



SKYPARLOUR

EVENTS



Lead generation



**Brand visibility, awareness
and credibility**



**Competitive analysis &
market research**



**Driving sales and closing
deals**

70%

**DID YOU KNOW
THAT 70% OF
MARKETERS SEE
INCREASES IN LEAD
GENERATION AND
BRANDING FROM
TRADE SHOWS?**



A TWO-STEP STRATEGY

1. Getting trade show strategy and execution right for ROI

We offer a fully curated 12-month trade show calendar proposal based on budgets and target markets, strategically designed to provide an ROI focusing on business value, lead nurturing and lead generation.

All our recommendations are highly researched based on where the right buyers and stakeholders for your business are seen.

We will qualify our suggestions with your sales team and create a playbook for how to maximise a tradeshow or an exhibition from stand design to following up with your leads.

2. Trade show project management – the plumbing

We take the headache out of trade show management by offering full project management service for stand design, build, break down, liaison with the conference organisers and all components needed for a smooth-running show. We handle the logistics, so all you need to worry about is getting there.

Our service includes:

- Management of all trade show logistics from contracts and stand design to furniture and electrics
- Trade show collateral – we can arrange everything brochure creation and design to print and shipping.
- Need to bolster your sales and marketing team for the day? We can provide staff to man your stand.

Get in touch

Get in touch for more information or to discuss how we can make your events drive the ROI you need from them.