



Dear Exhibitor,

We invite you to join us and help us create the **PRIZE CONTEST** of the Alpe-Adria: Tourism and Leisure Show.

For increased publicity, this year's Prize Contest will take place via **social network – Facebook**. Alpe-Adria Show is already its member with **3,159 friends**. With a strategic appearance on all social networks (**Facebook, Twitter, LinkedIn, YouTube**) and our own webpage, we intend to further increase this number.



Facebook Alpe-Adria

<http://www.facebook.com/sejemalpeadria>



Facebook GR – Ljubljana Exhibition and Convention Centre

<http://www.facebook.com/gospodarskorazstavisce>



Twitter GR – Ljubljana Exhibition and Convention Centre

<http://twitter.com/grazstavisce>

All of you, who will contribute prizes, will be awarded with additional advertising exposure via the following:

#### Main prize – value of approx. 1,000 €

- ✓ **half-page advertisement in the Oddih magazine**, the supplement of Dnevnik newspaper and Official Catalogue of the Alpe-Adria Show; published in 60,000 copies, recipients include readers of the Dnevnik newspaper and visitors of the Show
- ✓ **Show webpage [www.alpeadria-tip.si](http://www.alpeadria-tip.si)**, with details of the prize and contributor and an active link to the contributor's webpage
- ✓ **Promotion via Alpe-Adria's FB page [www.facebook.com/sejemalpeadria](http://www.facebook.com/sejemalpeadria)** with a special emphasis
  - Attractive teaser with the name of the prize and photo
  - Promotion via 150,000 active users
  - Promotion via 3,000 friends of FB Alpe-Adria
  - Special exposure via FB Prize Contest tab
  - Link to the contributor's webpage
- ✓ **Promotion via Twitter [twitter.com/grazstavisce](http://twitter.com/grazstavisce)**
  - Prize Contest teasers
  - Tweets in relation to the Prize Contest and the contributor of the main prize
- ✓ **Promotion via GR – Ljubljana Exhibition and Convention Centre FB page [www.facebook.com/gospodarskorazstavisce](http://www.facebook.com/gospodarskorazstavisce)**
  - Prize Contest teasers
  - Details of the prize and the contributor of the main prize
- ✓ **Promotion via FB page of House FM (9,123 members)** with the Prize Contest announcement
- ✓ **Promotion via FB page of Lajf.com – nightlife portal (4,058 members)** with the Prize Contest announcement
- ✓ **Newsletters**
  - publication of the contributor's name and logo on 3 newsletters dispatched before and during the Show to 40,000 active users of social networks
  - publication of the contributor's name and logo on the invitation for participation in the Prize Contest send to 15,000 e-mails from the GR – Ljubljana Exhibition and Convention Centre database

#### Other prizes

- ✓ **Show's webpage [www.alpeadria-tip.si](http://www.alpeadria-tip.si)** with details of the prize and contributor and an active link to the contributor's webpage
- ✓ **Promotion via Alpe-Adria FB page [www.facebook.com/sejemalpeadria](http://www.facebook.com/sejemalpeadria)** with details of the prize and the contributor in the list of prizes
- ✓ **Promotion via Twitter [twitter.com/grazstavisce](http://twitter.com/grazstavisce)**
  - Prize Contest teasers
- ✓ **Promotion via GR – Ljubljana Exhibition and Convention Centre FB page [www.facebook.com/gospodarskorazstavisce](http://www.facebook.com/gospodarskorazstavisce)**
  - Prize Contest teasers
- ✓ **Promotion via FB page of House FM (9,123 members)** with the Prize Contest announcement
- ✓ **Promotion via FB page of Lajf.com – nightlife portal (4,058 members)** with the Prize Contest announcement

The Prize Contest will take place **on the Alpe-Adria Facebook page** for **3 weeks** and **in the internet corner** at GR – Ljubljana Exhibition and Convention Centre **for the duration of the Show**.

Please return the **duly completed form** in the attachment by **10 January 2012** at the latest to [alpeadria@gr-sejem.si](mailto:alpeadria@gr-sejem.si) or by fax to 01 300 26 59.

Best regards,

We are here: the Alpe-Adria team