



# ADVANCED DIGITAL SOLUTIONS FOR TRADESHOWS



# DIGITAL FOR EVENTS



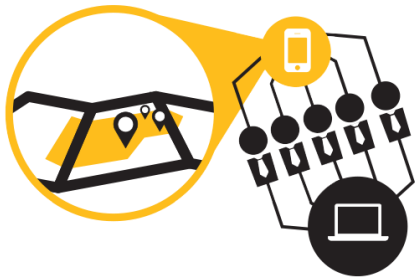
## **Pre-Event Solutions (or no event)**

Generate interest in your brand before an event. Let people know you will be there, and why they should see you. Or reach people interested in an event but may not attend.



## **At-Event Solutions**

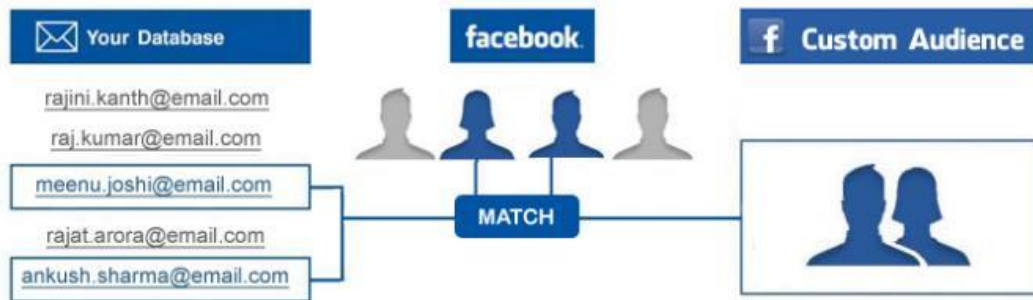
Connect with attendees at an event with targeted one-to-one engagements. Generate leads from anywhere at the event. Get more people in your booth.



## **Post-Event Solutions (or no event)**

Extend and expand your message AFTER an event. Connect with same targeted audiences while multiplying your reach to non-event attendees.

# PRE-EVENT DIGITAL FACEBOOK CUSTOM AUDIENCE



Provide us with your marketing, customer,  
or prospect lists....

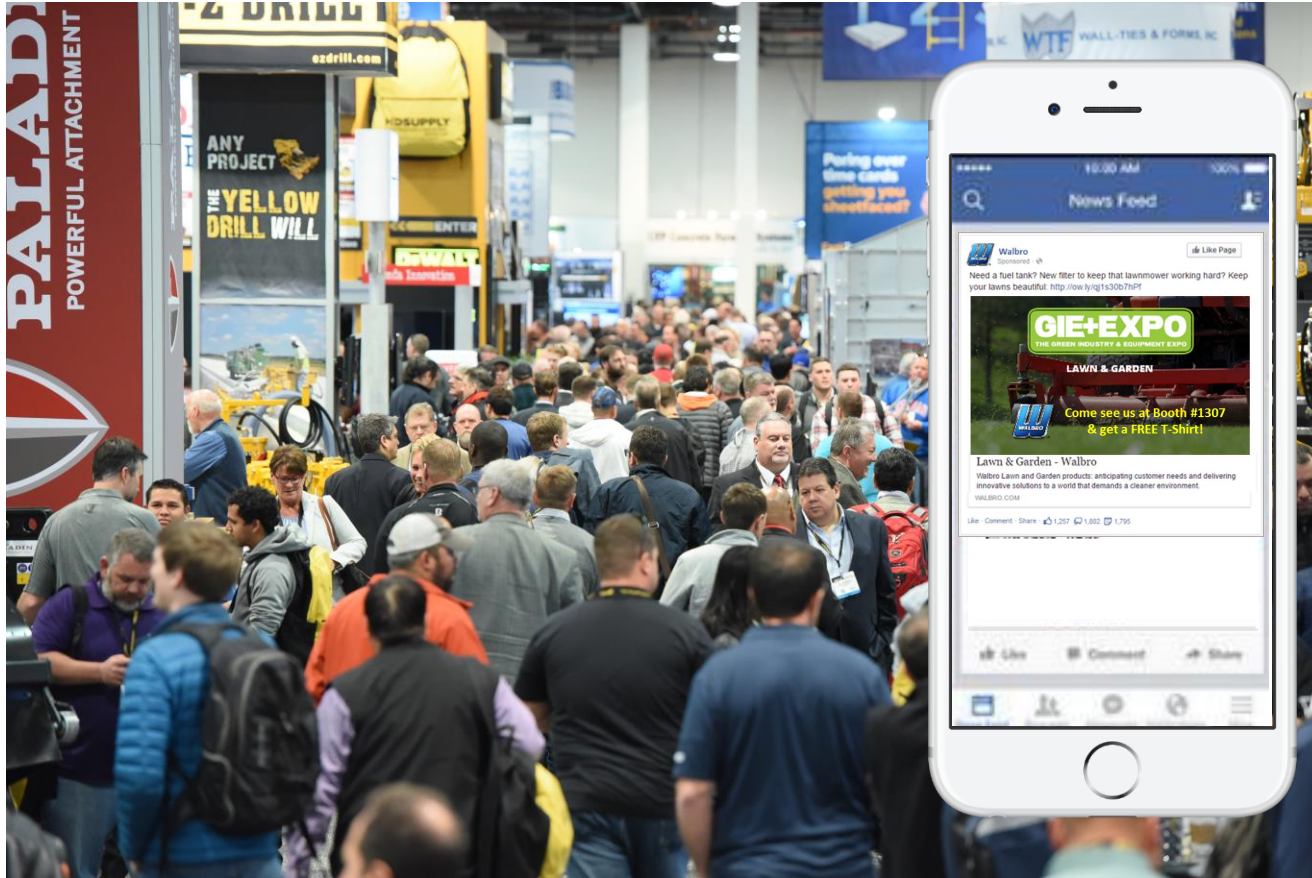


...and we create targeted Facebook ads  
with specific pre-show messaging



MARKETING GROUP

# AT-EVENT DIGITAL FACEBOOK & FAN GEO-TARGETING



Facebook Audience Network (FAN) lets you extend Facebook ad campaigns OFF of Facebook, using the same highly targeted categories you need to reach exact audiences and locations.

FAN Campaigns tend to work well at events where people are actively engaged on Facebook / Instagram (posting photo's, etc.)





# AT-EVENT DIGITAL CAPTIVE AUDIENCE – IP TARGETING



Stand out among the chaos of the show by delivering one-to-one messaging.

Our Location IP Targeting can deliver targeted digital ads to any device connected to the venue, convention center, and hotel Wi-Fi networks.



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# VENUE RETARGETING

**GEO-FRAMING TECHNOLOGY-** Capture Unique Device ID's (UDID) from past Trade shows and map back to businesses and homes to show ads across all devices.



Polygon the venue of your choice on our map.



If an ad call was served to a device present at the location, Device ID is captured.



Those captured devices are now captured and stored for targeting once home address is determined.



# POST-EVENT DIGITAL VENUE RETARGETING



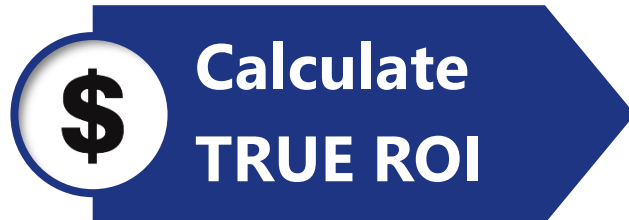
**Geo-Frame & Capture  
Mobile ID's at your  
event**



**Match with IP's Addresses  
& map other devices**



**Run your POST-EVENT  
Messaging / Promotions**



1	Email
2	leezachte@aol.com
3	labishann@gmail.com
<b>IP LIST</b>	
7	bsyginger@aol.com
8	caronkc@gmail.com
9	salsis110@gmail.com
10	capalldk@gmail.com



1	Email
2	dnelson319@comcast.net
3	susiebrewer27@gmail.com
4	idaandnormas5@comcast.net
<b>SOLD LIST</b>	
7	brianquay@aol.com
8	malibupaullsv@aol.com
9	tovegasigo@aol.com
10	hayzden@aol.com
11	lorie@cdainterior.com



# DIGITAL FOR TRADE SHOWS

## BUDGET & PRICING GUIDELINES



### PRE-EVENT

Facebook Custom Audience Targeting	\$1,500
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### AT-EVENT

Facebook & FAN Geo-Targeting	\$1,500
Venue / Hotel IP Targeting	\$3,500



### POST-EVENT

Venue Retargeting	\$3,750
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NOTES: Pricing estimates are based on per / event and assume certain level of impressions served. Large lists or higher level impressions may result in higher price quotation. Discount pricing provided for multiple events. For Venue Re-targeting, pricing is determined by campaign run length and level of impressions desired by the client. Pricing assumes client products and provides creative assets (ie banner ads, landing pages, etc.) Account management fee's may be assessed based on project size, specific details, and length.





# THANK YOU



**E3 Marketing Group**

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