

WHY EXHIBIT?

Why exhibit at SILMO?

Exhibitions are the only platforms that put you face to face with thousands of qualified customers, giving you greater influence in their decision making process and the opportunity to show your company's benefits.

Exhibitions are the most cost effective and time efficient method for marketing your products and services, offering a personal and interactive environment to meet potential customers.

Exhibitions are:

- A cost effective, focused environment for you to connect with new buyers and develop relationships with existing customers
- A proven formula to market and promote your products and services
- The opportunity to gain instant feedback and insight into the needs of your customers
- A unique way to generate leads and create a database of potential customers for future marketing
- The perfect launch platform for new products & services
- The source of a qualified audience that has passed a stringent set of guidelines in order to attend.



Easy as 1, 2, 3

1. Contact the SILMO sales team

A dedicated team covering sales, marketing, PR, customer service, design and logistics works hard to make exhibiting easy for you, and to bring the largest possible qualified visitor audience to our events.

2. Book Your Stand

Our events can accommodate many different needs and budgets... all you have to do is ask! To make exhibiting easy for you we have a modular package, basic stand pack or space only packages. Extra services you might need (such as power, extra lighting, furniture, etc) can be ordered through our Exhibitor Services Kit.

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3. Promote Your Presence with Unique Opportunities

There are a number of opportunities for you to gain additional exposure at SILMO through workshops, presentations or PR. Take advantage – it's easy!

PLUS! We also have books, newsletters and web tips with advice and information on making the most of your event participation – perfect for new exhibitors and ideal for established exhibitors who need a refresher.

[Click here](#) to visit our exhibition guru site.

**Don't miss out
Book your space now!**

Contact:

Dawn Sullivan

(02) 9452 7548

dawn.sullivan@expertiseevents.com.au