

## PROMOTION PLAN OUTLINE



**EUROBIJOUX  
COLLECTION**  
4<sup>TH</sup> – 7<sup>TH</sup> FEBRUARY 2010  
FERIA DE MADRID EXHIBITION HALL

**SEBIME – INTERNATIONAL FAIR OF  
FASHION JEWELLERY MANUFACTURERS**  
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- ❖ **Hiring of different advertising billboards on the Feria de Madrid premises**, strategically placed so they may be seen by all visitors and exhibitors at the complex: Illuminated “Mupis”, three-sided prisms, three-sided pivots and vinyl in moving walkways.
- ❖ **EUROBIJOUX COLLECTION banner on the Bisutex website:** [www.bisutex.ifema.es](http://www.bisutex.ifema.es), which will be displayed during December and January.
- ❖ **Hiring of a space in the Madrid underground with an information stand about EUROBIJOUX COLLECTION, at the Campo de las Naciones station.** Information about the fair will be distributed to the thousands of visitors using this means of transportation.
- ❖ **Hiring the services of a national communication company**, specializing in fashion. They will be in charge of contacting the press to make them aware of our collective presence at the upcoming fair at the Feria de Madrid exhibition hall. Likewise, this company shall be coordinated with the press office of the Feria de Madrid so that all the media present at the fair can spread the word regarding the celebration of EUROBIJOUX COLLECTION.
- ❖ **Two advertising pages in the newspapers CONTRASTE and DUPLEX BIJOUX**, which will be distributed before and during the fair dates.
- ❖ **Advertising campaign in fashion magazines and catalogues of the main sector fairs:** Accessories (USA), Baltic Jewellery News (Lithuania), C+Accessories (France), Modem Favoris (France), Ornamenta Bijoux (Italy). Asia’s Fashion Jewellery Accessories Review (Hong Kong). Catalogues of fairs: Éclat de Mode (France), Macef (Italy), Faux Bi (Greece)
- ❖ **Promotion campaign** to the main sector buyers, through a massive distribution of personalized mails and e-mails.
- ❖ **Telephone marketing campaign to the main national and international customers.**

As a result of all the above, during the first week of hiring, reservations to take part in this exhibition are already higher than initially expected.

We hope that you make your reservation of space as soon as possible so as to arrange your stand assignment with the best location guarantee.

Should you need further information, we kindly suggest you visit our website: [www.eurobijoux.org](http://www.eurobijoux.org)

See you soon!!!!!!!!!!