

A 2009 COMMUNICATION SCHEDULE THAT MATCHES YOUR EXPECTATIONS

PROMOTION OF ALL PARTICIPANTS

- The **show press pack**
- **Themed trail** via the interactive plan on Batimat.com
- **High visibility of participants in the exhibitor list and exhibitor page** on the web
- **Your innovation in the interactive DVD of New Products** with more than 17,000 copies distributed

DIMOS - FRANCE

BATIMAT INNOVATION SILVER & DESIGN GOLD 2005



“ The numerous products that have won awards at various Batimats have helped to build our brand image and to improve our specialist positioning in the market. ”

AN OVERALL
COMMUNICATION

PROMOTION OF THE SHORTLISTED PRODUCTS

- Special ‘**shortlisted products**’ **press release**
- Entry for the ‘**web vote**’ **prize**
- **High visibility on our web site** and those of our partners
- **Advertorial in the titles of** our press partners
- **E-mailings to lists of visitors**, subscribers to partner titles
- **Use of the Awards shortlisted product logo**
- **Advertorial in** the official **show catalogue** and in the **visitor plan**
- A summary of the **media coverage**
- **Display of the product** in the show **Innovation space**
- A **signboard on your booth**
- **Product page on the web site**
- **Presence in the themed shortlisted product trail** via:
 - the interactive plan,
 - the visitor plan,
 - the show wall plans

PROMOTION OF THE WINNERS

- A **booklet** available at the show **to all members of the press and visitors**
- A **high profile on our web site** and those of our partners
- **Posters on display** at the show
- **Use of the Awards winner logo**
- **DVD of the awards ceremony**
- **Winners featured on the interactive plan** on Batimat.com
- **Advertorial** in the titles of our press partners
- **E-mailings to lists of visitors**, subscribers to partner titles
- **Reminder of the details of the winners** in the thank you letter at the end of the show
- A **meeting between the winners and the press** at the official inauguration of the **Innovation space**
- A **real media coverage from the TV studio** by our partner **Du Côté des Pros.TV**



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