

Digital Products & Packages

BLECH
India 2021



Uncertain times lead to new behaviours.

The pandemic impacted how we work, shop, entertain, communicate and inform ourselves. New way of life during pandemic forced many of us to adopt new digital tools and services. As per the study conducted by Reed Exhibitions on evolving customer behaviour, 70% of visitors and exhibitors have tried at least one new digital service since lockdown. These findings also support Kantar's March 2020 report on new consumer behaviours in which 84% said they tried at least one new service.

Digital, an essential part of our lives.

As a result of COVID-19, exhibitions industry also evolved to suit the changing needs and preferences of the customers. Once considered a 'nice to have', digital services have become a 'must have' for many businesses determined to maintain vital business connections during the pandemic.

COVID-19 accelerated the digital growth, many people explored new digital tools and products. Digital became an essential part of our lives and as per customer behaviour survey, people will continue to use digital products in the post COVID-19 era as well.

As per the COVID-19 Customer Needs and Mindset Barometer conducted by Reed Exhibitions:

65% of visitors and 57% of exhibitors believe digital will continue to work even after COVID-19

84% of customers who invested in digital platforms were extremely satisfied with the results

91% of companies who used digital products and services said they will continue to use digital in future.



**Whatever might be your goal,
we will help you achieve it.**

As a leading global events business, Reed Exhibitions combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions. Globally, we organise over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants.

Through our media, we bring you the best of face-to-face events, combined with our digital packages and products enabling your business to amplify its reach.





Packages for every purpose and pocket.

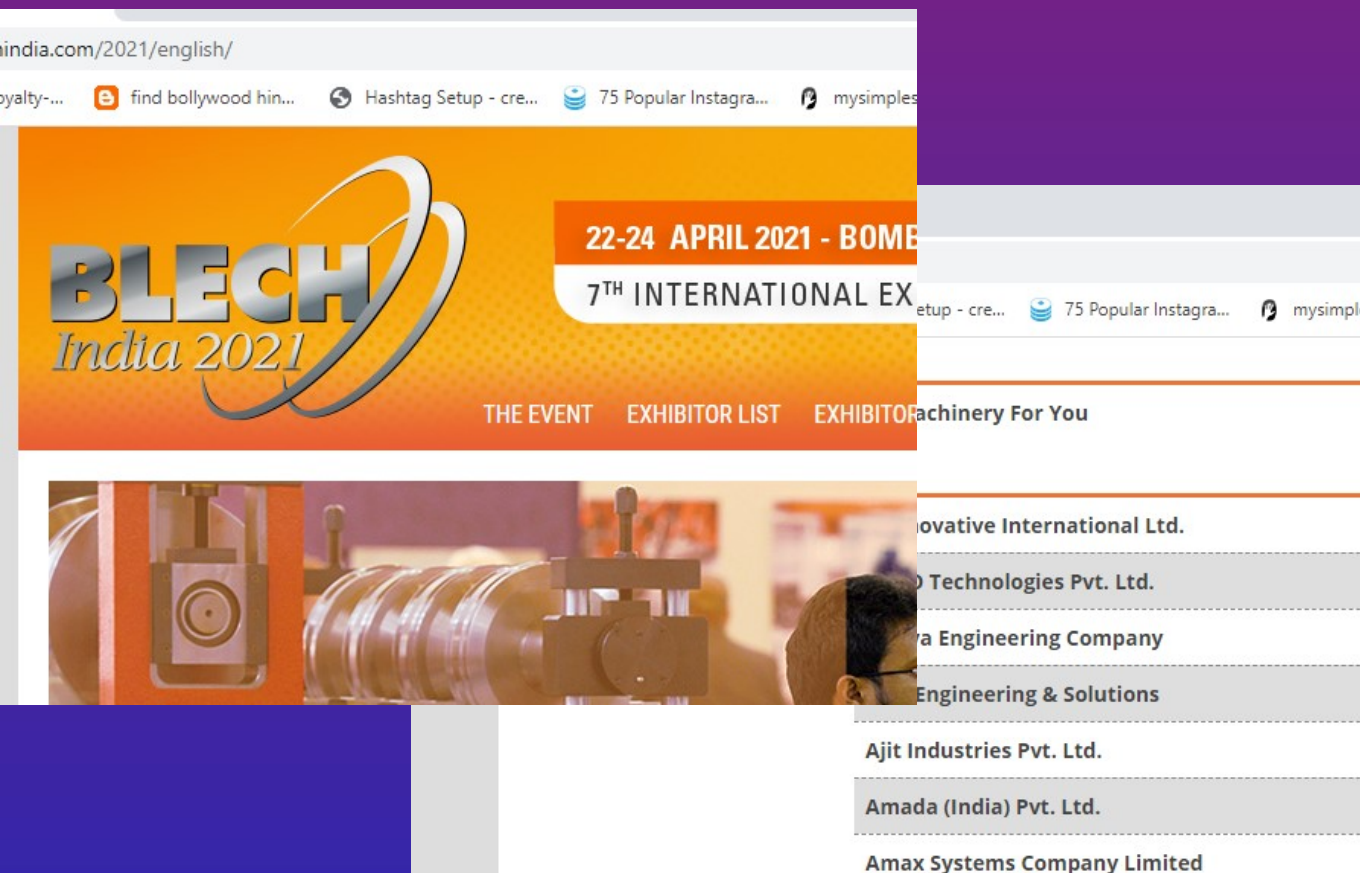
Whether you wish to generate new sales leads, launch a new product, reinstate your market position, create awareness or just drive traffic to your booth – we have packages designed carefully to meet your business objectives.

Choose from any of below packages:

- ✓ Target Buyers Package
- ✓ Booth Traffic Package
- ✓ Product Showcase Package
- ✓ Increase Appointments Package
- ✓ Build Awareness Package
- ✓ Custom Digital Package

Bringing you closer to buyers for genuine business opportunities.

Decision makers visit our show website to access content, plan their visit, explore new product launches and find suppliers round the year. Advertise on our show website to get a step closer to your target buyers.



15,823

Unique visits on show website*

11,266

Users who visited show website to access show information*

*Report from Google Analytics for the period of 1 Jan – 15

Focused campaigns targeting the who's who of the industry

Generate serious business leads and create brand awareness through our personalised segment specific email, SMS and e-newsletter campaigns. Choose from ample of promotional options to generate meaningful leads.

78,856

Thousands of industry stakeholders to target for India

10,780

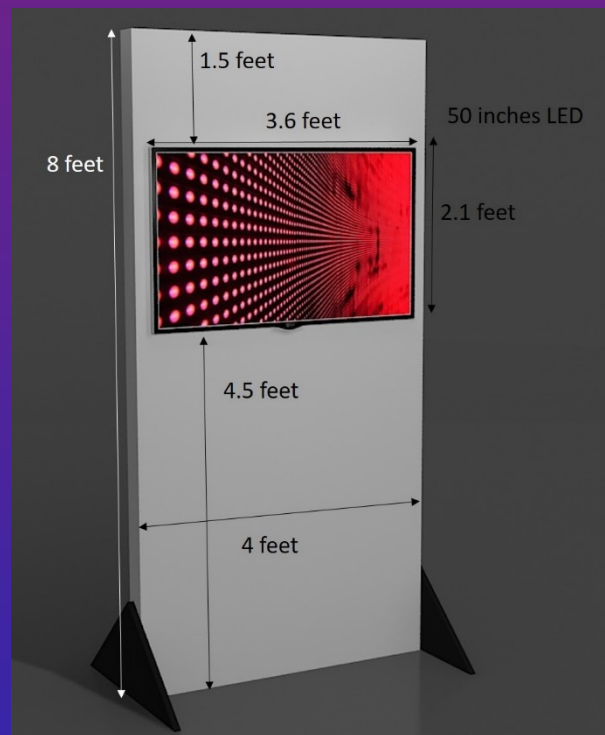
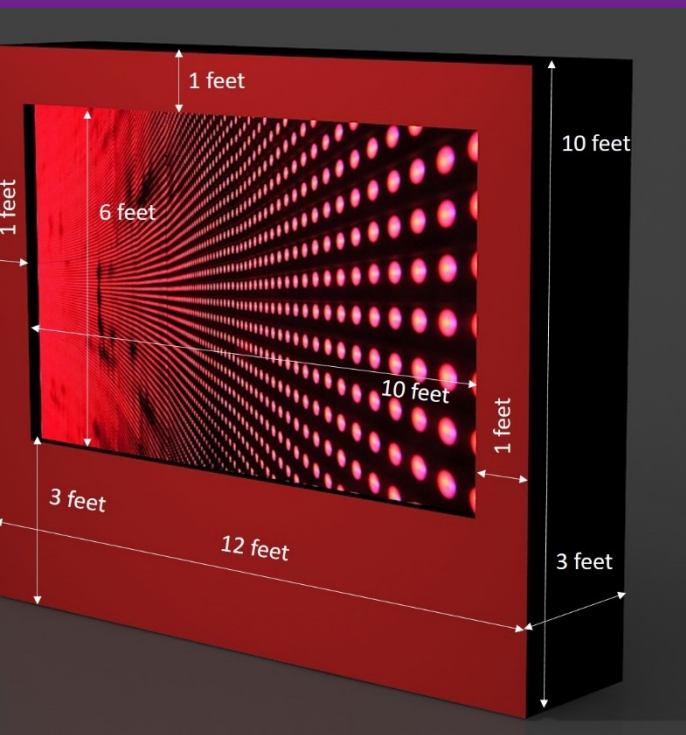
Thousands of decision makers for India



*actual number of email and mobile numbers across industries and geographies as per De

eyeballs guaranteed.

Grab attention of decision makers – run your brand and product video on our digital signage during the show. Located around the hot-spots at the venue, our digital signage assures you guaranteed brand awareness.



10,745

Total expected footfalls over 3 days*

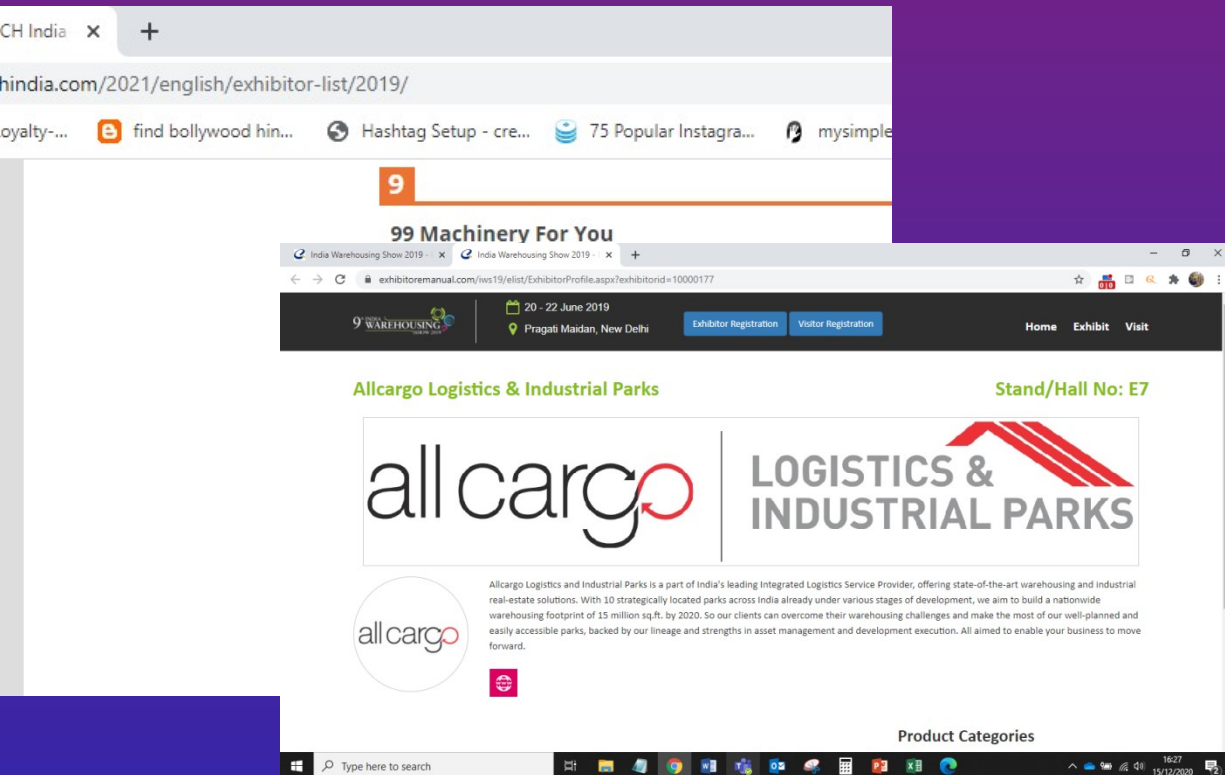
1,140 minutes of run-time

over 3 days

*Estimated number of footfalls calculated on the basis of 2

Enhanced profiles on online directory and product launches evaluated by potential buyers

Interactive supplier directory and listing of product launches are most visited webpages on show website. Our packages ensure you make the most by advertising on these pages and get noticed by potential buyers.



(*Report from April – July 2019)

11,196

views on the list of exhibitors page*

79.9 seconds

Average time spent on
the list of exhibitors page*

5:32 minutes

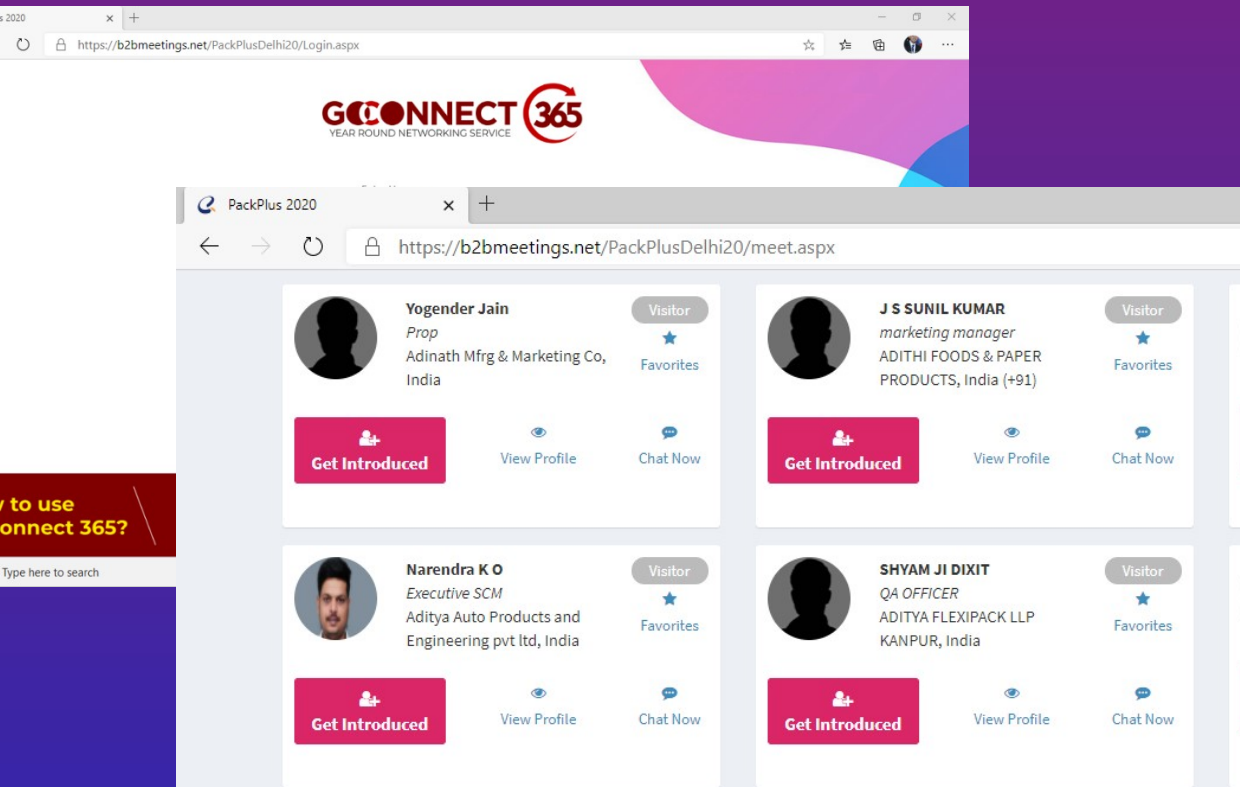
Average time
spent on the pa

5,148

Views on the list of
product launches page

Easy to identify and connect with buyers, 365 days a year using online matchmaking service

Find new buyers online using **GoConnect 365**, our year-round business matchmaking service. Advertise on the platform for extra advantage and visibility.



(*Report for period of August – November 2020)

10,621

Profile views on GoConnect 365

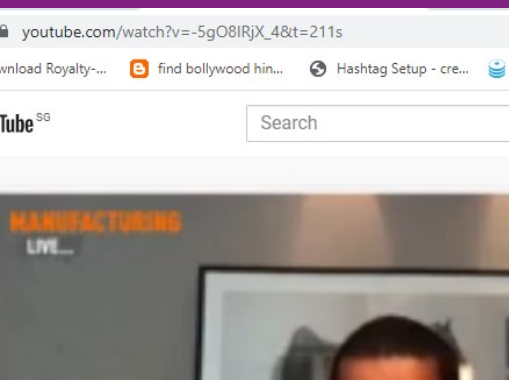
2,196

Requests sent via GoConnect 365

3,539

Active profiles on GoConnect 365

ends that continue to shape the future of industry



3 webinars

6,003

Total registrations

2,347

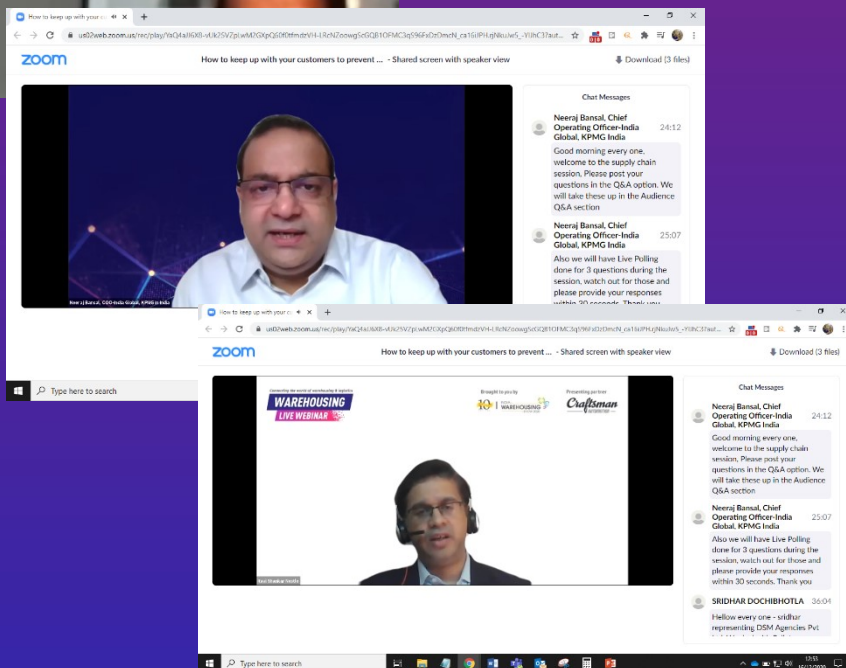
Total attendees

52 NPS*

90% CSAT

89% CLoyalty

Our webinars cover hot trends and topics and are attended by key decision makers and influencers from across industries. Leverage the opportunity and get unparalleled visibility at our webinars.



*Average results of the webinars concluded in 2020

Digital packages 2021

Power your business with our 6 purpose-driven packages to position your business ahead of competitors.

Packages only open to exhibitors of 2021:

- | | |
|--------------------------|---------------------------------|
| Target Buyers Package | ✓ Increase Appointments Package |
| Booth Traffic Package | ✓ Build Awareness Package |
| Product Showcase Package | ✓ Custom Digital Package |



Target new buyers, a package that connects you with new customers.

Designed for companies looking to enhance overall reach and target new buyers across new or existing markets. Target Buyers' package helps to fast-track your business recovery and brings you back on the growth trajectory.

Package Deliverables

- 1 premium listing of your company on show website
- 1 targeted campaign to run on LinkedIn and GoConnect to attract new buyers
- 1 email campaign carrying information about your products/services on desired segment of buyers
- 1 banner advertisement on homepage of show website
- 1 banner advertisement on monthly industry e-newsletter sent on entire database (4 editions)



Target Buyers Package (RXDP001)

Investment costs for Domestic Exhibitors

INR 1,50,000 plus applicable 18% GST

Investment costs for International Exhibitors

EURO 1,800 plus applicable 18% GST

Worried about getting booth traffic? This package is meant for you.

Never ever it was this easy to attract footfalls at your booth. At a nominal cost, you enjoy relevant footfalls at your booth while also giving you ample of visibility amongst attendees. One stone, two birds.

Package Deliverables

- ▶ Video advertisement to run in loop during the exhibition on digital wall
- ▶ Static advertisement to run in loop during the exhibition on digital standee
- ▶ Premium listing of your company on show website
- ▶ Email campaign carrying information about promotions on your booth to be sent on industry database
- ▶ SMS broadcast on relevant industry data to drive traffic to your booth



Target Buyers Package (RXDP001)

Investment costs for Domestic Exhibitors

INR 2,00,000 plus applicable 18% GST

Investment costs for International Exhibitors

EURO 2,350 plus applicable 18% GST

Launch new products, like a pro. And grab all the eyeballs that matter.

Elevate your reach and boost your reach as you launch your new products and services. Whether you're launching a new product or entering a new market, our package deliverables will ensure you achieve your business objectives.

Package Deliverables

- 15 minutes product pitch during relevant webinar addressing industry stakeholders
- Email campaign carrying information about your products/services on entire industry database
- SMS broadcast on relevant industry data to circulate information on your new products
- Premium profile & product video on product launches webpage on show website
- Banner advertisement on product launches webpage on show website
- Video advertisement to run in loop during the exhibition on digital wall & to be promoted on social media



Product Showcase Package (RXDP003)

Investment costs for Domestic Exhibitors

INR 2,00,000 plus applicable 18% GST

Investment costs for International Exhibitors

EURO 2,350 plus applicable 18% GST

Increase appointments, ensuring 100% ROI on your exhibition participation.

Give an *extra* boost to your exhibition participation by getting more appointments with buyers ahead of the show. This package ensures that you make the best use of your time at the event and get assured returns on your investments.

Package Deliverables

- Enhanced profile on GoConnect as a preferred partner in your product category – online business matchmaking service
- Confirmed in-person meetings with buyers via GoConnect (to be held during the show)
- Email campaign inviting registered visitors to fix meetings on entire industry database
- 5-minutes elevator/product pitch during relevant webinar to attract new buyers
- Premium profile on Emperia (Lead scanning app)
- Onsite standee/branding promoting your company as a preferred partner in your product category



Increase Appointments Package (RXDP004)

Investment costs for Domestic Exhibitors:

INR 1,75,000 plus applicable 18% GST

Investment costs for International Exhibitors:

EURO 2,150 plus applicable 18% GST

Products are made in a factory, but brands are created in the mind.

Investing in your brand building is the single most important investment you can make in your business. Go for this package if you wish to build your brand voice & credibility while cutting through the noise and clutter.

Package Deliverables

10 email campaigns to promote your company and products on relevant industry database

10 SMS broadcast to promote your company and products on entire industry database

1 banner advertisement on monthly industry e-newsletter sent on entire database (3 editions)

1 premium banner advertisement on homepage of show website

10 rounds of social media posts on LinkedIn and Facebook

1 blog/interview about your company to be published on show website and social media

1 month of enhanced social media visibility – promotions by your brand to be promoted of show's social media channels

1 promotional video to be played during relevant webinar or a speaker from your company to be participating in the webinar



Brand Awareness Package (RXDP005) Investment costs for Domestic Exhibitors:

INR 3,00,000 plus applicable 18% GST

Investment costs for International Exhibitors:

EURO 3,550 plus applicable 18% GST

Looking for something unique? Make your own package.

Choose from our range of deliverables and make your own customised package which matches your business objective and fits your budget. A unique and customised promotional strategy is likely to accelerate your business growth 10x.

Choose any deliverable to create your package

- 1) 1 banner advertisement on content hub webpage
- 2) 1 banner advertisement on monthly industry e-newsletter sent on entire database
- 3) 1 premium profile on product launches webpage on show website
- 4) 1 premium profile on GoConnect – online business matchmaking service
- 5) 1 premium listing of your company on show website
- 6) 1 static advertisement to run in loop during the exhibition on digital standee
- 7) 1 banner advertisement on products launches webpage

Choose any deliverable to create your package

- 8) 1 banner advertisement on homepage of show website
- 9) 1 video advertisement to run in loop during the exhibition on digital wall
- 10) 5-minutes session to introduce your company/products during a relevant webinar to meet your objectives
- 11) 1 email campaign on entire industry database
- 12) 1 SMS broadcast on relevant industry database



Custom Digital Package (RXDP006)

Investment costs: Cost as per deliverables chosen plus applicable 18% GST

Terms & conditions:

Deliverables to be executed upon signing up of application form and payment as per the given terms. Banner advertisements to be placed from time of confirmation to one month post completion of the show. Ad material to be provided by the sponsor. Locations of digital standee, digital walls and ad placement subject to availability and discretion of the organiser. Landing pages or hyperlinks to be provided by the advertiser for tracking of clicks and impressions.

Webinar packages 2021

perfect opportunity to get visibility amongst
relevant and targeted audiences in real-time



Reach your relevant buyers

In these unprecedented and challenging times call for enhanced brand visibility and connectedness with your industry. Choose from our brand visibility webinar packages to stay relevant and connected with your future buyers.

Variables	Webinar Partner	Presenting Partner	Product Showcase	Associate Partner
Organising webinar on behalf of your organisation	Y			
Get inputs on topic and speaker finalisation	Y			
Get senior representative (CXO/Director) to be speaking	Y			
Get logo on webinar registration page	Y			
Get logo on survey email	Y			
Get logo on virtual background	Y	Y		
Get web banner on show website	Y	Y		
Get co-branding and promotions as [Enter title]	Y	Y	Y	Y
Get logo on online promotions – event website, social media posts and e-mailers	Y	Y	Y	Y
Get logo on welcome slide	Y	Y	Y	Y
Get 15 mins product showcase			Y	
Get 3 social media posts on LinkedIn and Facebook	3 rounds	2 rounds	2 rounds	1 round
Net Investment for Domestic Exhibitors (INR)	225,000	150,000	100,000	75,000
Net Investment for International Exhibitors (EURO)	2,675	1,850	1,275	985

Package 7

Package 8

Package 9

Package 10

et in touch

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