

Innovation Zone Booster Packages

We want you to have the best chance of converting leads into sales. So, to ensure you get maximum visibility and engagement for your products and brand, we've created booster packs to help bolster your product at the **Innovation Zone**, helping you to get the most out of your investment with us - for less.






Foundation Package

The Foundation Package gives you a base level boost for your Innovation Zone Box, and helps you maximise the visibility and engagement you get from your Innovation Zone display.

Highlighter Package

Take promotion up a notch with the highlighter package. You'll get everything the **Foundation Package** offers, and more with additional, high visibility promotional opportunities— giving you a "highlighted" brand presence.

Included	Foundation	Highlighter
Always included	Innovation Zone Entry	
	Social Media Announcement	
	Enhanced Product Category Listing	
		Remarketing Campaign (10,000 impressions)
		Innovation Zone Catalogue Listing
 	+ Digital Adverts at the event	
	+ Digital Adverts at the event + Smart Badge Reader	



AVAILABLE ON:









Drive engagement



High visibility



Lead generation



Product promotion