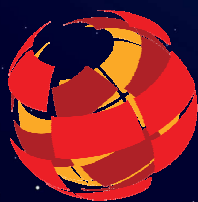


DISCOVER A WORLD OF LABEL OPPORTUNITIES



29 Nov - 2 Dec, Shanghai
LABELXPO
Asia 2011
www.labelexpo-asia.com

PROMOTIONAL
GUIDE
FOR
EXHIBITORS

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BE AT THE CENTER OF THE LABEL UNIVERSE

At the end of November, the label industry will gather for the largest Labelexpo Asia yet. The campaign is in full swing and hundreds of converters have already registered.

By exhibiting at Labelexpo Asia 2011, you are buying into one of the biggest marketing and PR campaigns in the industry. How can you add to this?

1. There will be over 250 exhibitors at the show. It is important that you draw attention to your own products, stand and brand. Stand out from the crowd!
2. You know your clients and prospects best. No one else can do more to ensure that your key clients and prospects know about your attendance and the products you'll be showcasing.
3. There are plenty of free or very cost-effective marketing/PR opportunities that you can use to increase your profile. Help us to help you!

The purpose of this manual is to provide you with a range of options and opportunities to make the most of your presence at Labelexpo Asia 2011. Learn about easy ways to raise your profile before, during and after the show.

If you have any questions or suggestions about how we can drive more visitors to your stand, please don't hesitate to contact us. Let's make this the best show yet!

Best regards,



Laurent Lemire
Marketing Manager

Why do I need to do anything? Isn't the organizer supposed to bring visitors to the show?

By exhibiting at Labelexpo Asia 2011, you are buying into one of the most extensive marketing and PR campaigns in our industry. The award-winning team will use a wide range of methods; including direct mail, emails, inserts and a series of PR opportunities to ensure that every key label converter attends.

However, you know your clients and prospects best and no one else can do more to ensure that your key clients and prospects know about your attendance and the products you'll be showcasing. By working together, we can ensure that we deliver the results that meet all of your objectives.

THE MARKETING TEAM



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TIMETABLE / TO DO LIST

ACTIVITY	DEADLINE	
Download show logo to put on materials ⇒ http://www.labelexpo-asia.com/media/logos	Ongoing	
Book sponsorship ⇒ sales@labelexpo.com	ASAP	
Submit story for electronic and printed newsletter ⇒ pr@labelexpo.com	ASAP	
Arrange onsite media events ⇒ pr@labelexpo.com	ASAP	
Put banner on your website (available in English and Chinese) ⇒ link to www.labelexpo-asia.com	ASAP	
Confirm quantities for promotional flyers ⇒ page 16	ASAP	
Contact media directly regarding your news stories	ASAP	
Send promotional flyers out to key clients/prospects	ASAP	
Book advertising in Labels & Labeling – issue 3 (pre-show) ⇒ sales@labelsandlabeling.com	4 October	
Update show guide entry (we'll send you an email)	8 October	
Book advertising in Labels & Labeling – issue 4 (show issue) ⇒ sales@labelsandlabeling.com	23 October	
Book advertising in official Labelexpo Asia Show Guide ⇒ sales@labelsandlabeling.com	23 October	
Book official photographer ⇒ pr@labelexpo.com	ASAP	
Labelexpo Asia opens	29 November	
Labelexpo Asia closes	2 December	
Send testimonial to PR team for post-show press release ⇒ pr@labelexpo.com	5 December	
Send out post-show press release to target media	7 December (suggested)	

PROMOTIONAL OPPORTUNITIES

BEFORE THE SHOW

Advertising

Let your clients/prospects know that you're exhibiting! Remember to include the Labelexpo Asia 2011 logo and your stand number on your advertisements. Labels & Labeling China (see page 14) is offering discounted packages on advertisements in the pre and show issues as well as in the official show guide for exhibitors only.

Logo

Add the Labelexpo Asia 2011 logo to sales material, advertising, presentations, press releases, email signatures - even letterhead! Download the logo at www.labelexpo-asia.com/media/logos

Web banners (available in English and Chinese – 468x60 pixels)

Put a banner on your website and direct people straight to www.labelexpo-asia.com. It doesn't cost you anything and is an easy way of driving people to your stand.

Direct mail

Do a dedicated mailing with our promotional flyers (see page 9) to your clients. If you would like us to send them out on your behalf (free of charge), please let us know.

Emails

Send an email – one of the simplest and most cost-effective ways of reaching your client base. No time or facilities? Don't worry – send us the list and we'll do it for you (free of charge).

Newsletters

We will publish one printed newsletter along with a monthly electronic version before the show – sent to the press and visitor databases. The newsletter contains brief news stories (e.g. product launches new initiatives etc). If you would like to be considered for inclusion, please send us your story **as soon as possible** (see Timetable). Please email this news story to pr@labelexpo.com (please indicate that this is for Labelexpo Asia in the subject line). The news story should not be more than 100 words. Please also include a high-resolution photo.

NB: We cannot guarantee to publish all the stories submitted. We retain the right to edit the stories, while making every effort to keep the original text.

Media list

As in previous years, the Labelexpo media list is available free of charge – giving you the opportunity to contact the media yourself about your presence at the show. Please contact us to request the list electronically.

DURING THE SHOW

Sponsorship opportunities

Stand out from the other 250 exhibitors! Be creative and choose a sponsorship opportunity for your brand and budget. See full details on page 11.

Show guide

The official show guide (published by Labels & Labeling China) should be an essential part of your presence at the show. In addition to advertising options, the show guide lists contacts and descriptions for all exhibitors. We will send you an email with a link where you can update your entry details.

Photography

A professional photographer will be taking generic shots for future Labelexpo PR and marketing use. The photographer will also be available at an extra cost, to photograph your stand or VIPs. Please contact us for more information.

PROMOTIONAL FLYERS

Printed promotional flyers (in Chinese only) are available for you to promote your presence at Labelexpo Asia 2011.

Who are they for?

Our promotional flyers are FREE and suitable to send to your entire database. It's an easy way of introducing them to Labelexpo Asia 2011 and to outline all the advantages of attending.

How many can I have?

Subject to availability, you are welcome to have as many as you like.
Please confirm the quantity required using the form on page 16.

How do my clients/prospects register for entry?

All registration for Labelexpo Asia 2011 takes place online at www.labelexpo-asia.com and is free!

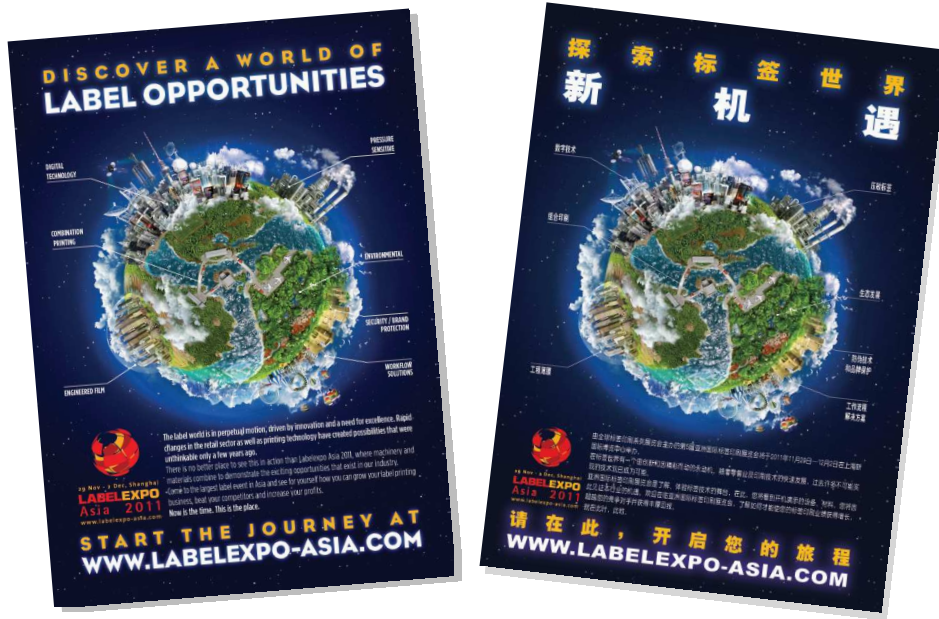
Why should we encourage our contacts to pre-register?

Pre-registered visitors can skip the main queues and collect their badges directly from the priority desk.

SAMPLES

ADVERT

(available in English and Chinese)



PROMOTIONAL FLYER

(available in Chinese only)



LOGOS



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DOWNLOAD OUR LOGO AT:

WWW.LABELEXPO-ASIA.COM/MEDIA/LOGOS

SPONSORSHIP OPPORTUNITIES

So you've made the right decision to exhibit at the region's leading event for the label, product decoration, web printing and converting industry. *Are you prepared?*

Labelexpo Asia is a big deal. Every exhibitor is competing for visitors' attention – make it easy! Give yourself that extra edge to drive visitors to your stand and ensure they'll recognize your brand. Be creative!

Our exclusive sponsorship packages are the perfect way to promote your company, your brand and your product. They are cost-effective, varied and impossible to miss.

Here's an outline of the main sponsorship opportunities below. Bespoke packages are also available – do your own thing!

PRE-SHOW PROMOTION

Not a moment to soon

Labelexpo Asia is preceded by an extensive visitor marketing campaign, comprising of direct mailings, advertising, e-newsletters, registration emails, badge mailings and the Labelexpo Asia website over a period of at least six months. Sponsorship of these messages gives you an exclusive opportunity to introduce yourself to a wide international audience, without having to compete with other exhibitors for attention.

WELCOME BANNERS

First impressions last

This is the first branding that a visitor to the show will see – a massive banner with your logo emblazoned on it. It doesn't get much better than this! Banners are fixed above the main entrance. Not only does it provide you with maximum impact at the show, but also ensures that your banner will feature in press photographs for months after the event.

VISITOR BADGES

Pay and display

Imagine every visitor turning into a walking advertisement for your company – thousands of copies of your logo finding their way through the exhibition aisles. As they walk through the door, every person is given a visitor badge with a lanyard which they wear throughout the day and keep afterwards. Both the badge and the lanyard can be branded. They are waiting for your logo!

CARRIER BAGS

Hold on to your clients

Every visitor at Labelexpo is given the show carrier bag, which contains the show guide and floor plan to the exhibition. As a sponsor, your company logo will be prominently featured on one side of the bag, with the show logo on the other side. This is an exceptional branding opportunity.

AISLE BANNERS

A cut above the rest

Prominently displayed in every aisle, these banners are the focus point for visitors trying to find their way around the hall. They are highly visible and irrespective of your position in the hall provide you with an excellent branding opportunity. No one will have an excuse for not visiting your stand! Sponsorship consists of a logo and stand number on the large banner.

“YOU ARE HERE” BOARDS

All roads lead to you

Centrally located at the main crossover points between halls, huge ‘you are here’ boards help visitors navigate around the show. Providing details on the layout of the halls, restroom facilities, restaurants and feature areas, these information points are very popular with visitors. Highlight your booth and display your logo.

LANYARDS

Worn by the very people you want to reach, company branded visitor lanyards ensure brand awareness by every visitor. Branded lanyards feature your logo and company name.

PENS

Your future in writing

Ensure that you are at the finger tips of potential clients by providing them with company branded pens.

TO TAKE ADVANTAGE OF ANY OF THESE SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT THE TEAM AT SALES@LABELEXPO.COM

LABELS & LABELING CHINA



Exhibition visitors normally plan to only see a few exhibitors in advance. While this may not always be the case, it is wise to make sure that potential visitors know who you are, what you are showing and how you could change their business. By the time you meet them at the show, you can get right down to business.

Labels & Labeling China provides a way to achieve exactly that. It is published by the organizers of Labelexpo, giving it exclusive and unlimited access to past and potential visitors, allowing for targeted messages to a pre-qualified list. Only the top decision makers are selected for our circulation, meaning that these people are serious buyers... and they spend big money.

THE OPPORTUNITY

You have the stand – now encourage visitors to see you at Labelexpo Asia!

Expand your reach by:

- Pre-show advertising through Labels & Labeling China, www.labelsandlabeling.com.cn, Label News China or the Labelexpo Asia website www.labelexpo-asia.com.
- Advertising at the show through the official Labelexpo Asia show guide
- A wide variety of options to suit your marketing objectives and budgets, including adverts, inserts/invites, samples, banner ads and floor plan sponsorship.

WHY LABELS & LABELING CHINA?

Labels & Labeling has been part of the Labelexpo Global Series for over 30 years. Together we have the largest most up-to-date global database within the industry.

In addition to our circulation – all the key visitors to the last Labelexpo Asia (in 2009) and the registered visitors to Labelexpo Asia 2011 will receive issue 4 at the show. Be one of the first companies to reach the visitors!

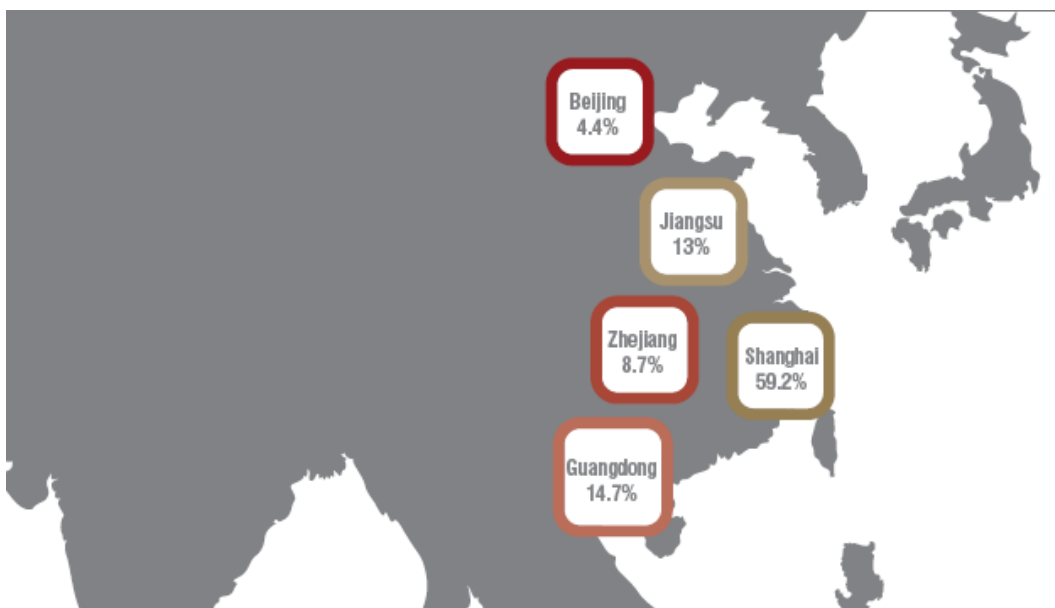
Labels & Labeling is renowned for providing the essential planning tool for visitors before the show through our exclusive and extensive previews of exhibitors and features at the show.

Labels & Labeling is the only official magazine that will be distributed to all Labelexpo Asia visitors at the registration points and other official distribution areas.

Labelexpo Asia show guide – compiled and produced by Labels & Labeling is given to all visitors and kept as a resource tool back in the office! It's a cost-effective way to ensure you stand out from your competitors at the show.

Labelexpo Asia website – consistent traffic throughout the year and reaching an astounding increase in visitors in the month before the event.

MAIN DISTRIBUTION CENTERS IN CHINA



CONTACT THE L&L TEAM TODAY

UK OFFICE:

Metro Building
1 Butterwick
London
W6 8DL
United Kingdom

T: +44 (0)20 8846 2700
F: +44 (0)20 8846 2801

US OFFICE:

16985 W Bluemound Rd
Suite 210
Brookfield
WI 53005
United States

T: +1 (262) 782 1900
F: +1 (262) 782 8474

CHINA OFFICE:

Room 1108
No. 1 Grand Gateway
Hong Qiao Raod
Xu Hui District
200030 Shanghai
China

T: +86 (21) 644 848 90
F: +86 (21) 644 848 80

SALES@LABELSANDLABELING.COM

ORDER FORM – PROMOTIONAL FLYERS

PLEASE FAX THIS FORM BACK TO **LAURENT LEMIRE** ON:
+44 (0)20 8846 2801

I would like to order _____ promotional flyers for Labelexpo Asia.

ADDRESS

Please send the promotional flyers to:

Contact name: _____

Company: _____

Address: _____

Country: _____

Telephone: _____

Email: _____



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