



Extensive Show Advertising

- Local and regional press advertising
- Local radio advertising
- Magazine advertising
- Direct mail
- Poster and leaflet campaign
- Website
- Lampost pennants
- Directional road signs
- PR campaign targeting all types of media

Why Exhibit?

If your company is involved in any aspect of this market, then this show is a must for your calendar. The ideal opportunity to promote your business to potentially thousands of women and men that are interested in health, beauty and lifestyle. Exhibitions bring your most active prospects and customers to you. Exhibitions allow you to demonstrate products, answer questions, overcome objections and meet your market face-to-face. At an exhibition you can harness all five senses to drive home your messages. Further virtually all of your marketing goals at the same time.

- long-term brand building
- immediate sales
- research the market
- generate media coverage
- launch new product
- entertain loyal customers
- collect high quality leads
- educate prospects

