

PROMOTION & PUBLICITY

An extensive visitor promotion programme, including direct mail, media advertising, and press and public relations activities, will ensure a high level of awareness of the event amongst a world-wide audience of buyers and specifiers.

Regular updates about the show as well as individual invitations will be sent to our entire database, which includes everyone within the industry from pizzerias to restaurants, from suppliers and manufacturers to café / bar owners and fast food outlets, and from hotels to the chefs themselves.

We work closely with exhibitors to ensure that they derive maximum benefit from their participation. We invite exhibitors to supply us – before, during and after the event – with news releases and product and service information, which we can incorporate into our communications programme. Additionally, we provide exhibitors with a range of support material – from envelope stickers to invitation cards – enabling them to highlight their participation to existing and potential customers.

A detailed breakdown of the visitor promotion programme – including planned media advertising – will be made available to exhibitors, enabling them to co-ordinate their own promotional campaigns with that of Pizza & Pasta Expo 2005.