



Kemarra, Inc.

Key Marketing Resources and Associates

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Event Management & Trade Show Representation

Event Management

Presenting your company to a qualified audience at a conference, seminar or other business event with the appropriate theme is a very targeted and efficient way of generating business. Kemarra, Inc. can help plan and manage your participation in overseas visits, create tailored business development events, define your event marketing and presentation, and get your company in front of your optimal audience of potential customers and business partners in the most cost effective manner.

Trade Show Representation

As a foreign company, sending your own personnel to US events can be expensive and time consuming, with added complications regarding Visas. Our sector experts already in place in the US can get to know your product and services thoroughly, and represent your company effectively at an event, acting as your sales and marketing people.

Business Development around Trade Shows and Events

Getting the right audience to your trade booth is the key to success. For your business development we can:

- find your potential partners and customers using a structured program of lead generation
- market your presence at the event and increase your exposure through PR coverage
- secure sponsorships from other companies or organizations with an interest in your business initiatives
- arrange face-to-face business meetings while you are present at the event
- organize additional side events at a private venue
- follow up with contacts after the event to ensure a continuation of the business development process

Marketing and Messaging

We can determine your market positioning and create appropriate marketing collateral, and:

- define the marketing that will present your company in the most meaningful way to a US audience
- create presentation materials and handouts
- provide translation services for your existing collateral

Booth Setup

We can take care of your logistics for the event and provide setup services and display materials for your booth. Specific proposals will be created for each client that will describe the engagement more specifically and provide exact details of services and costs.

Further Information

More extensive details of our services are available on our website at www.kemarra.com

Our event management services are covered on www.kemarra.com/event_management.html