



Aluminium
Sharing a vision.



ALUMINIUM 2024 LEAD GENERATION PACKAGE

08 – 10 October 2024
Exhibition Center Düsseldorf, Germany
aluminium-exhibition.com

Built by



In the business of
building businesses

Supported by



Aluminium
Deutschland

European
Aluminium



LEAD GENERATION PACKAGE

Efficient follow-up
processes!
Measurable ROI!
Targeted marketing
activities!



This package includes specialized tools to **attract potential customers** and capture their contact information. This allows you to **generate qualified leads** before and during the trade show, increasing your potential for successful sales closures. With this package, you can enhance the efficiency of your sales process and improve conversion rates.

PACKAGE INCLUDES:

- Upgrade to marketing package “SILVER”
- 1 LinkedIn Post
- 1 Insert in the Digital Goody Bag
- Online banner featured on the ALUMINIUM website



REGULAR PRICE: 5,195.00 €

YOUR PACKAGE PRICE: 4,750.00 €

UPGRADE TO MARKETING PACKAGE SILVER

Increase interactions on your online profile by **890%!***

ONLINE

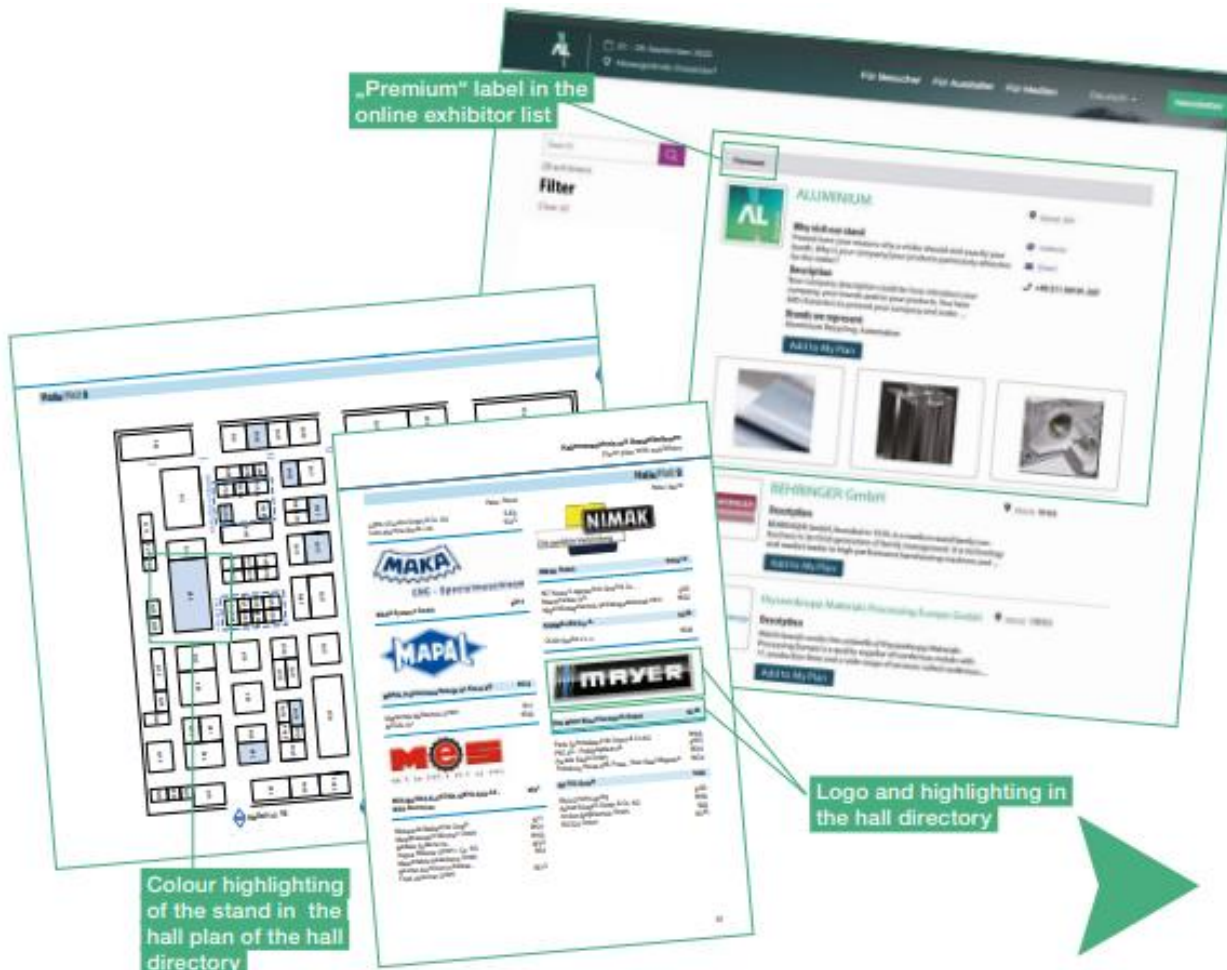
EXHIBITOR PROFILE:

- Brand listings
- „Why visit our stand“ – description
- Display of product images
- Link to website
- Contact information telephone and e-mail
- Positioning in the exhibitor list with „Premium“ label

PRINT SHOW GUIDE

EXHIBITOR PROFILE:

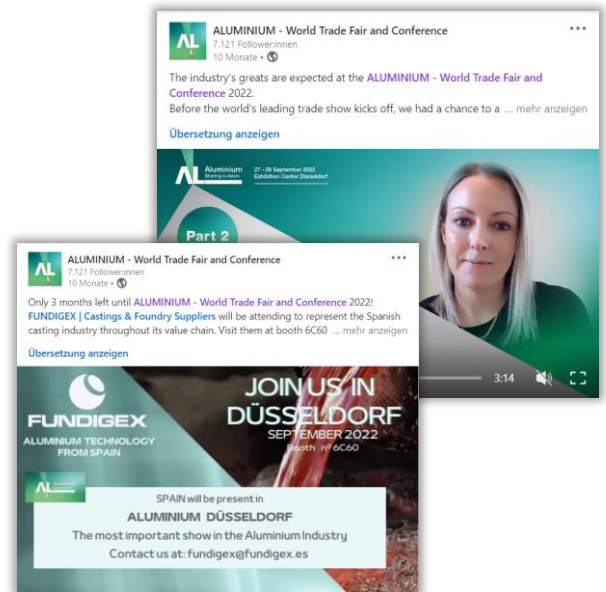
- Logo in the hall directory
- Colour highlighting of the stand in the hall plan of the hall directory
- Small Square Banner on the online confirmation page



*ALUMINIUM 2022 analyses proves an average increase of interactions by 890% comparing bronze to silver online profiles.

LINKEDIN POST

- 1 LinkedIn Post
- Time Period: on request & subject to availability until end of 2024
- Follower: over 8,000 (60 % international)
- Incl. link to exhibitor account
- 1 ALUMINIUM Hashtag + 1 exhibitor Hashtag
- Teaser text with 400 characters incl. spaces
- On request: support in finding a theme



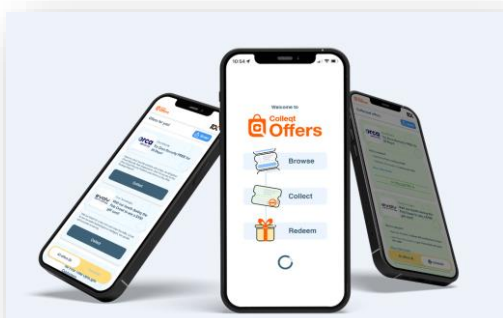
DIGITAL GOODIE BAG

GOODIE BAG INSERT

- 1 Insert
- Limited availability
- Including performance report (impressions, total accepted offers / conversion in %, total number of generated Leads and download link)

Benefits:

- Qualified Leads
- Increased traffic at your booth
- Emails of whom collected your offer
- Exposure - The bag will be promoted via Instagram, Facebook, LinkedIn, Newsletter and Website



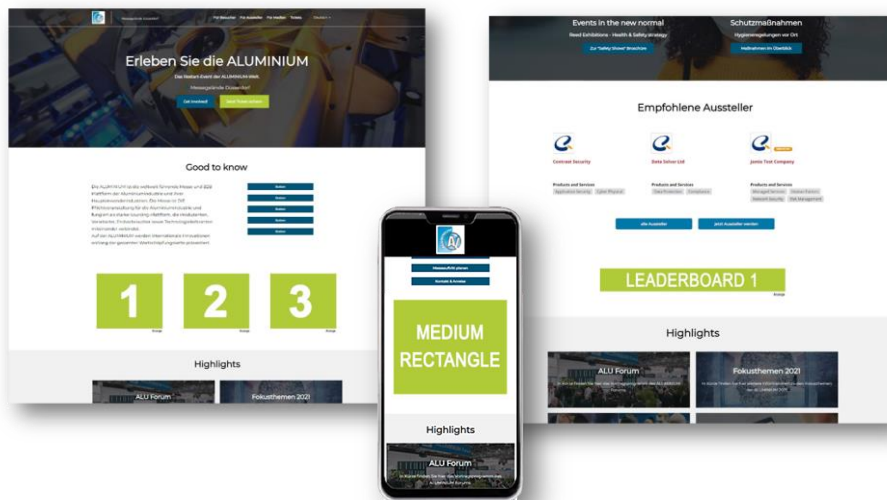
ONLINE BANNER – SUBPAGE

MEDIUM RECTANGLE BANNER*

- Max. 2 exhibitors per position
- Presentation: static = position 1 & 3 / animated = position 2
- Dimensions: 300 x 250 px
- Linked to your preferred URL

LEADERBOARD BANNER

- Depending on the subpage, exclusive or up to 3 exhibitors per position
- Presentation: animated (moving image)
- Dimensions: 728 x 90 px
- Linked to your preferred URL



*Mobile view: All banners are displayed rotating at one position.

DIRECT CONTACT

Do you need more information for a clear understanding how your company can benefit? Give me a call, I'll be happy to help.



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