



Marketing Tools

Achieving more together

Sales brochure

Status June 7, 2021

1. Come together – right now!

Each SOFW eVENT focuses on a specific topic.

We **connect you with a target audience** from the home and personal care industry. You will meet with formulators, service providers, manufacturers and peers working in the same field.

You can make the difference!

Join the forum and strengthen the community of **industry experts** and the interchange of information with your presence on our communication platform.

Present your **new products and services** to a global market.



Face the facts

On the following pages you will find facts that will show you the benefits of our SOFW eEVENTS.

Come together – with SOFW eEVENTS!

2.



At first glance ...

■■■ it looks like this

A virtual stand

+

**20-minute
lecture** (incl. Q&As)

=

€ 2,000

3.



**But there is
much more to it ...**

■■■ the reality is this!

A virtual stand



20-minute lecture (incl. Q&As)



Exhibitor and presentation advertising in our **SOFW eVENT newsletters**



Promotion of your presentation and your company via our **LinkedIn** and **Facebook** channels as well as via push messages during the event.



Reminders of your talk via **push news** in the app and on the platform.



Company interview

(about 3-5 questions) published at the event



Interview publication

on our social media channels after the event



Advertising of presentations for **up to 1 year** after the event.



Statistics and contact data

of your presentation attendees, booth visitors and personal contacts



€ 2,000

That sounds more appealing, doesn't it?

4.



**Still not enough
for you?**

No problem,
we can offer you
cool advertising tools
to support your
brand presence.

advertising kits ■■■

App kit 1 company (exclusive)

Price: €750

- Landing page **banner**
- Footer **banner**
- Upload of your **product launch document**

Platform kit limited to 3 companies

Price: €500

- Lobby **banner**
- Promotional **video** in the lobby (3x plays during the event)
- Publication of a **document** in the product launch area

Specifications

Landing page banner

- measurements: 400x122 px
- publication: landing page app

Footer banner

- measurements: 400x122 px
- publication: on each page in the app (except landing page)

Lobby banner

- measurements: 400x122 px
- publication: lobby platform

Product launch document

- measurements logo: 400x122 px
- format: pdf
- data size max: 64 mb
- publication: menu platform & app

■■■ and individual services

- **2 extra posts**

about your company/presentation

Price: € 150

- **1 promotional video**

in the lobby during the event

(2x plays during the event)

Price: €250

- **1 e-shot**

to over 18.000 contacts of our SOFW database

Price: € 2,600



... but of course
you need some
numbers 🤔



5.



Your background facts

Newsletter

SOFW eVENT

16,000 B2B contacts

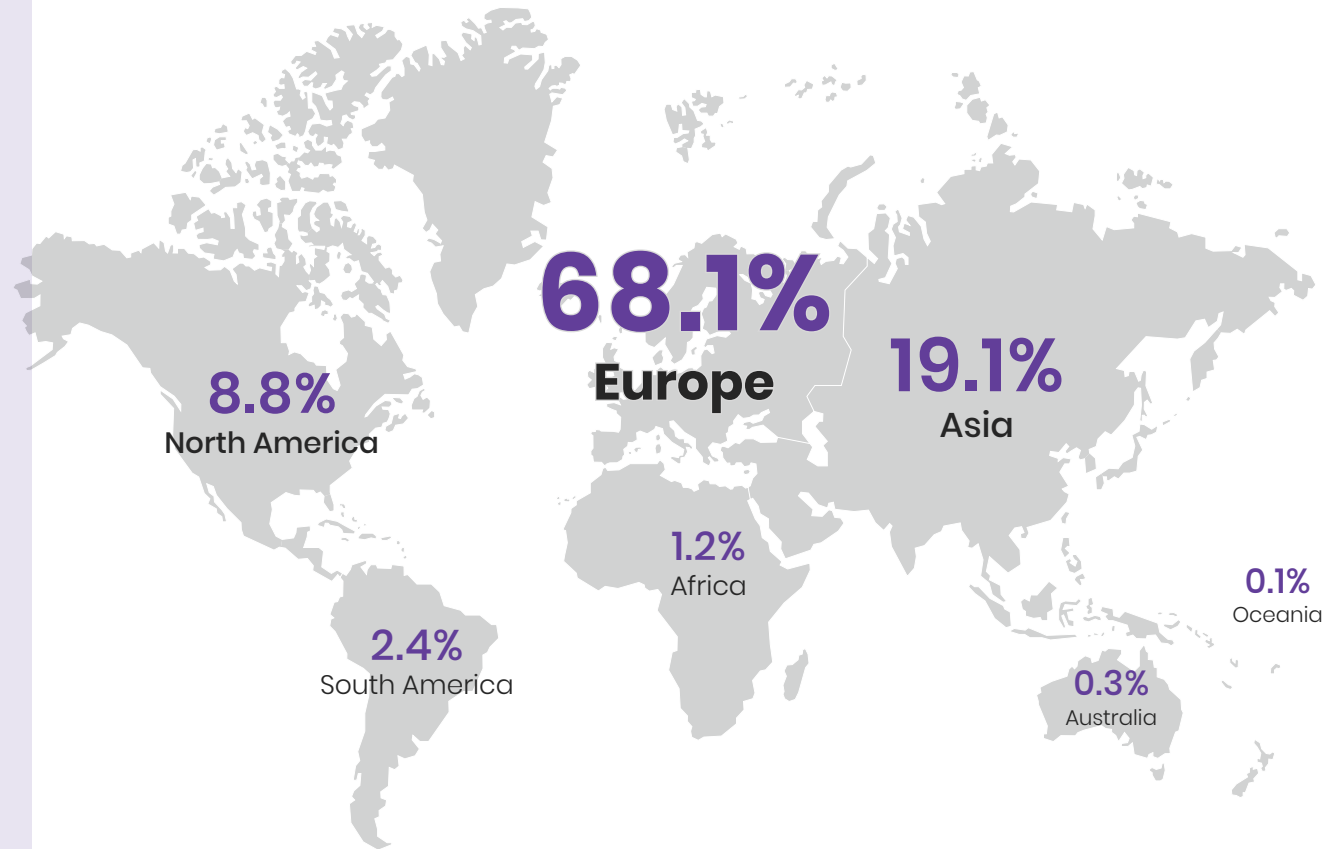
- Click rate Ø 9%
- Open rate Ø 11,2%
- Ø 5 publications per event

SOFW7days

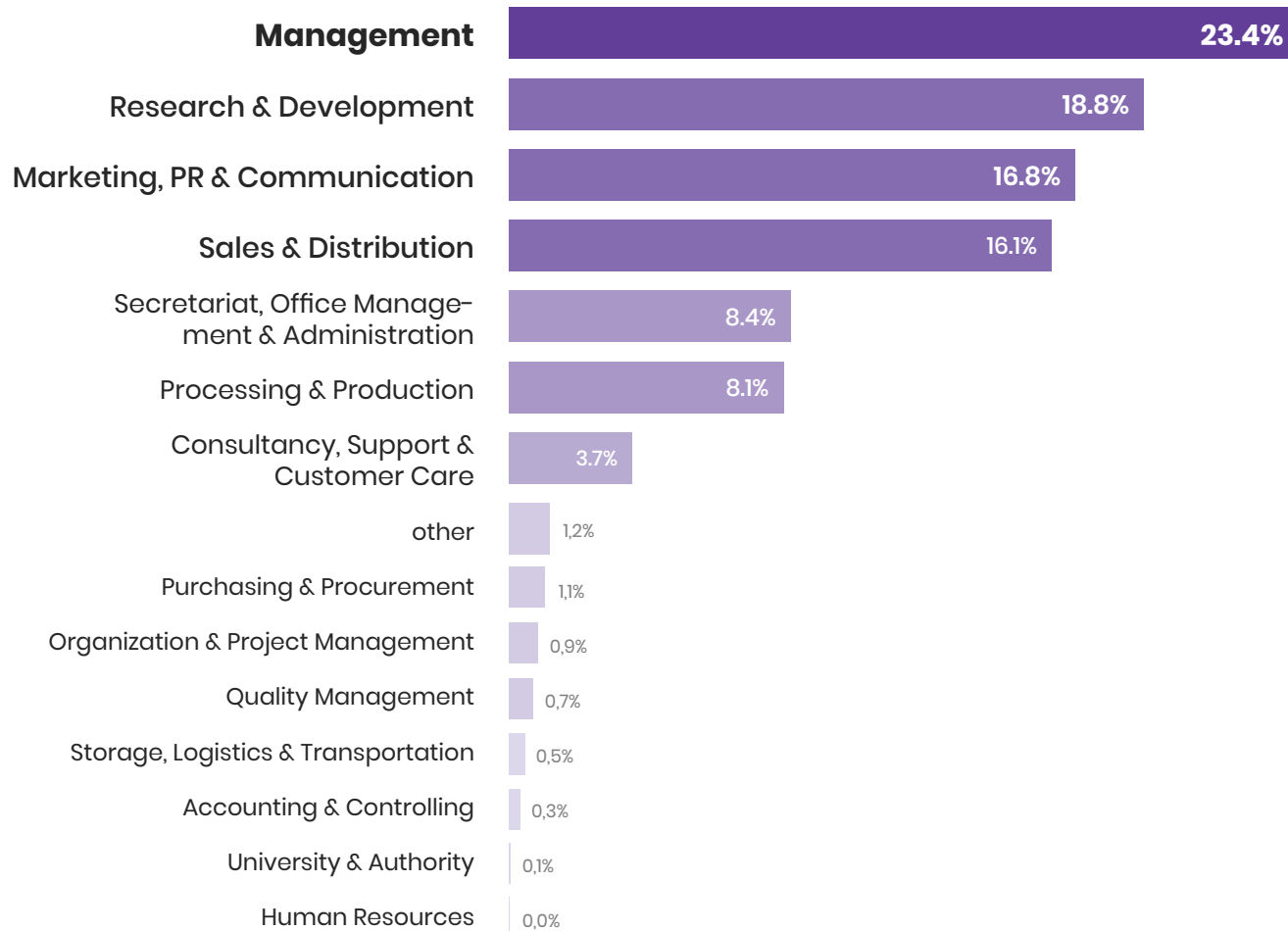
18,000 B2B contacts

- Click rate Ø 12% (that means 9% above the industry average)
- Open rate Ø 10,8%
- publication 1x per week

SOFW database



Profession



Posts

SOFW eVENT

- Ø 18 posts on LinkedIn per event
- Ø 11% engagement rate
- Ø 3.5% click rate

SOFW7days

- over 1,200 followers
- Ø 7% engagement rate
- Ø 79 impressions

Website

SOFW eVENT

- Ø 420 page views per month

SOFW

- Ø 16,600 page views per month
- Ø 5,732 sessions per month
- Ø over 3,900 user per month

... and now it's up to you!

Do you have **questions**
about our **offers and numbers?**

Write us at
eEVENTS@sofw.com



WeCONNECTING industries

powered by

SOFW