

# E-WORLD ENERGY & WATER

## BRANDING PACKAGE

With the Branding Package exhibitors can additionally highlight their participation in the fair: Visitors will see branded banners of the exhibitor in the ticket shop, on the tickets and at the entrance.

The Branding Package is an extension of the exhibitor portal ESC (Exhibitor Service Center). Exhibitors get an attractive opportunity for customer loyalty; visitors feel directly addressed.

### BENEFITS OF THE BRANDING PACKAGE

With the Branding Package exhibitors intensify the bond with their customers. Visitors are welcomed by the exhibitor before registration, continuously see a banner of the exhibitor in the ticket shop and receive a ticket with an exhibitor logo. This reduces the risk that visitors will overlook the originator of their invitation in the hustle and bustle of the trade fair. If a speedy variant is used as an admission system at the event (such as SBG or SBT), exhibitors can welcome their visitors again specifically on its display.

### REAL ADDED VALUE FOR EXHIBITORS

This is how exhibitors order the Branding Package:

- The order is placed in the ESC "Brand your visitor invitations" area via "Book Branding Packages".
- Exhibitors go to the shopping cart and complete the ordering process.
- Once the order has been successfully placed, the ESC will activate the booked Branding Package.
- Exhibitors upload the required graphics via "Manage Branding Packages".
- Once all the graphics have been uploaded, the Branding Package for the trade fair appearance or the order option is activated.
- Exhibitors invite their customers to the event in the ESC via "Invite visitors".

### THE BRANDING PACKAGE FROM THE VISITOR'S POINT OF VIEW

This is how visitors perceive the Branding Package:

- Visitors receive a registration link by e-mail or a voucher from the exhibitor
- The link leads to a landing page with the exhibitor's branding
- The landing page leads directly to the ticket shop  
In the ticket shop, a banner of the exhibitor accompanies visitors through all registration steps
- Visitors receive a ticket with the exhibitor's branding.
- Both the e-ticket (Print@home) and the mobile tickets (m-ticket, Wallet) carry the exhibitor's branding
- At the event, the display of the admission system welcomes the invited visitors with a customized screen of the exhibitor

