT Expo airline.

**To learn more about the travel packages options and accomodation, contact us:**

Tel.: + 55 11 4229 9593 | Fax: + 55 11 4226 5203

E-mail: [ntexpo@viahg.com.br](mailto:ntexpo@viahg.com.br) / [corporativo@viahg.com.br](mailto:corporativo@viahg.com.br)

\* Discounts of 5% to 10% on specific special rates. Prices subject to seat availability and specific rules/restrictions within each fare, valid from 29/10 to 09/11/2016 for stretches between Brasil/São Paulo/Brasil – South America/São Paulo/South America – North America/São Paulo/North America – Europe/São Paulo/Europe;





## 4. Customized banners, e-mails and signature

**Our team offers you several free tools that will help you to customize your marketing actions, helping to bring more professionals to your stand!**

**See how simple it is:**

- Generate customized e-banners, in different sizes with your stand's number;
- Send customized emails inviting your clients to your stand;
- Use the event's email signature to enhance your participation;
- Download the NT Expo App.

### Marketing Tips:

- Is your brand present on social media?  
Use it to promote your participation in the event;
- Do you publish contents on Facebook or YouTube?  
Share it with us and we will publish on our channels;
- Send us your release. We will publish its content on the event's web page, as well as in our e-news;
- If you don't have your own press office, NT Expo has a team of experts ready to help.  
Contact us.

**Increase your marketing actions making them more effective. Join us!**

**Increase the number of visitors to your stand: put your company in the visiting program of the professionals in the industry.**







## 5. Press Office

**Would you like to see your brand in the main marketing media of the industry?  
Contact the event's press office to learn more about it.**

**The service provided by the Enterprise Content is free of charge.  
This is just one more benefit from the event's organisational team!**

- Does the solution brought from your company to NT Expo reduce costs, improve efficiency and it is unique in your country? Increase your company's visibility by contacting the press informing them of the latest news about your company.
- Do you have something new to launch or present to the market? Schedule a press conference.

**Remember:** The informative content, together with statistical data and results generate credibility.

If it's a certified solution, it will make the news more important. [Click here](#), and contact the Enterprise Content and learn more about it.

**Increase your brand awareness using the main forms of media and  
get closer to the visitors during and after the event.**





## 6. Official Catalogue

### Gain visibility during and after NT Expo with the Official Event's Catalogue

Provide your information to our product directory of 2016 Catalogue – and increase the number of visitors to your stand.

**\*Click here** and access the website. Log in with your username and password, fill in the form with your information and write an institutional text up to 250 characters!



## DOWNLOAD THE APP!

**Remember:** your information will also be used in our App, which will increase your company's visibility before, during and after the event



Increase your company's visibility!  
You can rely on us and our partners.

\*The username and login will be sent by Gamathi, that will contact you to confirm its submission and the information given by you.





## 7. VIP and On-line invitations

Efficiency and customized services for your most important clients are part of the benefits offered by NT Expo to your company. To offer this benefit to your clients, just send the VIP Invitation through the Exhibitor's Manual.

### It is very simple!

1. Access exhibitor's manual website using your username and password.
2. Click on the form 17.1 – Exhibitor VIP Invitation.
3. Upload your contacts list or add them individually.

### Limited on-line invitations

It is the same process as VIP invitation, but the contacts list is restricted to a certain number of people.



Increase your company's visibility and use our free tools!





## 8. Information about the stand assembly procedures during the event

In order to make everything happen as planned, you need to follow the below precautions:

1. Every stand must be assembled up to 6pm on November 7th, 2016. After that date, only interior finishing will be allowed;
2. During the days of the event, maintenance and material replacement will only be allowed between 8am to 11am. The access must be through the hall's loading and unloading area;
3. The teams working at the stands must be there 30 minutes before the event starts;
4. Make sure your stand is ready by the time the event starts;
5. Only the visitors who have a badge, the same as the model below, will have access to the hall.

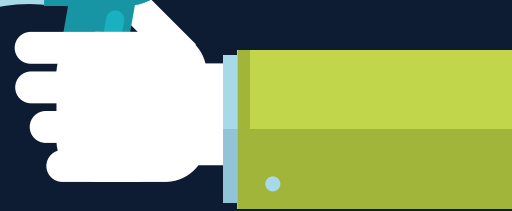
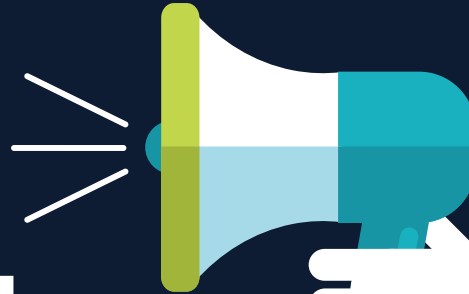
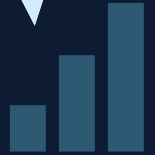
### ATTENTION

Ensure the safety of your guests and yours.  
The entrance is not allowed for people under 18 years old,  
As well as people wearing flip-flops or shorts.  
Wear safety helmets: exhibitors' and employees without  
the protective helmet won't be allowed in.



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Get ready  
for the Event



# 1. How to maximise lead generation during the event?

Maximise your business opportunities. Here are some simple tips:

1. **Bring your team together and** choose the professionals to attend the clients at your stand. A sales professional is very important, but you must remember:
  - a) **Technical:** remember the audience that visits the event is composed of professionals from technical areas, such as engineers. Therefore you should always have a professional from that area to explain more about your product and answer any questions about it.
  - b) **Purchase:** there is a small but important number of suppliers who visit the event. It is crucial that your team is prepared to receive them. Take the opportunity and make a list with potential new suppliers.

Align your company's goals with your team and plan their schedules!

2. **Are you bringing equipment with which the audience can interact?**
  - a) Prepare the professional who will be responsible for it to operate it properly.
3. **Leads Sourcing**
  - a) **Graphic Materials:** interest statements forms, business cards, products, promotional material and flyers;
  - b) **Prepare Special Activities:** marketing actions in the stand, such as drawing, cocktails, etc., attract more visitors;
  - c) **Gifts:** plan the gifts according to your target audience;
  - d) **Data collector:** using the data collector, your company has access to the complete list of the visitors who go to your stand.  
(Note: it can be acquired by the exhibitor's guide)

About **90% of the visitors** are searching for innovations and new releases! Be prepared for them!  
Stands with interactive equipment have a higher number of visitors.





## 2. Advice for your stand project

The stand is an extension of your company, that's why is very important to have a project. Here are some important tips for your planning:

1. Plan furniture rental and remember about the displays and your products showroom configuration;
2. Consider choosing a buffet service;
3. Quote the services for lighting, internet service, TV, cleaning and security;
4. Hire receptionists and waiters, if necessary;
5. Make a briefing for the support team hired to work at the event in order to introduce your company. Remember they have direct contact with your potential clients and they should be professional!

All the items mentioned above can be acquired through the Exhibitors' Guide.





### 3. Turn leads into long-term business relationships

The participation of your company at NT Expo doesn't end on the last day of the event. The actions generated during the event can, and should be, boosted. See how:

1. Send emails to the professionals who went to your stand thanking them;
2. Put them in order by their areas and prospecting priority;
3. \*Conduct a satisfaction survey. Understand what need to be changed for the next edition;
4. Create a relationship program, keep your contact active and turn it into a VIP visitor in 2016 edition.

\*Rent a data collector through the Exhibitor's Guide and have access to all the visitors at your stand. Remember that a lead needs attention to become a client!







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They have important content and deadlines.



NT Expo marketing team wants to help you and your brand to have the best performance ever: before, during and after the event.

If you're not receiving our emails, please contact our team to update your information.

**We are available to assist you at anytime!**

**NT Expo Marketing Team**

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