



## **ILDEX VIETNAM 2010**

### **VISITOR PROMOTIONAL STRATEGY**

***"We'll bring trade visitors to your booths to build up quality contacts"***

#### **Direct Mailing Campaign:**

Seasonal invitation cards issued by the Ministry of Agriculture and Rural Development of Vietnam (MARD) and Ministry of Trade (MOT) will be directly sent by postal services and electronic mails to all target visitors at least 2-3 weeks prior to the show. ILDEX sponsors and country pavilion organizers personalized invitation cards or advertising leaflets will also be enclosed in these mailing envelopes upon the approval from the organizers.

#### **Targets of Direct Mailing Campaign:**

- All governmental sections, ministries, provincial agricultural departments, institutions, research centers, agricultural expansion encouragement centers, livestock working groups (international cooperation), universities, state control corporations, district agricultural departments, etc.
- Farmers and integrators in the southern part of Vietnam
- All companies and representative offices in livestock, dairy, meat processing, and aquaculture industries in Vietnam (trading companies, importers, distributors, integrators, foreign representative offices)
- Embassies, chambers of commerce, trade and commercial offices, international organizations, funding supporters, FAO in Vietnam, etc.
- Scientists, professional experts, livestock associations, central and provincial farmer associations, etc.
- Journalists from news agencies, newspapers, televisions, radios, e-news, professional magazines, trade magazines, websites, etc.

(Sources of database are from the organizers, MARD, MOT, Associations, and provincial agriculture departments)

- Direct phone following-up calls to potential visitors for pre-registration and visiting instruction. The organizers will spend much effort on this method in order to ensure large amount of pre-registrations.
- Working together with the government sectors, associations, and others.

Our main focal point is to draw as many visitors as possible especially the farmers. The organizers are working with its travel agencies to arrange free shuttle buses from cities nearby Ho Chi Minh, where high density of potential visitors are identified and targeted. The routes can be as far as 200 kilometers proximity from Ho Chi Minh City. Any interested groups of people could receive information regarding shuttle bus services from material in the mailing envelope, or at any provincial district agricultural services, associations, community government, traveling agencies, announcement in newspapers, and radios made by the organizers.

### **News and Media Campaign:**

- Press conference will be done 2 times and a few weeks before the show which will be hosted by the Ministry of Agriculture and Rural Development of Vietnam (MARD), Ministry of Trade (MOT), NEO, and VEAS with the attendees from the industry, confirmed exhibitors, sponsors, news agencies, newspapers, televisions, radio, and so on.
- SMS text message will be sent to target groups of more than 30,000 names
- An advertising campaign in newspapers, and other media starting to run continuously and consistently at least 4 weeks prior to the show.
- Organizers work closely with selected newspapers, Vietnam National Televisions, provincial televisions and radios for special reports or articles before, during, and after the show. Direct/exclusive interview on-site can be arranged to selected exhibitors, sponsors, and country pavilion coordinators by our media or newspapers upon requests.
- Publication sponsors such as Vietnam Agriculture News, Vietnam Economy, Farmer News, VN Media will issue the special editions on the occasion of ILDEX VIETNAM 2010
- Logos and useful information will be uploaded on to websites of Ministry of Agriculture and Rural Development (MARD), Ministry of Trade (MOT), Ministry of Industry (MOI), and some provincial websites such as VN media web, etc.

- A press center will be set up at the show for press works where selected exhibitors, sponsors, and country pavilions are welcome to leave their brochures, leaflets, and other promotional materials
- By continuous press works and connections since its launching in Vietnam in 2006, ILDEX VIETNAM is now very well-known amongst Vietnamese livestock, dairy, meat processing, and aquaculture fields.

### **Advertising Banners:**

- Street banners will be hanged around the most crowded locations and intersections in Ho Chi Minh City, Can Tho, Binh Duong, Dong nai, and other provinces in order to gain attention and awareness from potential visitors and publics.

### **VIPs and Key Persons:**

- The organizers will invite the Ministers, Vice Ministers from MARD, MOT, MOI, and the Chairman of Ho Chi Minh City People's Committee to attend the opening ceremony of ILDEX Vietnam 2010, and its conference sessions. Exhibitors who would like to have protocol supports need to submit their activities to the organizers beforehand. The sponsors and country pavilion organizers' activities will have first priority to receive the supports from the organizers.
- By consultation, the organizers might invite some key persons and also key buyers to visit ILDEX VIETNAM 2010 with monetary supports from the organizers regarding traveling costs, accommodations, etc.
- Key speakers and scientists will also be invited to the main conference sessions without any costs.

### **Special Offers in ILDEX Vietnam 2010**

- Business Matching Services: apply only upon request to any early confirmations **before December 2009** with written request to the organizers together with enclosed company's profiles, product descriptions, and photos of products.
- Free entry passes for pre-registered visitor and on-site registration. Visitors must fill out a form on ILDEX website or in front of the Registration Counters during the show days.