



New for 2011 - Future Events Experience:

Brand new for 2011, The Future Events Experience offers you a unique opportunity to reach visitors and Hosted Buyers in a prime location near to the EIBTM Lecture Theatre and very popular Internet Café.

Have your product or service viewed by thousands of visitors as they explore the The Future Events Experience interactive gallery which includes large interactive screens displaying exhibitor product information and more...

The viewer can interact with your poster by using their "smartphone" to:

- **Download information** such as brochures and marketing material
- Be directed to your **website**
- Request **more information** by email
- Request an **appointment** with you

Any information that you wish to include, our production team can help you with!

This is a FREE opportunity with invaluable benefits.

Your interactive product poster not only propels your product in front of a key audience, it will also allow you to track how many times your product has been viewed and can also be used as a lead retrieval device. The benefits are endless.

Simply log on to <http://eposters.newtonstrand.com> to upload your brochure. Here you will also be able to contact our production team for any information about the Future Events Experience Gallery.



“Our goal is to create a collaborative environment that simulates an event which can then operate as a template for other event organisers to learn from”.

Adi Ben-Nesher, SyncPartners

Visit www.eibtm.com/future for more information