

MD EXPO

e-RETAIL

29th, 30th and 31st MARCH 2011
PARIS PORTE DE VERSAILLES ☼
WWW.MD-EXPO.COM



Investments in direct and relational marketing reached 13 billion Euros last year. This sector is in constant development and is made up of motivated and motivating professionals.

MD Expo is almost in its tenth year of meetings, success and experience, and still has the strong desire to respond and act on behalf of the relational marketing community of professionals.

With years of experience behind it, MD draws on the pillars of relational marketing (Database/ Customer Knowledge, Postal Media/Print, E-marketing/Social Networks, Mobile Marketing).

Exhibiting at MD Expo is the opportunity for you to reach 13,000 decision makers and project managers, who are all looking for your solutions.

So why wait any longer to meet them?

Nathalie LEFEBVRE
Exhibition Director

A unique offer in the 360° marketing sphere!



DATABASE
CUSTOMER
KNOWLEDGE

- Files (sales, accommodation, management, database analysis...)
- Studies and targeting
- Customer relations (tools and strategies)
- Creating loyalty, stimulation and recruitment
- Telephone marketing



POSTAL
MEDIA/PRINT

- Support material manufacturers
- Printing and finishing material manufacturers
- Printing, routing and finishing service providers
- Transportation
- Dematerialisation



MOBILE
MARKETING

- M-business
- Mobile sites
- SMS & MMS marketing
- Mobile applications
- Operators and WAP services
- Sites and suppliers of mobile content



E-MARKETING
SOCIAL
NETWORKS

- E-marketing and online communication (routing platforms, rich media, e-advertising, tracking, search marketing...)
- Tools and strategies 2.0 (content management, blogs, buzz and viral marketing, wikis, widgets...)

MD EXPO BY THE NUMBERS

- **13,000 professionals** in attendance
- **40 institutional and media partners**
- **108 conferences**
- **103 journalists** and **115 press appearances**

NEW for this year

- **Development of new zones:** Postal media, Business, Masterclass, Bloggers...
- **Creation of corners** outside the TV studio to put your company in the spotlight.
- **Contact** throughout the year to increase your ROI: Making appointments, product and services gallery...

A specific, multichannel promotion plan A marketing team focused on the exhibition

Exhibit and your communication will be multiplied.
We are the partner you need to boost your promotion.

Implementation of direct marketing campaigns with:

- 200,000 invitations sent (mail-out, inserting)
- 300,000 e-mails sent out
- 250,000 e-mails routed by our partners
- 150,000 prospects identified
- Targeted e-newsletters sent out to 60,000 contacts

Broad ranging media cover

Institutional and press partners:

- Over 100 journalists in attendance
- Over 50 partners: associations from the sector, press, radio and web

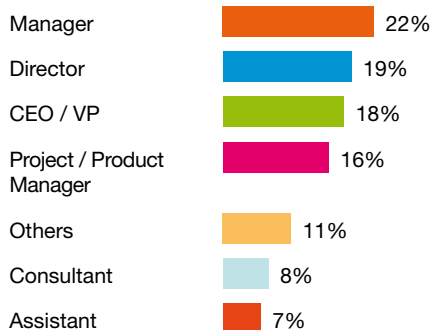
An online and social networks strategy

- A specific website and campaigns on Twitter, Viadeo and Facebook

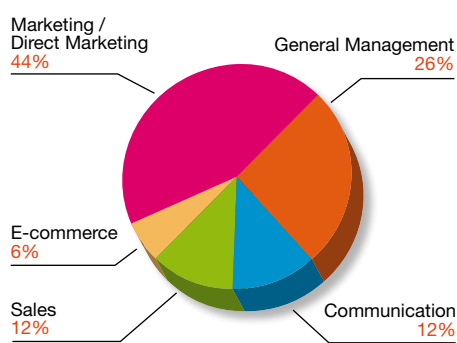
Press relations throughout the year with appearances in over 60 publications, such as Marketing Magazine, Marketing Direct, Strategies, La Tribune, Le Nouvel Economiste, Le Parisien Economiste...

Targeted visitors for qualified contacts!

75.2% of visitors to the MD are directors and other budget managers (CEOs, Directors, General Managers, Managers, Project managers...).



Major visitor sectors



Side by side

In 2011, MD Expo will be held for the 2nd consecutive year in partnership with the exhibition that allows companies to bring their physical and virtual points of sale into one place.



Data mining

Interactive & direct marketing
multichannel, cross channel,

Facebookmania

360° customer relations

Digital e-commerce

ROI Hub m-commerce

Targeting consumer behaviour

Distance selling

loyalty cards **Scoring** loyalty

Networks **Augmented**

reality 2.0 conquest

Do you need information? A quotation? Reservations?

Our **commercial team is here**
to advise you.



Géraldine DU PAC
Sales Executive
01 47 56 51 98
geraldine.du-pac@reedexpo.fr



Karine KARSENTI
Sales Assistant
01 47 56 24 91
karine.karsenti@reedexpo.fr