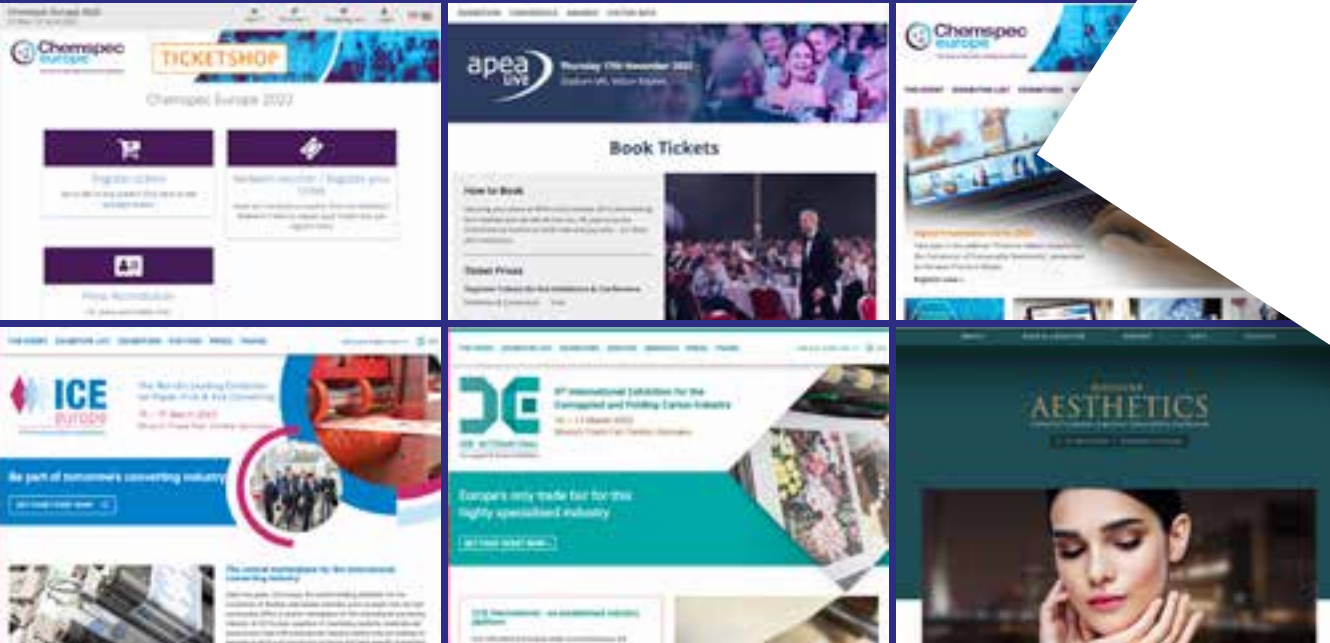


event CMS



Your complete exhibition website CMS solution

Fully integrated. Bespoke built. Customisable.

“Everything just works”

Austen Hawkins, Managing Director, Five Senses Media

CONTENTS





We've been producing websites for successful exhibitions since 1998



Application for Media Pass

Please fill in all fields marked with (*)

Company Information

* Organisation:

* Company:

* Address:

* Phone:

* Fax number:

* E-mail:

* Website:

Field passes (0/0)

- Trade press
- Author
- Journalist
- Daily / Weekend newspaper
- Trade association press
- Consumer press
- Company publication
- Official press
- Promotional material
- Photographers / Film

Please indicate specific:

I also require press passes for the following persons:

Name:

* Name:

* Address:

* Phone:

Working request: No Yes

Comments:

Please attach proof of authorisation (PDF or JPG file max. 5MB)

[View application status](#)

Add Session

Event:

Day:

Time:

Status:

Subject / Topic

Marketing Challenges and Research Methods

Speakers / Description

Open space to discuss current marketing challenges and how to overcome them. Overhead projector and screen available. Refreshments will be available. All talks will be held in the main hall. Refreshments will be available in the main hall.

Number of Attendees:

Image

Document

ABC Enterprises Inc

Enter or add or edit this details form. If you need to remove this website for any reason, you can either set their Status to 'Lead' which means they aren't active on the website yet, or you can delete it from the bottom of this page and delete.

You can also add your **Company Summary** that will only show on the website for that website only.

Company Information

Company:

Phone:

Address:

Apprenticeship:

Start Date:

UK Reg:

Web U:

Web E:

Company Details

Start:

Submission:

Address:

Phone:

Company ID:

Company E:

Online Marketing Package

Online Marketing Package

Company ID:

Company E:

Online Event Box

Online Event Box

Online Marketing Services ORDER FORM

By using your credit card you agree to pay for the services you have ordered. Your credit card details will be processed and you can only sign up and order back to us.

How I'd like the marketing options

Website
 Instead of your company's digital marketing services, we'll provide you with a professional website. **£1500**

Press Box Package
 Your personal family Press Box on the internet is available to you. Includes all the latest news and information. **£1500**

Lead Online Marketing Package Upgrade
 Your lead generation marketing will be upgraded to our most advanced and effective. **£1500**

Advanced Online Marketing Package Upgrade
 Your advanced marketing will be upgraded to our most advanced and effective. **£1500**

YOUR ORDER TOTAL: £0

...with simple, uncluttered & intuitive admin functionality

We know what your pain points are

We're here to make your life easier

event
CMS

An exhibition or event website has to work harder than most sites.

It needs to be able to attract exhibitors, visitors and press, whilst organising complex content in an easily navigable format.

It needs lots of specific functionalities to enable exhibitors to sign up, log-in and manage their stand, their messaging, their sponsorship opportunities and their marketing.

It needs to allow visitors to plan their time at the show quickly and easily, ensuring they find and meet the exhibitors that are most relevant to them.

And, ideally, it needs to run off an intuitive – yet powerful – CMS system, offering design flexibility whilst making it easy to update content.

BTL Creative have developed EventCMS having designed and produced more than a hundred exhibition websites over the years, for a huge variety of sectors. We've created multi-lingual sites for international shows in the UK and Europe, North / Central America and Asia. Which means that we have a deep understanding of what's required – and it's quite likely we've already got your requirement covered.

Talk to us about your event. We'd love to help make it successful.

A painless transition

We promise not to break anything



We get it.

Your existing website is absolutely critical to the success of your event, and the thought of migrating it (or perhaps, multiple websites) across from your existing platform to a brand new one is, frankly, terrifying.

Don't worry – we've been through this process.

Nothing is out-sourced, no client is 'standard.' The programmers who would handle the transfer and ongoing maintenance of your site are exactly the same ones who have been programming the platform since day one. There simply is no expertise gap.

If you've got multiple shows, we'd start off with just one. You would keep your existing site running as it is, whilst we create the new version on our platform. We'd make the process of migrating across all relevant content painless (we could do this for you, if you prefer), and we'd ensure that all the appropriate redirects etc were in place so that you don't lose SEO.

Only when you were totally happy with the new version of the site on our platform would the switchover take place. And only when we've totally demonstrated to you how much easier it is to run your new site would we progress onto adding additional functionalities and repeating the process for your other sites.

A bespoke CMS for the exhibitions industry

Industry-specific modules and widgets



A modular CMS makes building complex pages easy, but won't let authors drift off-brand. Exhibition-specific widgets are included as standard, and our CMS is designed to run websites in multiple languages out of the box.

Basic Package

This is the minimum you'll need to run your exhibition website. Ideal for new shows, smaller shows or those on a budget, our Basic Package gives you full access to our hand-made CMS, plus a comprehensive Exhibitor Management System with dedicated widgets to upload and manage, for example:

- Exhibitor List
- Photo Galleries
- Partner Logos
- Press Releases
- Videos
- And much more!**

Our Basic Package is designed to be easily upgraded and expanded with a range of add-ons that are made for the exhibitions industry.

Exhibitor Hub

Simple tools to create monetising opportunities



A password protected area for contracted exhibitors only.

For most of the shows we've worked on, different tiers of packages are offered to exhibitors at various prices.

Here, exhibiting companies can:

- Create their Company Profile page, including a logo, product photos and video
- Upload Press Releases of their new products and services, including hi-res photos
- Download Promotional Tools such as personalised logo, email signature, animated banners, visitor brochure, personalised floor plan, and more
- Order Sponsorship Packages
- Choose the Exhibition Categories that best fit their business – used to create a Visitor Show Planner
- Access useful information (e.g. schedule, documents, technical specifications)
- Upload Job Vacancies

As new features are added, you are able to email exhibitors either individually or in bulk to remind them to visit the Exhibitor Hub. You can also upload documents to the hub: either 'private' documents for one particular exhibitor, or generic documents for all exhibitors.

Just some of our add-ons

How far do you want to go?



Seminars & Conferences

Our seminars add-on helps you manage your Seminar and Conference programmes online. You can upload topics, abstracts, speaker photos and bios. Our time-slot system makes changing speaker slots a quick and easy process. In the early stages of the site, we include a dedicated online form where potential speakers can apply to give a presentation. In the post-show stage of the site, you can upload PowerPoint or PDF versions of speaker presentations to make these publicly available.

Catalogue

We can offer a robust and sophisticated system for managing a printed or online Show Catalogue. A dedicated area in the Exhibitor Hub allows exhibitors to add their details to your Catalogue. Typically there are short, free entries, and longer paid-for entries: the exact specs for this tend to change very much from show to show.

Show Preview

Our Online Show Preview add-on is the perfect tool to help market your exhibition in the run-up to the show. We encourage exhibitors to submit their own entries via the Exhibitor Hub, but you get to approve each entry before publishing, using a dedicated interface. Visitors using the Online Show Preview can personalise their experience by focusing in on the categories that interest them.

Ticketing Module

An online ticketing system (aka Visitor Registration) including link tracking, bar-code creation, PDF tickets, and an interface to record entry via barcode scanner at venue – which puts you in control of the process and, crucially, the data.

Add-ons

- Seminars & Conferences
- Catalogue
- Show Preview
- Ticketing Module
- Video Planner
- Awards / Competitions
- White Papers
- Press Releases
- Speaking Opportunities
- Press Accreditation
- And more...*

... and there's more!

Visitor Planner

The Visitor Planner add-on is usually rolled out in the months leading up to the show. This allows visitors to create a highly personalised list of just the companies they want to visit.

- Search by Category
- Add individual exhibitors to Planner
- View Online
- Register / Log in to visitor account to save Planner
- Download / Print PDF including personalised Floor Plan

Awards / Competitions

An Awards ceremony is often a focal point during an exhibition day, and the publicity for winners is usually enough to motivate exhibitors to enter. The Awards entry process happens online, via the Exhibitor Zone. The approval process is handled by the Organisers via the Exhibitor Management System. When the entry deadline has passed, we open the awards up for public voting via the website. The results are only seen by the Organisers. After the Awards ceremony, we update the website to show the winners.

As well as...

We can also offer a range of other add-ons, modules and other design and development services. We have existing CMS modules to handle:

- White Papers
- Press Releases
- Speaking Opportunities
- Press Accreditation

And more...

We have an exhibitor API for sharing your exhibitor details with trusted third parties.

Crucially, we have the in-house expertise to create a customised add-on to suit your individual requirements if they're not already covered.

Add-ons

Seminars & Conferences
Catalogue
Show Preview
Ticketing Module
Video Planner
Awards / Competitions
White Papers
Press Releases
Speaking Opportunities
Press Accreditation

And more...

Don't take our word for it

Clients say nice things

"We migrated an initial 9 of our international shows to BTL's EventCMS a few months ago, and were delighted with how smooth the process was. Everything just works as we want it to! The platform is intuitive and reliable and if we have any questions or requests, their tech support people are friendly, knowledgeable and very responsive.

We're now talking about adding new, bespoke functionalities to the system. I've got no hesitation in recommending BTL's platform to any exhibition organiser."

Austen Hawkins
MANAGING DIRECTOR
Five Senses Media

"I have been working with the BTL Creative team for many years now, especially on creating websites with their bespoke EventCMS for exhibition organisers. It's modular approach and the development team's flexibility ensure tailoring to the very specific needs of the events industry. Above all, is extremely user friendly which keeps training time to a minimum. If you are looking for a web solution from a team that goes the extra mile, I can highly recommend BTL Creative."

Damaris Elsebach
DIGITAL MARKETING
MANAGER
RX Global

"EventCMS is a game-changer for our event management needs. We receive exceptional customer support from the team who always ensure that every query is promptly addressed, no matter how small or complex. The platform is user-friendly, reliable and can adapt to our needs as a business. We couldn't be happier with our decision to use EventCMS and highly recommend it to anyone looking for a credible event management system."

Sophie Honeywell
MARKETING EXECUTIVE
Raccoon Media Group

We're just scratching the surface

There's so much more detail that we could show you, but we didn't want to send you cross-eyed!

What we'd really love to do is to meet with you and demonstrate our system – with absolutely no obligation – as we're convinced that you'll appreciate its worth. And, of course, we'd like to understand your specific requirements and discuss exactly how we would meet them.

Get in touch to find out more

01707 661500 | info@btlcreative.co.uk



About us

EventCMS has been developed by BTL Creative, a full service design agency that has been closely affiliated with the exhibitions and events industry since our launch in 1998.

In addition to web development, we offer a specialised **exhibition photography** service and a wealth of creative and marketing support to help clients to promote their event.

To find out more about BTL Creative, visit our **[website](#)**.



EventCMS is a BTL Creative product

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event
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