

# 12 WAYS

## to maximise your brands exposure at Cards & Payments Africa 2014

### CARDS & PAYMENTS

Africa 2015

1. Mail the exhibition visitor ticket (free entrance) to your customers and clients inviting them to attend.

**DEADLINE: 23rd January**

a. If you want to do this, supply us with the quantity of visitor tickets you require and we will arrange to drop physically drop them at your offices. Alternatively we could mail them on your behalf if you supply us with the mailing list data.

2. Place visitor tickets in your reception area and hand them out to clients.

**DEADLINE: 23rd January**

a. If you want to do this just let us know the quantity of tickets you will need and the delivery address.

3. 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

4. General press releases. Send press releases to us and we will distribute them via our global blogging communities and digital marketing channels. **DEADLINE: 23rd January**

5. Get involved with the Total Payments blog; [www.totalpayments.org/](http://www.totalpayments.org/) Provide us with interesting case studies and white papers and we will post them to the blog.

**DEADLINE: 23rd January**

6. 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. Members of the press will publish them in your reference. To be received no later than **DEADLINE: 23rd January**

7. Email your contacts with the HTML invitation inviting them to attend and visit your stand. Content and design to be provided by Terrapinn, sending out the email to your data is only required. **DEADLINE: 23rd January**

8. 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/cardsafrica>

9. 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.

10. 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. [wienert@terrapinn.com](mailto:wienert@terrapinn.com) with questions or queries.

11. 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 - <https://www.linkedin.com/groups/Total-Payments-mobile-payments-prepaid-2819513>  
Twitter – @totalpayments

12. 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, 011 516 4016, [Bianca.wiener@terrapinn.com](mailto:Bianca.wiener@terrapinn.com)**

## Africa's Payments, Banking and Retail Show

