

## ADVERTISE IN THE SHOW GUIDE

Company Name	
Contact Person	
Address	
Stand No.	Date
Telephone	Fax No.
Email	

The Official Show Guide is the complete and comprehensive guide to DIMDEX 2018, designed to assist all exhibitors and visitors at the show.

The show guide is distributed at the registration desks at the show.

The guide contains detailed floor plans, company profiles and the product index. It is an essential tool that provides users with information on exhibiting companies, their profiles and products and helps them plan their business meetings accordingly.

### The benefits of advertising in the Official Show Guide:

- An unparalleled benefit to reach potential business partners: Visitors attend trade shows in order to expand their business interests by appointing key partners. They will be looking to actively seek out these partners. An advert in the Official Show Guide will bring your company and products to their attention.
- Enhanced show presence: Make sure visitors are aware of your stand, its position and your range of services before they have even arrived at it.
- Longevity: The Official Show Guide outlasts the show itself - it is used as an industry reference tool throughout the year until the next show. Any advert in the Official Show Guide will be viewed by the industry throughout the year.
- Buyers are planning on making purchases during the show. This is an ideal time to promote your company and products to them.

### SHOW GUIDE ADVERTISING OPPORTUNITIES

Please tick your choice

FULL COLOUR  
DOUBLE SPREAD

FULL COLOUR  
FULL PAGE

FULL COLOUR  
HALF PAGE (1/2)

For more information about advertising rates and specifications, please contact [dimdex@eventguides.co.uk](mailto:dimdex@eventguides.co.uk)