



**INTERTRAFFIC**

16 - 19 APR 2024 **AMSTERDAM**

# MARKETING & PR GUIDE

OUR FREE OF CHARGE  
MARKETING TOOLS

**MAXIMIZE YOUR PRESENCE AT INTERTRAFFIC 2024**  
**UNLOCK SUCCESS WITH OUR MARKETING TOOLS**



**Elevate your branding**



**Invite your clients to your stand**



**Online & Social media marketing**



**Free visibility on our website**

# Elevate Your Branding!

Maximise your impact and elevate your brand and participation with our effective marketing tools!

## Flexible formats:

Just add you stand number to our banners

## Measure your success easily:

Your registration link is your key to tracking results - ensure it's embedded in all your endeavors!

## Show of your Intertraffic participation

Social media, website, newsletter, on-/offline advertisements

## Personal touch:

Add your personalized registration link

## Download engaging assets:

Banners, buttons, social visuals, ready to send out email, invitations



Discover the free marketing tools for effective promotion in the Exhibitor Portal



# INVITE YOUR CLIENTS TO YOUR STAND

 **INTERTRAFFIC**  
AMSTERDAM  
16 - 19 APR 2024

SMART, SAFE, AND SUSTAINABLE MOBILITY FOR ALL

THE WORLD'S LEADING EVENT FOR TRAFFIC TECHNOLOGY & MOBILITY PROFESSIONALS

## INVITATION



### 5 REASONS WHY INTERTRAFFIC AMSTERDAM IS A MUST-VISIT:

- Join over 35,000 professionals to network, learn, and be inspired!
- Get up to speed with future proof mobility solutions
- Exchange ideas on today's and tomorrow's mobility challenges
- Choose from a wealth of free summit sessions
- Meet the new kids on the block at the ITSUP startup event

 **900**  
exhibiting companies

 **120**  
summit sessions

 **140+**  
countries represented

CLICK HERE  
TO REGISTER  
FOR ENTRY



Inviting contacts to your stand is a highly effective marketing tool. Research shows that exhibitors who send out invitations achieve a **40% higher yield on average** from their participation.

***TIP! Add your personalized registration link and you are ready to go!***

INTERTRAFFIC.COM



**rai**  
AMSTERDAM



# ONLINE & SOCIAL MEDIA MARKETING

**1** Download banners, logos & social visuals

**2** Insert your registration link

**3** Use them on your website, newsletter, socials and in emails



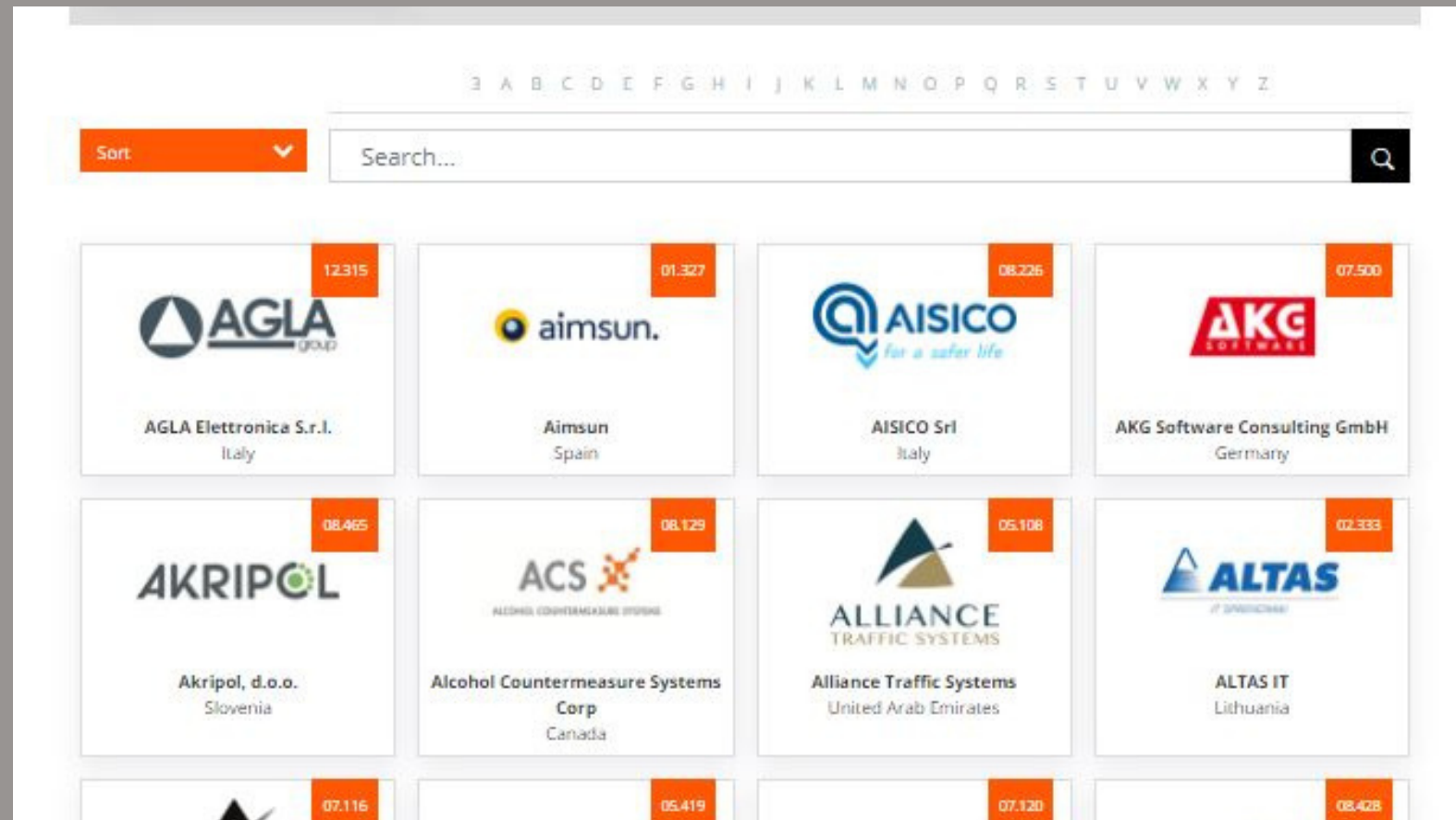
We provide banners for your email signature, allowing space for your stand number.





# FREE VISIBILITY ON OUR WEBSITE

Seize these opportunities for free global visibility & publicity!



## Upload Innovative Products & Solutions

Innovation tops the list of reasons for visitors. The sooner you upload your news, the more exposure you will generate.



## Update your Company Profile

Update your online profile so visitors know exactly what you have to offer.



## Share News and (press) Releases

Share your news directly with visitors and media. Add your news and (press) releases online to your Company Profile for maximum impact.

# WE'RE HERE TO HELP!

If you have any questions, specific or tailor-made requirements, need help or just want to share a suggestion regarding Marketing & PR, or online exposure we would love to hear from you!

**Carola Jansen-Young**

Brand Marketing  
Manager

[c.jansen-young@rai.nl](mailto:c.jansen-young@rai.nl)



**Touria Abahai**

Brand Marketing  
Manager

[t.abahai@rai.nl](mailto:t.abahai@rai.nl)



**Katoo Miszewski**

Online Content &  
Community Marketeer

[k.miszewski@rai.nl](mailto:k.miszewski@rai.nl)



## **RAI Exhibitor Service Department**

For enquiries about any of the items for purchase via the RAI webshops, you are kindly requested to contact:

[exhibitorservice@rai.nl](mailto:exhibitorservice@rai.nl)

+31 (0)20 549 1928

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