
PUBLICITY AND MARKETING

7.1 PUBLICITY CAMPAIGN

There will be a co-ordinated publicity campaign running right up until the exhibition. A programme of press releases will be issued by the BDTA highlighting all aspects of the exhibition. There will also be an advertising campaign across all the major dental publications using a variety of sizes and positions. Further details regarding publicity can be obtained from the BDTA.

7.2 PRE-SHOW REGISTRATION (NOT LATER THAN 7 DAYS BEFORE THE SHOW OPENS)

- a) Forms for visitors to register for free entry to BDTA Dental Showcase will be widely distributed.
- b) Additional forms will be available for distribution by exhibitors to their customers; these can be ordered using the Stickers, Forms and Badges Appendix. In order for pre-registrations to be processed it would be helpful if exhibitors did not distribute these later than three weeks before the show opening date.
- c) Dedicated fax and phone lines will be available and their numbers publicised.
- d) On-line registration will be provided through the Internet.
- e) Visitors can also register by text.
- f) For visitors who have not registered in advance there will be a £10 charge for entry on the day.

7.3 LOGO DIARY STICKERS

These are available for distribution by exhibitors. Please order using the Stickers, Forms and Badges Appendix.

7.4 SHOW GUIDE (FINAL COPY MUST BE RECEIVED NO LATER THAN 28 JULY 2010)

The official BDTA Show Guide will be distributed by post to those who register in advance and to visitors at the show. It will include a plan of the exhibition and a list of exhibitors taking part in the event. Each exhibitor is entitled to a free entry in the Show Guide which will consist of the following:

Name
Address
Telephone number
Fax number
e-mail address
Website url

Each entry may be accompanied by a logo or product image. Logos and images should be high resolution, preferably in jpg, tif or eps format. Exhibitors will be contacted by e-mail to confirm the exact details to be included and to confirm whether a picture or logo is required. Instructions for providing the appropriate artwork will be included with the e-mail.

7.5 PRODUCT & SERVICE GUIDE (PRODUCT LOCATOR) (FINAL COPY MUST BE RECEIVED NO LATER THAN 28 JULY 2010)

The Show Guide will contain a Product Locator for reference. Each exhibitor is entitled to free entries in all the relevant sections. Please complete and return the Exhibitor's Products & Services Appendix.

7.6 PRESS OFFICE

There will be a Press Office, accessed from within the halls, with facilities for exhibitors to place legitimate press releases.

7.7 ADVERTISING, SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

A range of advertising, sponsorship and promotional opportunities are offered to exhibitors to promote their presence before, during and after the event. These should appeal to all exhibitors and help generate increased footfall to the promoted exhibition stand/s. Details of available opportunities can be found at the "Sponsorship and Advertising Opportunities" section of the Exhibitor Manual. The BDTA is happy to discuss any additional ideas that exhibitors may have.

7.8 ADVERTISING SPACE AT THE VENUE

Various advertising opportunities are available. For further details contact the Venue (refer to the Directory for contact details).

7.9 DATA CAPTURE SCANNERS ("LIGHT PENS")

The lightweight, hand-held scanner is available at a cost of £160 (plus VAT) for three days with additional scanners available at £90 each (plus VAT). These use a laser light to read the bar code on visitors' badges from a distance of up to 50cm and do away with the need to handle the badges. For further details and to place an order please complete and return the Visitor Data Capture / Scanners Appendix.