

## **Pre-Show Promotion**

### **Traditional PR**

The show organisers have appointed [Limelight Communications](#) as the communications and public relations consultants for the event. Exhibitors are invited to contact Kathryn Byrne, Limelight PR [kathryn.byrne@limelight.ie](mailto:kathryn.byrne@limelight.ie) and David Lynam [david.lynam@limelight.ie](mailto:david.lynam@limelight.ie) with news worthy information about their participation in the event, to promote new product launches, special offers, competitions, celebrities or brand ambassadors in advance of the event through traditional media.

### **Online and Social Media**

**Activate Vision** are our Social Media team for the event. Their task is to increase awareness of the event and exhibitor offerings through online and digital media. Social media links, news and offers should be sent to: Veronika Kamenicka [veronika@activatevision.ie](mailto:veronika@activatevision.ie)