

International Trade Fair
for Wines and Spirits

Singapore
13 – 16 July 2020

Singapore Expo

singapore.prowineasia.com



Marketing Toolkit for Exhibitors

In this guide, find out how to:

- ✓ Reach targeted leads and potential buyers before the event
- ✓ Enhance your participation and improve mindshare amongst visitors
- ✓ Pitch your brand to the media and maximise publicity

Joint Organisers:





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Dear Exhibitor,

**Thank you for participating in
ProWine Asia (Singapore) 2020!**

In this Marketing Toolkit, you will find a list of collaterals and tips which you can utilise to connect with your target audience/potential clients, and generate media awareness and publicity before the event... **at no additional costs!**

Should you require assistance, please feel free to contact Cherie at +65 6233 6618 or email cherie.chew@informa.com

We look forward to see you at ProWine Asia (Singapore)!

Team @ ProWine Asia (Singapore) 2020

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**@ProWineAsiaSG
#PWA2020**



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Invite Your Customers

Customised Web Landing Page

Customised with your company logo, profile and booth detail, simply share the link of your branded page to invite your network of clients to pre-register their visit and meet you at the event.

How to Invite?

Your unique Feathr Dashboard URL will be sent via email 1-2 weeks after your OEM submission.

Click 'See My Landing Page' on your Feathr Dashboard



Email Invitation

Send e-invites customised with your company logo and booth details to your clients.

How to Send?

Click 'Invite Customers via Email' on your Feathr Dashboard

Web & Email Banner

Download your personalised banner for your website and/or email signature to publicise your involvement at ProWine Asia (Singapore) 2020.

Remember to hyperlink the banner to the event website singapore.prowineasia.com

How to Download?

Click 'Get My Banners' on your Feathr Dashboard

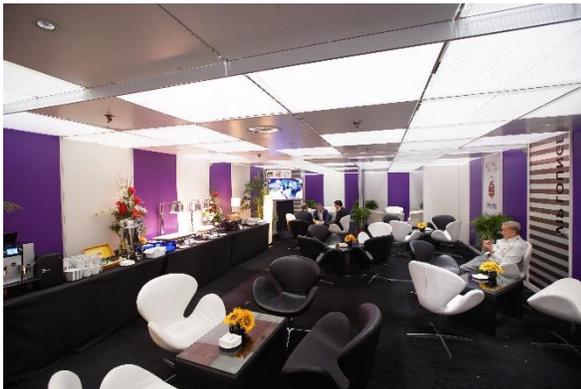




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Invite Your Customers



Buyers Programme

Nominate your important clients as VIPs so they get to enjoy the recognition they deserve, and additional privileges such as priority registration at dedicated counters, exclusive access to the VIP lounge, invitation to the Opening Ceremony, and more.

How to Nominate?

Submit **Form 6** in the Publicity Manual of the Online Exhibitor's Manual

Direct Mail Invitation

Order hard copies of the admission tickets and mail them to your clients (who do not wish to pre-register their visit online) so that they can still enjoy complimentary admission to ProWine Asia (Singapore) 2020.

How to Order?

Submit **Form 8** in the Publicity Manual of the Online Exhibitor's Manual





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Promote Your Presence at the Show

Online Show Directory



This tool is most frequently used by visitors before the event to browse through the list of exhibitors, their products and related information. Maximise your exposure with the Online Show Directory.

How to be Listed?

Submit **Form 1** in the Publicity Manual of the Online Exhibitor's Manual

Show Preview

Utilise one of the best opportunities for product showcase and be seen amongst industry leaders through the widely circulated Show Preview that will be mailed to buyers and decision makers.

How to be Listed?

Submit **Form 1** in the Publicity Manual of the Online Exhibitor's Manual



Promote Your Presence at the Show



Public Relations

In the lead-up to ProWine Asia (Singapore) 2020, the Marcom team at Informa Markets and Messe Düsseldorf Asia will be rolling out public relations (PR) campaigns in Singapore and regionally to garner maximum awareness and media coverage.

How to be Featured?

Submit **Form 7** in the Publicity Manual of the Online Exhibitor's Manual

Connect with Potential Buyers

Business Matching Programme

Maximise your time at the show by pre-arranging business meetings with potential buyers who have pre-registered their visit to the show.

How to Participate?

Submit **Form 5** in the Publicity Manual of the Online Exhibitor's Manual





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Engage with Us

Questions? Give us a call or drop us an email.

General Enquiries

T: +65 6332 9620

E: info@prowineasia.com

Sales Operations

For enquiries on the **Online Exhibitor's Manual**, please contact:

Ms Megan SEOW

Sales Operations Executive

E: megan.seow@informa.com

Marketing

For enquiries on **Marketing and Visitors Management**, please contact:

Ms Cherie CHEW

Marketing Executive

E: cherie.chew@informa.com

Media Relations

For enquiries on **Media Relations**, please contact:

Informa Markets

Ms Juliet TSENG

Assistant Communications Manager

E: juliet.tseng@informa.com

Messe Düsseldorf Asia

Mr Alvin SIM

E: alvin@mda.com.sg



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Social Media

Stay connected with your target audience, gain mindshare and improve engagement rates!

Use the official hashtag **#PWA2020** before, during and after the show when sharing your social media posts to engage and interact with our followers.

How to Stay Engaged?

Like and Follow us **@ProWineAsiaSG**



<https://www.facebook.com/prowineasiasg/>



Search for Showcase “ProWine Asia (Singapore)”



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Checklist

Have you maximised your exposure?

	Done
<i>Invite Your Customers</i>	
✓ Custom Web Landing Page: Click 'See My Landing Page' on your Feathr Dashboard	
✓ Email Invitation: Click 'Invite Customers via Email' on your Feathr Dashboard	
✓ Web & Email Banner: Click 'Get My Banners on your Feathr Dashboard	
✓ Direct Mail Invitation: Submit completed Form 8 of Publicity Manual	
<i>Promote Your Presence at the Show</i>	
✓ Online Show Directory: Submit completed Form 1 of Publicity Manual	
✓ Show Preview: Submit completed Form 1 of Publicity Manual	
✓ Public Relations: Submit completed Form 7 of Publicity Manual	
<i>Connect with Potential Buyers</i>	
✓ Business Matching Programme: Submit completed Form 5 of Publicity Manual	
<i>Social Media: Like and Follow @ProWineAsiaSG</i>	

See You at ProWine Asia (Singapore) 2020!