

**12** industry-leading live events to meet all your marketing and online business requirements



# MARKETING & ECOMMERCE Portfolio Sales Folder

ORGANISED BY



The *Marketing & eCommerce* portfolio is part of the Customer Management & ATC portfolio within United Business Media's specialist exhibition division UBM Live.

As one of the world's leading media companies, UBM operates in over 20 international industry sectors, and within UBM Live specifically over 250,000 marketers attend its 40+ shows each year, while each month its websites generate over 1 million page impressions.



**Publishing Expo**  
EARLS COURT LONDON

**March, Earls Court 2, London**

Publishing Expo is the only UK event dedicated to shaping the future of publishing. It provides ideas, contacts, products, services and solutions to enable publishing teams to compete effectively in their markets through all channels.

**WHO EXHIBITS?** Every type of supplier of products and services to the industry, ranging from the traditional to the futuristic.

**WHO VISITS?** Over 3000 attendees, involved in producing magazines, newspapers, newsletters, directories, catalogues, brochures and corporate literature; in print, online and through mobile.

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**TFM&A**  
TECHNOLOGY FOR MARKETING & ADVERTISING  
EARLS COURT 2, LONDON

**March, Earls Court 2, London**

Now in its 11th year, TFM&A has experienced exponential growth over the last 4 years. Serving the marketing and online advertising market, TFM&A delivers an integrated marketing proposition that focuses clearly on 4 key areas: Digital, Direct, CRM and Data.

**WHO EXHIBITS?** Over 200 companies that supply products and services within these 4 key areas, ranging from hosted CRM to email marketing, digital printing solutions to data mining & profiling.

**WHO VISITS?** Over 10,000 marketing and advertising decision-makers. TFM&A is now the largest integrated marketing event in the UK.

*TFM&A also achieved national acclaim by winning the 'Best Trade Event' at the 2009 Event Awards, and 'Best Marketing Campaign' at the 2009 AEO Awards.*

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**TFM&A**  
TECHNOLOGY FOR MARKETING & ADVERTISING  
www.t-f-m-north.co.uk

**Manchester**

**May, Old Trafford, Manchester**

As part of TFM&A's expansion programme, TFM&A Manchester was launched in May 2011. Strategically positioned in Manchester, the second city of the UK media industry, the event will also co-locate with the highly successful eCommerce Expo Manchester.

**WHO EXHIBITS?** Suppliers of products and services within the 4 key show areas of Digital, Direct, CRM and Data.

**WHO VISITS?** Over 1,500 digital marketing and ecommerce professionals.

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JANUARY      FEBRUARY      MARCH      APRIL      MAY      JUNE



**OA&A**  
ONLINE ADVERTISING & AFFILIATE EXPO

**March, Earls Court 2, London**

OA&A Expo is a highly focused event launched alongside TFM&A in March 2011 and onwards. Together, they will provide the marketplace with a fully integrated marketing and advertising event, with OA&A Expo specifically designed to help facilitate the crucial relationships between advertisers, networks and publishers.

**WHO EXHIBITS?** Exhibitors will be a specialist selection of suppliers who provide solutions including: affiliate networks, advertising networks, ad-serving technology, rich media and online video advertising, campaign planning tools, PPC, and behavioural targeting.

**WHO VISITS?** Advertising, agency and publishing professionals looking for solutions to enable online customer acquisition or maximise website revenue.

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**TFM&A**  
TECHNOLOGY FOR MARKETING & ADVERTISING

**India**


**May, NSC, Mumbai, India**

The second global edition of TFM&A takes place in Mumbai, India in May 2011. Tailor-made to meet the needs of the marketing and advertising professionals in the region and promoting local market knowledge and expertise.

**WHO EXHIBITS?** Local and international providers of CRM, data and digital products and services.

**WHO VISITS?** Decision-maker professionals within marketing and online advertising.

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**eCommerce EXPO**  
MANCHESTER  
www.ecommerceenorth.co.uk

**Manchester**

**May, Old Trafford, Manchester**

eCommerce Expo Manchester was launched in 2009 to provide a focused ecommerce event for the UK market outside London. From 2011 eCommerce Expo Manchester will co-locate with TFM&A Manchester, providing the market with a combined digital marketing and ecommerce offering, while each event retains its own unique focus.

**WHO EXHIBITS?** Exhibitors are companies who supply goods or services to support ecommerce.

**WHO VISITS?** Over 1,500 digital marketing and ecommerce professionals.

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**eCommerce EXPO**  
SHANGHAI  
SHANGHAIMART EXHIBITION CENTRE

**China**

**September, Shanghai, China**

eCommerce Expo China aims to facilitate meeting and networking for online retailers and other eCommerce practitioners, replicating the hugely popular UK show.

**WHO EXHIBITS?** Companies that are eCommerce service and product providers.

**WHO VISITS?** eCommerce and marketing professionals interested in increasing their company efficiency with the latest eCommerce solutions.

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The *Marketing & eCommerce* portfolio has been driving this growth with the recent acquisitions of eCommerce Expo, eCommerce Expo Manchester and the eCommerce Expo Awards. As well as strategic acquisitions, flagship exhibition TFM&A has just

commenced its global roll-out with exhibitions in China and India and the addition of the launch event OA&A Expo co-locating in 2011, plus Internet World continues to dominate the UK digital marketing and online business exhibition space.

Whatever your specific target markets, with 9 industry-leading products serving the global marketing and online business industry, we can guarantee meeting your business requirements this year.



## internet world

May, Earls Court 2, London

Internet World, now 18 years old, is Europe's definitive event for online business and digital marketing. Internationally renowned for the quality of its free-to-attend Keynote Programme, Internet World drew a crowd of over 12,500 attendees at the 2010 event.

With 5 bespoke shows under one roof focusing on ecommerce, m-commerce, social media, digital marketing, content management, and connectivity & hosting, it benefits from providing niche focus as well as being a comprehensive must-attend event for anyone looking to source an online product or service.

**WHO EXHIBITS?** Every year, Internet World attracts exhibitors and sponsors who want to meet the people responsible for formulating and implementing their company's online strategy and digital marketing, covering the 5 core areas.

**WHO VISITS?** Visitors to Internet World are senior-level professionals looking to source a wide range of online solutions. Primarily they are marketing, IT, agency and ecommerce professionals. In 2010, 70% of attendees were Manager level and above.

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October, Olympia, London

eCommerce Expo is one of the largest gatherings of ecommerce professionals in Europe. The exhibition focuses on the key components of ecommerce: acquisition; conversion; fulfilment; and retention, and in 2010 boasted nearly 5,000 attendees and over 140 exhibiting companies.

As a recent addition to the *Marketing & eCommerce* portfolio, eCommerce Expo will now be further enhanced by having access to UBM Live's vast database of end-user professionals in this space, as well as our award-winning marketing teams, and visitor numbers are expected to grow significantly.

**WHO EXHIBITS?** Exhibitors are businesses that provide technologies, processes or services to help companies attract and convert internet traffic into loyal, paying customers.

**WHO VISITS?** Visitors are professionals looking for solutions to enhance their ecommerce or drive more traffic to their eCommerce websites.

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JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



September, ShanghaiMart Exhibition Center, Shanghai

The first global edition of TFM&A took place in October 2010 in Shanghai. With nearly 2,000 attendees the unique TFM&A position and distinctive focus is being replicated in China and is key to the value placed on the event by the market.

**WHO EXHIBITS?** Companies already confirmed to exhibit include SPSS, TNT, Tencent, Baidu, SEO Junkies, D&B, WebPower, DarwinMarketing, 99click, AdWays; over 60 leading suppliers.

**WHO VISITS?** Approx. 3,000 locally-based decision-maker professionals within marketing and online advertising.

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October, Millennium Gloucester Hotel, Kensington, London

The eCommerce Awards are the only awards in the UK that celebrate excellence in ecommerce and recognise the achievements of the ecommerce industry. The Awards attract over 300 attendees who come together to celebrate the best of the industry over a champagne reception and 3 course dinner.

**WHO CAN SPONSOR THE AWARDS?** There are a small number of sponsorship opportunities available to companies looking for strong brand recognition amongst this select group of industry opinion formers.

**WHO VISITS?** Attendees are senior decision-makers and industry experts from the world of ecommerce.

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October, Sao Paulo, Brazil

TFM&A Brazil brings together suppliers of Digital, Direct, CRM & Data Marketing solutions with marketing, media & advertising decision makers –the only event in Brazil for sourcing all solutions needed for truly integrated marketing & advertising campaigns.

**WHO EXHIBITS?** Industry leading suppliers from the 4 key areas of marketing; digital, direct, CRM and data.

**WHO VISITS?** 3,000 professionals from Marketing, Sales, eCommerce & IT.

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# MARKETING & ECOMMERCE Portfolio

## About UBM

UBM Live is one of four B2B communication divisions of United Business Media plc.

### UBM Products include:

- Magazines
- Exhibitions
- Conferences
- Awards
- Information Products
- Websites

UBM provides professional media solutions to around 20 industry sectors, including Construction and Architecture, Digital/Marketing/Online, Commercial Property, Licensed Trade, Travel, Agriculture and Ingredients. UBM Live organises renowned events such as Internet World, CPhI, The Interiors Event and IFSEC.

### UBM has:

- Over 1000 employees
- Operations in 15 Countries
- Customers in 110 Countries
- Publications that reach over 780,000 readers
- 330,000 Visitors to its exhibitions



## Award-winning Marketing Support

The **Marketing & eCommerce** portfolio marketing team are the same team that achieved national acclaim for TFM&A by winning the 'Best Marketing Campaign' at the 2009 AEO Awards.



Each event will have its own extensive, multi-channel marketing campaign to guarantee delivery of the right volume and quality of event attendees. Typical exposure levels for each event would be:



### Email

- 10 driver emails with a reach of over 1 million
- Dedicated targeted conversion reminder campaign to all pre-registered visitors

### Mobile Marketing

- Creation of mobile websites and apps, supported by targeted SMS and MMS campaigns

### Direct Mail

- 3 waves with a reach of 220,000
- Ticket insert with a reach of over 300,000
- Total Direct Mail: 620,000

### Online Advertising

- 25 sites with a reach of over 5 million

### Social Media

- Dedicated social media profiles on Twitter, LinkedIn and YouTube alongside bespoke projects created per event

### Print Advertising

- 15 magazines with a reach of over 600,000



## Contact Us

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If you no longer wish to receive Sales mailings from the Marketing & eCommerce Portfolio please contact us at:

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