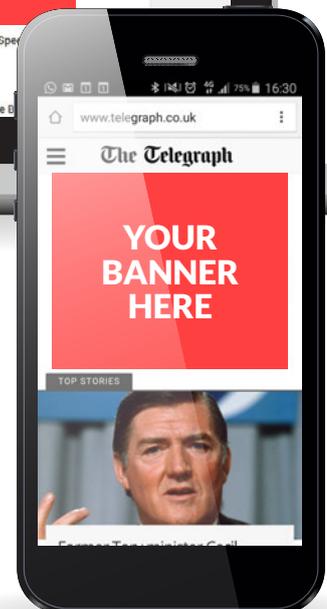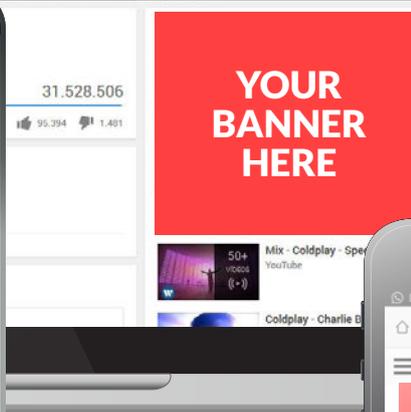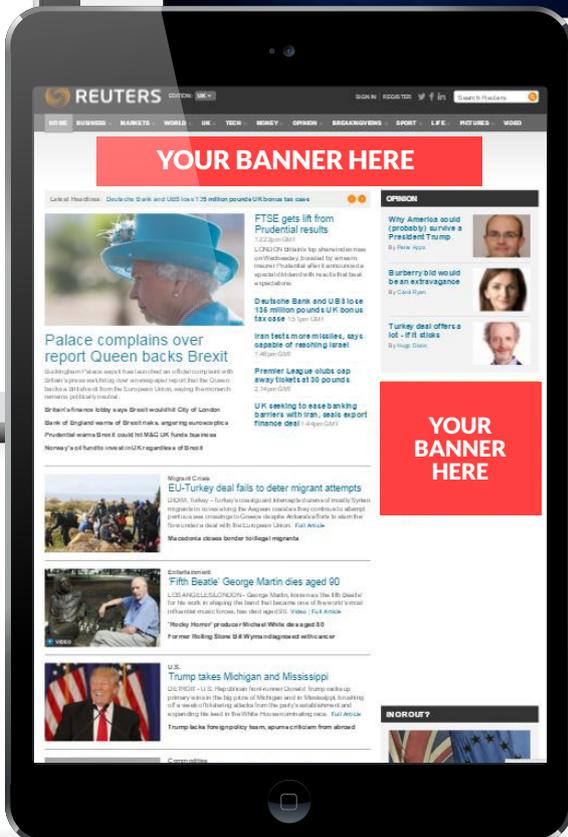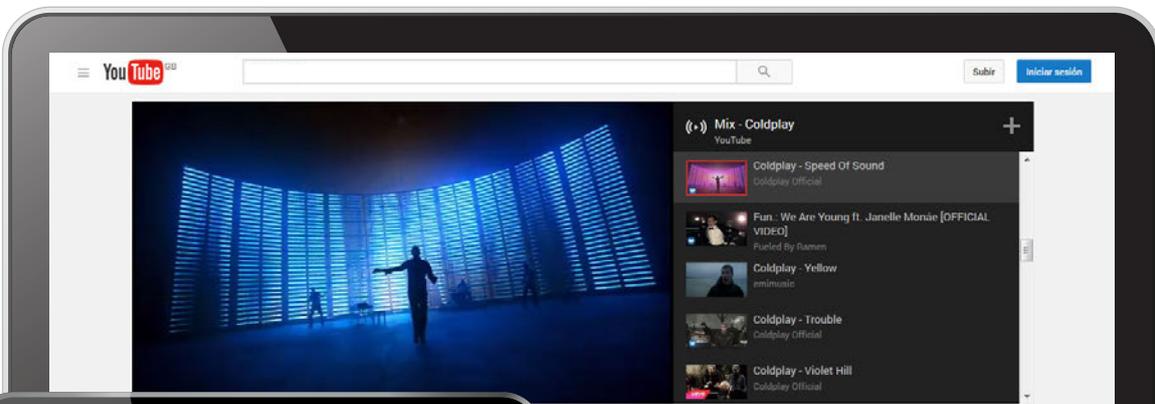# RETAIL DESIGN EXPO

8-9 MAY 2017
OLYMPIA LONDON

REMARKETING OPPORTUNITIES WITH RETAIL DESIGN EXPO

Be at the forefront of visitors' minds with an advert shown 230,000 times

YOUR BANNER HERE

YOUR BANNER HERE

YOUR BANNER HERE

YOUR BANNER HERE

Successful campaigns convert website visitors into customers.

Directly target visitors to the Retail Design Expo website with a real-time remarketing campaign, displaying your advert on thousands of other popular websites and driving them to your exhibitor profile.

Provide us with your campaign adverts and we'll handle the rest.

HOW DOES IT WORK?

1 INDUSTRY PROFESSIONALS VISIT RETAILDESIGNEXPO.COM

▸ Our Marketing attracts thousands of unique visits to www.retaildesignexpo.com each year.

2 YOUR REMARKETING CAMPAIGN BEGINS

▸ Each website visitor is tracked with a special Retail Design Expo identifier tag (cookie).

▸ Our Remarketing campaign places your advert across popular websites and social media channels browsed by visitors interested in products like yours, telling them to meet you at the show.

3
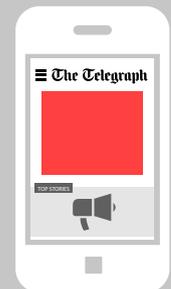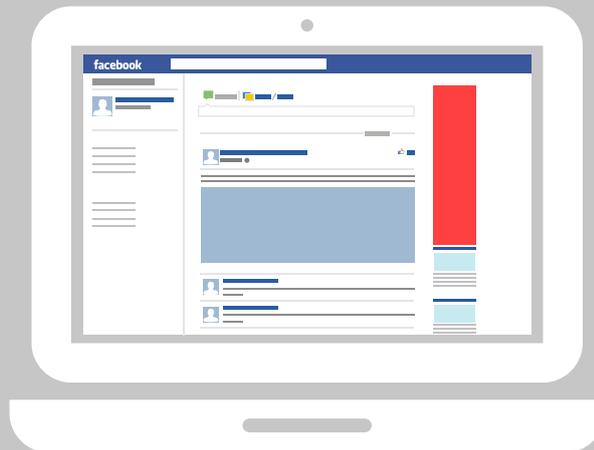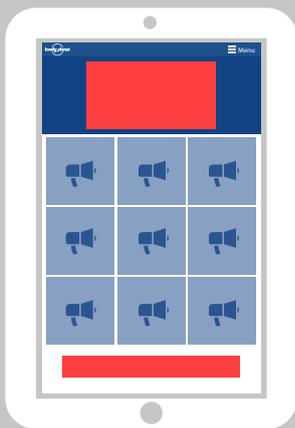
DRIVE HIGHLY TARGETED TRAFFIC TO YOUR EXHIBITOR PROFILE OR WEBSITE

▸ Your campaign adverts are linked directly to your exhibitor profile, driving brand awareness and recognition before the event.

4

YOUR DETAILED POST-CAMPAIGN REPORT

▸ You will get a full analysis in your post-campaign report including number of impressions and clicks, a global heatmap, your best performing banner size and the top websites your adverts were shown on.

CHOOSE YOUR REACH

| PACKAGE	IMPRESSIONS*	TOTAL PRICE
Premium (3 months prior & month of show)	150,000	£7,500
Year-round (Every visitor over 12 months)	230,000	£9,000

SMALLER PACKAGES

PACKAGES	PRICE
200,000 impressions	£8,000
100,000 impressions	£5,500
50,000 impressions	£3,000
30,000 impressions	£1,950

* Each visitor is shown a Remarketing advert between 2 and 20 times

AD SPECS

Required banner ad sizes (WxH) to guarantee maximum exposure.

We can add our event logo for heightened trust and recognition.
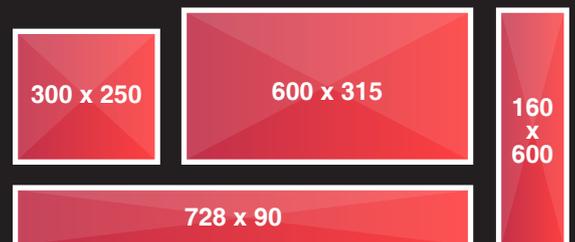
FACEBOOK SPECS

A headline title (25 characters) and a description (90 characters)

300 x 250

600 x 315

160 x 600

728 x 90

.jpg or animated .gif image only, no flash.