



12 ways to maximise your brands exposure at Africa Rail 2014

1. **Mail the visitor ticket to your contacts with a letter from yourself inviting them to attend.**
DEADLINE: 18th April
 - a. If you want to do this, supply us with the data, the letter, electronic signature and your letterhead and we will arrange and pay for the mailing. If you want to do the mailing yourselves, just let us know the quantity of tickets you will need and the delivery address. All to be received no later than 7th March 2014
2. **Place visitor tickets in your reception area and hand them out to clients.**
DEADLINE: 18th April
 - a. If you want to do this just let us know the quantity of tickets you will need and the delivery address by the
 - b. **Do you produce an in-house newsletter?** Could we place an advert for the event in it? The advert will be tailored to include your involvement in the event. Just let us know the artwork dimensions and deadlines before
3. **General press releases.** Send press releases to us and we will distribute them via our PR channels.
DEADLINE: 18th April
4. **Get involved with the Total Rail blog;** <http://www.totalrail.com/> Provide us with interesting case studies and white papers and we will post them to the blog.
DEADLINE: 18th April
5. **Event press pack** will be produced and distributed during the event to the press. Send us your event press release(s) in English and we'll include them in this press pack, to be received no later than **DEADLINE: 18th April**
6. **Email your contacts with the HTML invitation** inviting them to attend and visit your stand. You will be sent the HTML invitation by the **25th April**
7. **Place the event banner/logo on your website or auto signature inviting people to visit you at your stand.**
You can create a hyperlink to <http://www.terrapinn.com/africarail>
8. **Any trade press advertising you are placing** in the next couple of months include the event logo and an invitation for people to visit your stand.
9. **Make contact with attendee's pre and post event.** We strongly recommend you utilise the networking app to arrange meetings with your key prospects onsite. Registered attendees will be sent their login details. Contact Bianca.wiener@terrapinn.com <mailto:suhaifa.mohamed@terrapinn.com> with questions or queries.

10. **Join the events online social networking groups and invite your clients and colleagues to join** as well adding posts relevant to the sites members.

LinkedIn - <http://www.linkedin.com/groups/Total-Rail-urban-rail-passenger-2826275>

Twitter – @totalrail

Write a press release announcing your involvement in the event and distribute via your PR channels.

Please let us know which marketing activity you wish to undertake and we will send you the relevant documents and or details. **Don't miss out leveraging the event as a marketing platform.**

Your marketing contacts for the show are:

Bianca Wiener, Marketing Manager, 011 5164016, Bianca.wiener@terrapinn.com