

PCB

Project Cargo . Breakbulk

CONFERENCE & EXHIBITION

Marketing & PR Form 2020

Welcome to PCB 2020! Thank you for your participation. Please find enclosed the PCB PR & Marketing Form.

PCB prides itself on engaging content that our visitors – your customers and prospects – engage with, not just at the event, but 365 days per year. Therefore, it is important that we work together in order to produce the results that you want to see from your event participation. Your social presence on our channels will be looked after by our exhibitor marketing team. They are dedicated to creating tailored social media content that helps you get more from your event participation. This form will allow you to tell us what you want us to post/Tweet about your company.

Follow these 7 simple steps to boost your presence and help us make your time meaningful at PCB.

STEP 1: Let us know your company social media accounts for sharing and following.

Your Twitter	
Your LinkedIn	
Your Instagram	
Other	

STEP 2: Let us market your company via our social media channels with messages like below.

Please see below for our standard social media posts – you can choose these to promote any special offers, news or other information about your company. We may need to make small alterations on social media posts to ensure they are uniform and fit with the tone of the show.

Welcome Post	We are proud to have @YOUR_COMPANY join us in #houston and participating at @pcbevent. Visit them at Booth XXXXXXX
Thought Leadership post	@pcbevent is bringing together the foremost experts in #XXXX. Meet @YOUR_COMPANY at Booth XXXXX to learn more.

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STEP 3: Let us market your company via our social media channels with messages created and scheduled by you.

If you would like us to distribute specific posts, please add these below – including any hashtags you would like us to use alongside our hashtag #pcbevent #pcbexhibitor #futureprojects. Please add your preferred post-date and we will do our best to accommodate your request.

Post 1: xx/xx/2020	
Post 2: xx/xx/2020	
Post 3: xx/xx/2020	

However, we aren't just about sharing our own content – if you tag @pcbevent and #futureprojects, we will share and re-tweet your posts too!

STEP 4: Tell us why you are exhibiting and who you would like to meet at PCB.

Contact Name:
Company Name /Booth Number
Why are you exhibiting at PCB? (If you would like, please also include a brief description of products /services being promoted at the event)
What are you looking to achieve at PCB? <input type="checkbox"/> New Client Acquisition <input type="checkbox"/> Improve Client Engagement/Retention <input type="checkbox"/> Re-Engage Lost Clients <input type="checkbox"/> Brand Awareness

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STEP 5: Send us your press releases and company news so that we can help you promote your good news.

Please send your press releases and company news to hagar.tamir@comexposium.com

STEP 6: Please reshare and distribute the exhibitor marketing materials that we share with you!

These materials include but are not limited to:

- PCB Event Banner for websites and email signatures
- Announcement Banner for social media
- Quarterly Update Banners for social media
- Printed and Digital Invitations so that you can invite your guests to PCB free of charge
- PCB Press Releases and event updates
- PCB logo for listing in partnership portion of your website.

The more these materials are utilized, the more your customers know where to find you before, during and after the event.

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STEP 7: Please tell us how you would like your exhibitor listing to appear.

Your listing on the PCB website includes your own microsite with 500 word company profile, logo, photo/ image, website URL, social media details, contact details, contact form. A version of the same information will be reproduced and distributed in the PCB Event Guide published in print and digital publication by *Heavy Lift & Project Forwarding International Magazine* (March/ April 2020 edition).

Contact Name:
Company Name/ Booth Number:
Short Description of your company, for website and distributed materials:
Company Address/City/State/Country/Postal Code Company Phone Company Email Company Website
Are you planning any special activities or promotions at the event?
Do you have any product or service launches scheduled at the event?