

Marketing material

As an exhibitor at Materials Handling Middle East there are multiple ways to showcase your participation. From the free promotional tools such as website banners, e-cards, e-signature's and more (please speak with your sales manager for further details), to other marketing activities run by the marketing team across email and print campaigns*.

Featured exhibitors

The featured exhibitors section can be spoken about on the website as well as on e-newsletters. To possibly be included as a featured exhibitor, please send the below details:

1. Company logo (.eps or .ai format)
2. Company profile (150-200 words)
3. Product image (JPEG or PNG)
4. Social Media handles (Facebook, twitter, Instagram and LinkedIn)

Product Showcase

Name of one or more product/s you will be displaying at the show.	
Please select the appropriate product section it falls under.	<input type="checkbox"/> Logistics and Supply Chain <input type="checkbox"/> Retail <input type="checkbox"/> FMCG <input type="checkbox"/> Automotive <input type="checkbox"/> Oil and Gas <input type="checkbox"/> Pharmaceuticals
Description of the product, including specifications where possible (50 words). Please include an image (JPEG or PNG) of the product This can be sent separately along with the company logo as well	

Website link (to the specific product page if possible)	
Social Media Handles <i>(this is a great way for us to be able to tag your social media platforms when we use this content on our social media accounts)</i>	
Name 5 or more Buyers/Companies you would like to see visiting the show	
Name 5 or more brands you would like to see exhibiting at the show	

***NOTE:**

*As part of our marketing activities, we broadcast **e-newsletters** to our database, publish news on our **social media** profiles and issue **press releases** for media coverage which create awareness about our show and exhibitors in advance. Filling out the above would help us promote your company and products to our visitors. Space in our e-newsletter / press release/ social media is subject to availability. We will try to accommodate your content where possible; however we are unable to guarantee presence due to each platform having limited space available. The sooner you provide us with your company news, the higher the chance for press/editorial coverage.*

Please send this directly to the Materials Handling Middle East Marketing Manager, Manali Pantvaidya, on manali.pantvaidya@uae.messefrankfurt.com