

**IFSEC**  
INTERNATIONAL

**FEATHR - YOUR  
EXHIBITOR  
MARKETING  
TOOLKIT**



# About IFSEC International

**IFSEC International is Europe's leading integrated security event.**

Taking place annually in ExCeL London, it welcomes security integrators, installers, consultants and senior executives from across the globe to source products, access innovation and learn best practice.

In 2019 it welcomed over **34,000 visitors** representing **113 countries** and with a combined annual purchasing budget of **£23 billion**.

**34,000+**

Visitors across  
three days

**113**

Countries  
represented

**75%**

Visit IFSEC to find new products,  
service or technologies

**7%**

Increase in visitors  
per exhibitor

# Feathr

## Your exhibitor marketing toolkit

**Feathr is your digital marketing toolkit containing everything you need to promote your presence at the show and drive footfall to your stand.**

We create all the marketing collateral for you, meaning all you must do is input your information, upload your data and begin promoting your presence at IFSEC to your customers.

The promotional material includes:



Banners



Landing pages

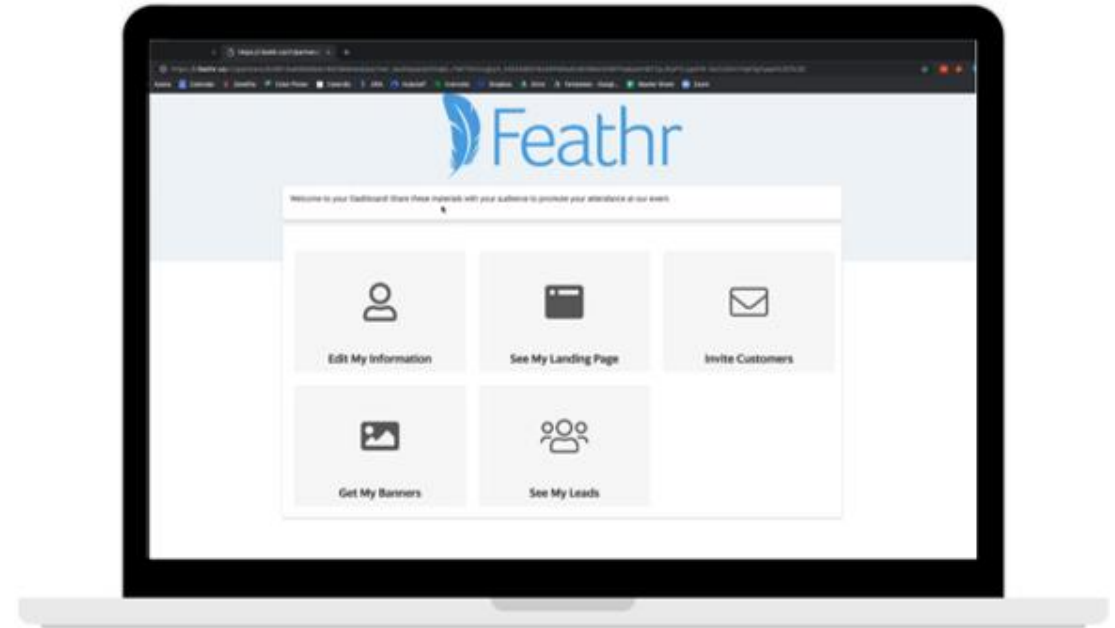


Email templates

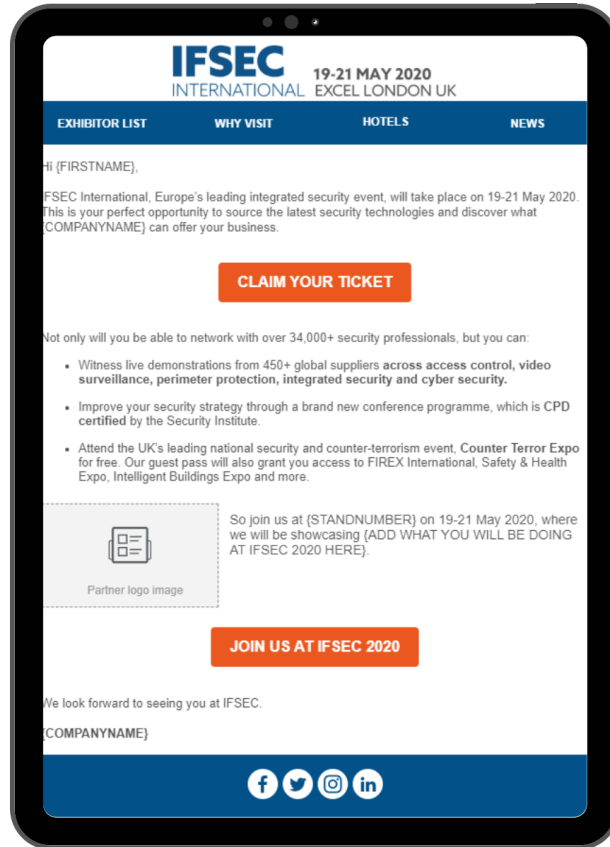
# How will you use Feathr

**You will have a unique dashboard, from which you will be able to:**

- Access your marketing collateral (emails, banners and landing pages).
- Upload your data in bulk and invite multiple customers.
- Edit your information (name, description, logo, email & website).
- See the leads generated from your campaigns.



# Personalise pre-built assets



**All digital assets are pre-built and personalised for you.**

With your personalised registration links already embedded within each digital asset, it leaves you less to do.

Email your customers in bulk to save yourself time and generate excitement amongst your audience.

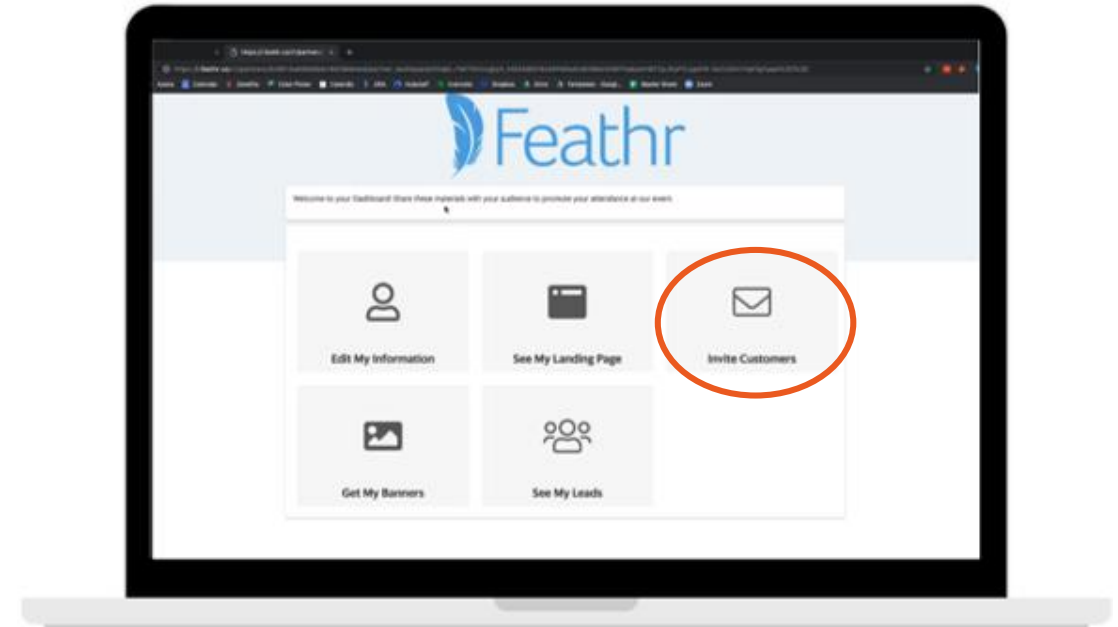
You will also be provided with co-branded assets that you can place on your website or in email signatures to promote your presence at the show.

# Target your audience

## **Target your audience all in one dashboard.**

By uploading your data in bulk into Feathr, you can easily contact your customers through one dashboard.

If someone engages with your material, you can identify exactly who is interested in your offering for the show and plan meetings in advance.







# Promote yourself in just a few clicks

**This is a free service for every exhibitor, so the ROI for using Feathr is huge.**

Easily promote your presence at the show and drive footfall to your stand.

When creating your emails and landing pages, you will have a once-click interface which auto-populates fields within these templates with information you have uploaded to Feathr.

Everything you will need to get started can be easily accessed within your unique portal.

# Earn rewards

## **Share your marketing collateral and win.**

We will be rewarding the exhibitor who uses Feathr to obtain the most visitor registrations, a luxury wine hamper.

We will also award exhibitors the benefit of pre-show and post-show promotion across our social channels and IFSEC Global.

You will receive emails highlighting how many registrations each company has made so you can see how everyone is doing.

So if you want to be in with a chance of winning, make sure you use Feathr.





# Earn digital marketing promotion

## Earn with registrations

### 5 registrations

- 1 Tweet
- 1 LinkedIn post

### 10 registrations

- 2 Tweets
- 1 LinkedIn post
- 1 Facebook post

### 20 registrations

- 2 Tweets
- 2 LinkedIn posts
- 1 Facebook post

## Earn with attendees

### 5 attendees

- 2 Tweets
- 1 LinkedIn post

### 10 attendees

- 2 Tweets
- 1 LinkedIn post
- 1 Facebook post

### 20 attendees (Option 1) \*limited to 10

- 2 Tweets
- 2 LinkedIn posts
- 2 Facebook posts
- Blog post on the news section of the website post show
- 1 Featured story in security newsletter

### 20 attendees (Option 2) \*limited to 5

- 4 Tweets
- 1 LinkedIn post
- 1 Facebook post
- 1 featured article on IFSEC Global
- 15,000 impressions across Leaderboard and MPU ads on IFSEC global
- Featured story & leaderboard ad in 1 security newsletter

# Get started today

**If your interested in using this free service, then get in touch with us today.**

Get in touch with our marketing team if you would like access to Feathr and begin promoting your presence at IFSEC International 2020.



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