



Omexpo 2013

Let's make it Rock

THE FAIR

OMExpo Madrid 2013 is the most important Digital Marketing trade show and congress in Spain, a reference in the sector with 9 years of experience where the Marketing online companies gather with managers and high qualified professional attendees.

New in 2013!

WAKE UP by IPMARK

Organized with **IPMARK**

25 April 2013
09.30h-15.00h

Invitation required

#TOURISMKT

Organized with **ITH**
institute tecnologico hotelero

25 April 2013
09.30h-15.00h

Visitor registration open from January

DIGITAL MARKETING MANAGERS DAY

Organized with **md**
marketingdirecto.com

24 April 2013
10.00h-14.00h

Visitor registration open from January

LIVELY MEETING

Place: OMExpo bar

24 April 2013
19.30-21.30

Live Music and relaxed atmosphere to facilitate networking in The convergence bar.

THE STAND

The design of the stand is based in two needs:

- Business growth
- Brand Image

Therefore, we are having two areas

- Front: Brand display
- Back: Interaction

THE ENVIROMENT

We have manage a great improvement:
Extra meters in an excelent hot point,
but...we need it to be alive.

What is the point of all these space? We
want everybody to enjoy YOC, we want
them to Know us: WHAT we do, WHO we
are, WHY are we here?

We can not be alone on this

We want to get people in by using the
Social Networking.

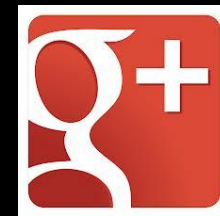
What if we could get more people to come
and get to know us?

What if we could get social media
engagement and more traffic in our web?

What if we could create expectation to our
activities in the stand?

What if we create new needs?

Just by communicating in social Media,
giving a communication Chanel to get to
know our clients and potential clients
needs, creating an interactive knowledge
of our Spanish team, giving opportunities
to the users to participate in the activities
planned....



WHY

- It is cheap
- We need people to fill the stand
- We want to be known as “knowledge”
- We can get a maximised ROI*:
 - May be not great in direct revenue, such as sales during the fair.
 - May be bigger later, increasing the visits in our website, that is, increasing the possibilities of new customers and improving our reputation.

*ROI (return of Investment)

IN ACTION

There has to be clear plan, using different media, in different ways but aiming the same.

We have to be the ice of the cake

HOW

Contest:

“Get to know one of the Mobile Marketing gurus!”

That can not be Gonzalo, but another well-known professional on call.

“Tech Assesment for free”

Get an onsite appointment with the technical team. We can have two of the team in the stand and book short appointments with them.

Activation:

#YocSoyMovil (I'm Mobile, with YOC as Yo)

Having a whiteboard panel, get people to participate by writing down ideas, messages, the topic can be directed by us per day. Take pictures of the people, then get them to facebook.

With the hashtag we can follow the participation and manage it.

ASSETS

- Collaboration with University: the students can be the “extras” in this adventure. They are an easy target for engagement:
 - Activities for them in the stand: give
 - Their participation in contest: give/get
 - Their help in spreading our news: get
- Staff: Our team is made of top professionals, that for a few days, can help people in the industry. It's another way to prove our worth in the market.

**ARE WE GONNA MAKE
IT?**