

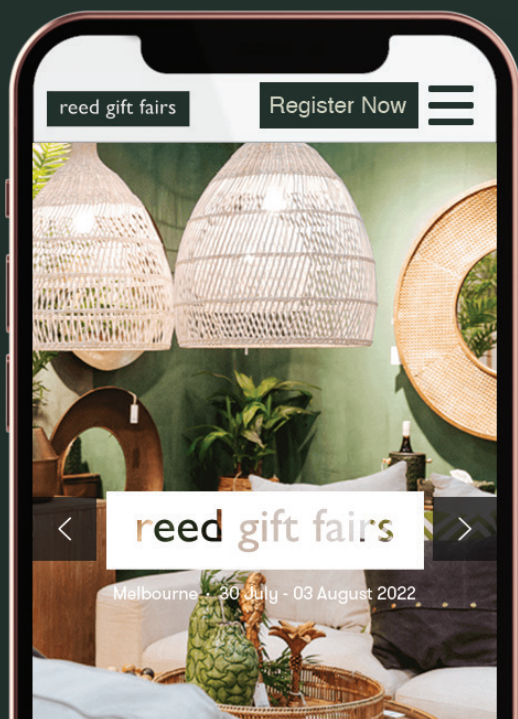
reed gift fairs

The New Digital Showbag

Are you doing something special to promote your brand, products or services at Reed Gift Fairs?

Do you want to significantly boost exposure, engagement and foot traffic to your stand?

The NEW Reed Gift Fairs Digital Showbag promotes your event deals to drive targeted traffic to your stand. Upon viewing the digital show bag, buyers convert to qualified leads by giving their email address to the exhibitors and offers they find most compelling.



It's perfect for:

- Special offers
- Product launches
- Competitions
- Higher quality leads
- More social media followers
- Reaching and attracting more buyers to your stand



HOW DOES IT WORK?

It works like a dating app!



Buyers can access your exclusive offers through the Reed Gift Fairs Digital Showbag in the lead-up to the event.



They will swipe through a gallery of exhibitor deals and choose the ones that interest them – clicking the green button to accept or red to move on to other offers in the Digital Showbag.



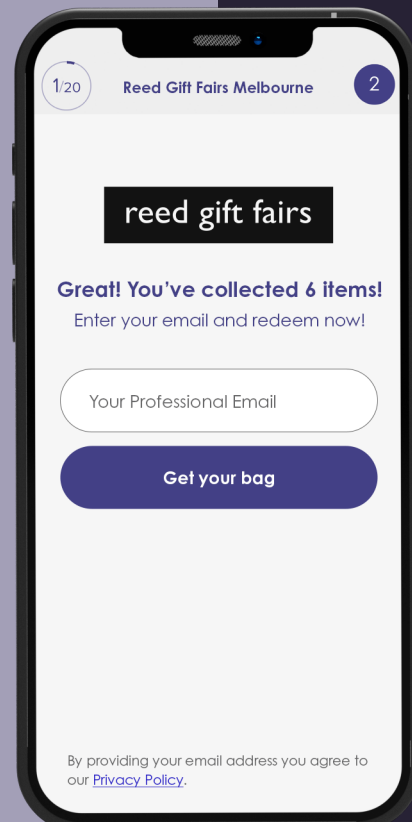
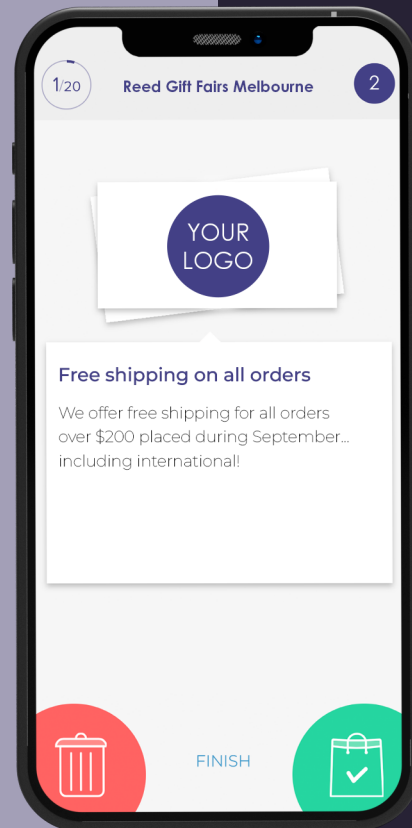
Once they accept offers, they'll enter an email address to receive their chosen deals and all details needed to collect your offer (visit your stand, go to your website, follow your social media, etc.).

An offer can do many things...

- Promote your hook and incentivise buyers to buy today.
- Increase foot traffic to your stand.
- Incentivise buyers to visit you, your website or connect with you on your social channels.
- Collect high quality leads.
- Share content.
- Amplify any marketing activity around the event.

The email address of those who have accepted your offer will be available to you in real-time, and we'll provide you with a full breakdown analysis on your offer by the end of the show.

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HOW DOES IT WORK?

All you need to set-up an offer in the Digital Showbag is...

A Brief Description

- Eye-catching call to action
- Limit of 80 characters

Full Description

- Describe the offer in more detail

Brand Logo

- In PNG format
- Logo only no additional creative

Redemption Instructions

- Provided after a visitor accepts the offer in their showbag
- Describe what needs to be done to claim the offer (ie. visit stand, follow us on instagram)

Link to Offer Landing Page

- Provided once they accept your offer



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In the business of
building businesses

PRICING

EXCLUSIVE Presenting Sponsor

\$5,000 + gst

- Your logo on the home page of the app.
- The Digital Showbag will be referred to as the Reed Gift Fairs.
- Digital Showbag, presented by “YOUR BRAND”.
- 1 offer in the Reed Gift Fairs Digital Showbag, presented by “YOUR BRAND”.
- A list of qualified leads with contact information - the buyers that accept your offer.
- In desktop view, your branding will fill the background of the screen.
- Promoted to 53,000+ retailers through email campaigns, socials, website and the Big Book.
- We will provide you with a breakdown of analysis on your offer at the end of the campaign.

Offers — Limited Availability

\$1,000 + gst

- 1 offer in the Reed Gift Fairs Digital Showbag.
- A list of qualified leads with contact information - the buyers that accept your offer.
- Promoted to 53,000 retailers through email campaigns and the Big Book.
- We will provide you with a breakdown of analysis on your offer at the end of the campaign.

**For more information and secure
your listing speak with your
Account Manager.**