



EVENT PROMOTION

For more than three months, the Global Supply Chain Council (GSCC) in partnership with Chain Media promotes SCM Expo through an integrated marketing plan that includes print advertising, targeted direct marketing, electronic media, public relations and social media. Most of GSCC's marketing efforts drive traffic to SCMExpo.com, where attendees can register for the expo free-of-charge.

Email Marketing

Our permission-based email and e-newsletter campaigns target 80,000+ potential buyers across Asia to remind them of the benefits of attendance and to drive them to register. We also update registrants regularly about expo news, developments and events.

Partners Marketing

GSCC extends invitations to chamber of commerce, national and regional professional organizations and associations to encourage them to invite their own members to participate. We also seek specific end-user groups on LinkedIn and Facebook to promote the expo to their community.

PR & Social Media

Our messages appear in high-profile business-to-business press and trade media, where we focus on the benefits of attending SCM Expo. SCM Expo also maintains and actively engages attendees via social media sites including Twitter, LinkedIn, Facebook, WhatsApp, WeChat, Line and YouTube.

SCM Expo Blog

SCM Expo blog covers all aspects of the event including education, industry trends, show tips and more. The blog allows show attendees and exhibitors to ensure they can maximize on all opportunities presented at SCM Expo.

Enjoy Exclusive Online Exposure

Hundreds of thousands of buyers are expected to visit SCMexpo.com year-round, seeking new services or solutions to their supply chain challenges. When you exhibit at SCM Expo, you boost your exposure through your company's virtual exhibit on SCMexpo.com, before, during and after the show.

If there's someone out there working or interested in the supply chain industry, they'll learn about SCM Expo through multiple points of contact.

For more details on SCM Expo, visit today www.scmexpo.com