



EXPOSSIBLE!

Dear exhibitor,

We are pleased to enclose the promotion pack, containing different material for promoting your company and for the campaign to attract professional trade visitors for the **International Hardware Exhibition (FERROFORMA 2011)** and **International D.I.Y. Exhibition (BRICOFORMA 2011)**, as listed below.

In addition to these items, you also have the possibility to include a direct access **banner** to the **FERROFORMA/BRICOFORMA 2011** website, free of charge, on your own website. So, everybody visiting your website will have a fast and convenient link to the Exhibition website, where, as well as being able to consult all the details of the exhibition (list of participants, layout plans, etc.), they can register as professional trade visitors.

To configure this possibility, please copy the banner from the Exhibition web page:

<http://www.ferroforma.eu/portal/page/portal/FERROFORMA>

1. **Registration forms** for your customers, **city maps**, and **RENFE - IBERIA discount vouchers**. All the material offered in this form nº 1 is free of charge. Requests for over 250 inscription forms, or their equivalent weight, will be sent by courier, payment at delivery.  
*May we please remind you that trade visitors registering before the 20<sup>th</sup> February (through the inscription form or our website) will have free entrance to the Show. After this date the entry price will be 17€.*
2. A list of **technical magazines** in which your company will benefit from a 10% discount if your advertisement in the February and/or March issues includes the Ferroforma/Bricoforma 2011 logotype.
3. A description of the **new features** that your company will be exhibiting. This information will be distributed among the mass media, VIP visitors and attending foreign delegations.
4. **Special purchasing conditions**, that your company can offer to the visitors during the show. This information will be distributed among the mass media, VIP visitors and attending foreign delegations.
5. **VIP Service**. The Exhibition organisers wish to offer the possibility of your best customers receiving a special welcome treatment at our facilities. Please send us the completed form (number 5) with your customers' details and our Visitors' Department will send them, on your behalf, a personal invitation to our VIP Lounge. Maximum 10 contacts. This information is absolutely confidential and will never be published in any way.
6. **Offers and Contacts**. Search for agents, personnel, distributors or cooperation agreements.
7. **Promoting your stand** among your current and potential customers. Notify your customers about your participation in the exhibition, indicating your stand location and inviting them to visit you there.
8. **Promoting your company**. Promote your company among more than **71,000** potential visiting trade professionals.
9. **Advertising at the Exhibition**. Take advantage of advertising media to attract visitors to your stand and boost your brand image.

We remain at your complete disposal for any further clarification or information you might require.

Yours sincerely,

Angel Pereda  
Director of **FERROFORMA/BRICOFORMA 2011**

Foreign Department	+34 94 40 40 031	+34 94 40 40 001	foreign@bec.eu
Press Department	+34 94 40 40 105/6/7		comunicacion@bec.eu
Visitors' Department	+34 94 40 40 100	+34 94 40 40 008	visibiemh@bec.eu