



7 – 9 April 2020, Sofia, Bulgaria

## **Loyal customer program-SUSTAIN CLUB**

### **What is the Via Expo Loyalty Program?**

This is our way to say to our customers “Thank you for being with us!” With it, each of our clients gets the opportunity to take advantage of preferential attention, prices and services.

### **Who can become a member of Sustain Club?**

The exhibitors at See Sustain Tec 2020.

### **What kind of discounts can you benefit from?**

15% discount for old exhibitors, for applying by October 15

10% discount for applying by December 1<sup>st</sup>

### **Special services for exhibitors:**

- Targeted mailings
- Posting information on social networks /LinkedIn, Facebook/
- Interview with a company representative
- Company Presentation at in the online catalogue by the end of 2020 – activity description, branches, logo with a link, visitors direct with the exhibitors before and after the event. Upload new products, services, news
- Exhibitors receive regularly:
  - Participation options in webinars
  - A reminder of the deadlines for submitting forms
  - Personal corporate banner with the exhibition logo

- Assistance in finding subcontractors for production and printing of promotional materials
- Comprehensive advertising campaign across various communication channels
- For exhibitors who participated in 2 consecutive editions of the event - 4 organized meetings to be held during the exhibition. (deadline for receiving details concerning the target VIP visitors group 1<sup>st</sup> Feb.)

### **Meeting with visitors in an informal atmosphere**

Exhibitors with badges and their guests will be able to receive free drinks at the Exhibitors Lounge. There, you can make face-to-face contact with companies - participants, speakers, or visitors, with whom you have arranged meetings in advance.

### **Looking for distributors?**

An easy way to get in contact with potential distributors, agents or associates is the event on-line platform [Look for business partners](#). Download for free after you apply.

[www.viaexpo.com](http://www.viaexpo.com)