

STAYACTIVE

SAIE wishes to make available to its community a **communication platform** particularly useful in this period in order to give **visibility to those companies** who, like us, are close to the market and want to be ready when the emergency will be over.

We have created the format **#StayActive**: a tool to allow companies to **stay in close contact** with the market and to convey, with us, **interesting contents for professionals in the building universe**. A virtual container where the building supply chain stands together, ready to manage the change and support the Country with useful solutions for the resumption of work.

SAIE will promote **#StayActive** through its database of more than **260.000 operators** active in the sector, profiled, created and updated in the course of 54 editions of the fair. The communication activity will be active for the whole period before the exhibition through a storytelling that will give space to all **SAIE exhibitors**

A free of charge Communication Platform for all Saie exhibitors

➤ WEBSITE, a section devoted to #STAYACTIVE in order to :

- collect **news of products** that will be presented by the **exhibitors** during SAIE 2020 following a communication with a precise storytelling: technical problem's introduction, technical solution, exhibitor's product that is used for this aim. There will be a link for requests and/or an appointment during the fair.
- enhance all **SAIE exhibitors** which, in this difficult period, are active and try to **find solutions/products/initiatives** to be helpful

➤ SOCIAL

social campaign devoted **#StayActive**, with post on **Facebook and Twitter** SAIE profiles devoted to the **news of products** which will be on the Show and advantages for professionals using them.

There will be a link for requests and/or an appointment during the fair.

➤ NEWSLETTER

newsletter devoted to **#StayActive** sent out to SAIE DATABASE - over 260.000 contacts - in order to present the **news of products** which **exhibitors** will show during the fair,

explaining the technical specifications to solve a problem. There will be a link for requests and/or an appointment during the fair.

➤ VIDEO INTERVIEW

self-produced video (3 minutes) where the exhibitor sends a positive message and communicates about products he will show during the fair to the audience.



SAIE

BOLOGNA

14-17 October 2020

www.saiebologna.it

STAYACTIVE

**FREE FOR
SAIE
EXHIBITORS**

Opportunity valid for exhibitors and companies that will become exhibitors, take advantage of it!
Ask more information
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