

Counting down to ELA ...

Are you making the most of your presence?

June 2011 will see the inaugural European Laboratory Automation Congress, held in the German city of Hamburg offering delegates the chance to sample the latest automation products for life science from over 120 of the world's leading equipment vendors. ELA therefore provides excellent opportunities to:

- Increase your visibility
- Maximise your booth traffic
- Network with key industry media

Our top 3 tips to ensure a successful ELA



1 Maximise PR opportunities

Press event

Shout about your product launch or important company news

- Alto can plan the event, invite the media and prepare an exciting press kit

Guide cost – From £1500/€1750

Editor 1-2-1 booth meetings

Engage with the media and present your new product with a hands-on demo

- Alto can plan editor meetings on your booth with press kit handouts

Guide cost – From £1400/€1600

Press kits

Get your news published and present your product/service with impact

- Alto can prepare kits to include backgrounder, press release/s, case studies, Q&As, biographies and even a small branding "thank you" gift!

Guide cost – From £1200/€1375

2 Make the most of digital marketing

Event email marketing campaign

Stand out from the crowd and contact your customers and prospects to let them know you are there

- Alto can devise an email campaign to create awareness, increase booth traffic and build your customer database

Guide cost – From £1200/€1375

Twitter

Use microblogging social networking to share your plans for ELA before, during and after

- Alto can set-up your news and recruit appropriate followers, generate new tweets and retweet any news relevant and interesting to your followers

Guide cost – From £1200/€1375

3 Memorable design and print material

Exhibition show guides/handouts

Get your message across with a handy guide to your presence at the show

- Alto can help create the perfect handout

Guide cost – From £1500/€1750

Stand competitions/promotions/giveaways

And for some fun, attract more traffic with a competition or "must have" prize draw

- Alto can help create winning ideas and brand presence

Guide cost – From £500/€575

Exhibition pull-ups

Make an impact with any last minute booth graphics

- Alto can help design and produce eye-catching visuals to draw people to your stand

Guide cost – From £600/€700

We look forward to supporting your presence at ELA in Hamburg, so please call +44 (0) 1489 557672 or contact us by email:

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