

# E-mail campaigns and lead generation

Generate interest in your trade show presence and support your marketing and sales activities all year round – the Deutsche Messe Interactive service delivers new B2B decision-maker contacts with a proven interest in your products and services. We send personalized e-mails to your target audience, selected from a pool of approx. three million contacts in our database. We are happy to advise you on your possibilities and develop your individual solution.

## At a glance: our services for exhibitors

- A direct contact to your target audience supports your successful trade show preparation and follow-up
- Preferential conditions for didacta exhibitors

### Invitation Mailing to promote your trade fair presence

Design and dispatch of an individual e-mailing to raise awareness of your trade show presence at didacta. Upon request we link to your website (homepage/landing page, event page, etc.).

Before the show, we send an e-mail designed exclusively for you to selected decision-makers from relevant sectors of the trade fair.

- **Offer I:** Invitation mailing to 5,000 new contacts
- **Offer II:** Invitation mailing to 10,000 new contacts
- **Offer III:** Invitation mailing to 15,000 new contacts

Perhaps you have quite specific target groups or would like a different volume of mailings? Simply contact us for an individual quotation.

€ 1,490

€ 2,890

€ 3,990

### Trade fair follow-up

We are pleased to support you with the follow-up of your trade show presence:

- Dispatch of a 'thank you e-mail' on your behalf to your generated contacts
- Marketing of your trade fair highlights as part of after-show marketing to generate more leads
- Follow-up webinars help ensure the professionalism of your post-fair follow-up
- Address digitization and processing of your generated leads (business cards, etc.)

Quotations on request

### Lead Campaign

Generation of interested new contacts for your marketing and/or sales teams, including consent for contact (permission). Various levels of interest can be generated up to scheduling appointments for your booth. We select your specific target group from our B2B database of decision-makers according to your criteria.

Price upon request

All prices are subject to VAT.