

Marketing activity	March '14	April '14	May '14	June '14	July '14	August '14	September '14	October '14	November '14	December '14	January '15	February '15	March '15
2015 website live (updated weekly)	*	*	*	*	*	*	*	*	*	*	*	*	*
2015 sponsorship prospectus	*	*	*	*	*	*	*	*	*	*	*	*	*
Total Rail blog contribution	*	*	*	*	*	*	*	*	*	*	*	*	*
Email campaign - Terrapinn database - sponsorship		*	*	*	*	*	*	*	*	*	*	*	*
2014 post show report		*	*	*	*	*	*	*	*	*	*	*	*
3 <sup>rd</sup> party adverts – sponsorship promotion			*	*	*	*	*	*					
3 <sup>rd</sup> party email shots - sponsorship promotion			*	*	*	*	*	*					
Premailer brochure					*	*							
EBook No.1						*	*	*	*	*	*	*	*
Brochure final copy							*	*	*	*	*	*	*
Listings & banners live on partner websites							*	*	*	*	*	*	*
EBook No. 2							*	*	*	*	*	*	*
Email campaign - Terrapinn database - attendee							*	*	*	*	*	*	*
Brochure mailing to Terrapinn database									*				
Brochure mailing to sponsor/exhibitor prospects									*				
3 <sup>rd</sup> party print adverts – attendee promotion									*	*	*	*	*
3 <sup>rd</sup> party email shots – attendee promotion									*	*	*	*	*
Sponsor/exhibitor engagement – personalized invites									*	*	*	*	*
Visitor ticket final copy											*	*	*
Visitor ticket mailing to Terrapinn database											*		
Visitor ticket mailing to sponsor/exhibitor prospects											*		
Fax to Arabic contacts												*	*
LinkedIn campaign												*	*
PPC campaign												*	*
PR pre show coverage & press pack collated												*	*
Text message													*
Onsite PR coverage													*
Onsite interviews													*

