

As an exhibitor at Cruise Ship Interiors Expo America, you will receive full dedicated marketing support from the moment you sign up, right through to the show when doors open and beyond. It is important to us that you have the best show possible and this starts with gaining vital exposure ahead of the show.

EXHIBITOR LISTING

Your company will be listed on the website straight away and we'll complete your listing with the information you send us. The exhibitor list is the second most visited page on the entire website, so we strongly recommend you use this space to the best of your ability. Your listing acts as a profile for visitors to get to know you ahead of the show. Start with a strong listing image and then a short, engaging company bio that clearly states who you are, what you do and why people should visit you at the show.



IN THE 6 MONTHS LEADING UP TO THE SHOW, THE SITE SEES **65,555** UNIQUE USERS

EXHIBITOR LIST IS THE SECOND MOST VISITED PAGE ON THE WEBSITE, AFTER THE HOMEPAGE

BLOG & NEWSLETTER

If you have some news that you are dying to share with the industry, send it over and we'll publish the article on our website's coveted blog! Featuring on our blog means your news will also be shared across our social media channels and included in our wide-reaching industry newsletter. This opportunity provides you great exposure ahead of the event, reaching our entire network of over 22,000 industry contacts. To help you on your way, here are a few content ideas to send us:

- Case Study – to showcase a recent or upcoming project
- White Paper – to share your knowledge and expertise
- New Product Launches – promote new products or ones set to launch at the show
- Exhibitor Interview – the best way to increase your profile within the industry

We will work with you to amend your content in order to shape it for our audience. If you require a little extra support, our in-house content specialist will assist with creating a great piece of content that's right for you.



25% OF WEBSITE TRAFFIC ACTIVELY ENGAGES WITH OUR BLOGS ON A DAILY BASIS

AVERAGE NEWSLETTER OPEN RATE: **31%**

AVERAGE NEWSLETTER CLICK THROUGH RATE: **26%**

EXHIBITOR SPOTLIGHT

Our Exhibitor Spotlight emails are distributed to our entire database, encouraging attendees to visit you at the show. Each edition will highlight different sectors within the industry and will include your logo, booth number and a description of your products or services. Inclusion in an Exhibitor Spotlight email means your brand will be sent directly to the inbox of the industry's key decision makers, and as each one has limited availability, your brand is sure to be noticed.

AVERAGE OPEN RATE: **31%**

AVERAGE CLICK THROUGH RATE: **16%**

SOCIAL MEDIA POSTS

We will announce you to our entire network across social media with a banner featuring your logo, stand number and a brief description about your company. We'll go one step further and feature an image of your product or services in a dedicated post on our industry-followed Instagram account. The posts are a fantastic way to provide you with added exposure, drive visitors to your pages to learn more about you and help you grow your network.

We also provide all exhibitors with 'Join Us At' show banners which can be personalised with your booth number, along with email signatures and pre-written social posts to make promoting your attendance at the show as easy as possible.



LINKEDIN AUDIENCE SIZE: **6,000+**

INSTAGRAM FOLLOWERS: **1,000+**

AVERAGE EXHIBITOR POSTS ENGAGEMENT RATE: **29%**

AVERAGE INDUSTRY NEWS ENGAGEMENT RATE: **30%**

YOUTUBE CHANNEL

Video continues to be the highest performing way of promoting your company and we have a dedicated YouTube Channel that does just that! Your video can be anything from a quick selfie video announcing your attendance at the show, to grand tour of a project you've worked on. We'll host it on our channel and share it across various platforms to give it the exposure it deserves.



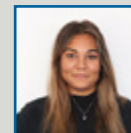
SOCIAL MEDIA ENGAGEMENT RATE: **20%**

400+ SUBSCRIBERS

SHARE YOUR NEWS WITH THE INDUSTRY

We are in touch with our network 365 days a year through social media, emails, webinars, and posting new content on the show blogs weekly. Whenever you have news to share with the industry such as a product launch, new collection or are working on an upcoming project, let us know and we'll help you spread the word.

GET IN TOUCH TODAY TO FIND OUT MORE



Contact us today:
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AN ELITE EXHIBITIONS EVENT

