



SKYPARLOUR

EVENTS



Lead generation



**Brand visibility, awareness
and credibility**



**Competitive analysis &
market research**



**Driving sales and closing
deals**

DID YOU KNOW...

**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

We offer a fully curated 12-month trade show calendar proposal based 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 from brochure creation and design to printing and shipping.
- Additional staff if needed on the ground at the event.

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.