

Invite your business relations by



e-mail

More professional mailing opportunities



> quick > efficient > effective >

Invite your business relations in three easy steps!

Effective

The digital invitation is an effective way to invite your business relations via internet. Exhibitors using this application get more pre-registrations than exhibitors not using this tool.

Quick

You can make your digital invitation within half an hour. In three easy steps you can create a personal digital invitation. Simply link your database to the invitation and press 'Send'.

Personal

You can add your personal touch to the Digital Invitation by adding your own text and links to your website. You can even upload your own company logo or replace the entire top illustration.

Free

The use of this digital invitation is free of charge. You can send out invitations to your business relations as often as you wish. There is also no limit to the number of invitations you can send.

Statistics

We offer you a complete statistics package which shows you how often your email has been opened, which hyperlinks were clicked on, by whom and when.

Advanced

You can use the application to organise your entire email campaign. You can create Recipient groups, resend invitations made earlier and update your own email database to process bounces (emails which could not be delivered).



Before you start

You can make your digital invitation within half an hour, by just entering the required information. Make sure you have everything you need at hand.

- **Your login details**

These were sent to you by VNU Exhibitions.

- **Your company logo or top banner**

The specifications of a logo are:
140 pixels wide x 140 pixels high
JPG or GIF, max. 20 KB

The specifications of a top banner are:

600 pixels wide x 150 pixels high
JPG or GIF, max. 50 KB

- **A CATCHY MESSAGE**

No time? We have already provided you with an example of an inviting text.

- **A CSV FILE WITH EMAIL ADDRESSES**

Easy to make from Excel. Read how to make a CSV file on page 13.

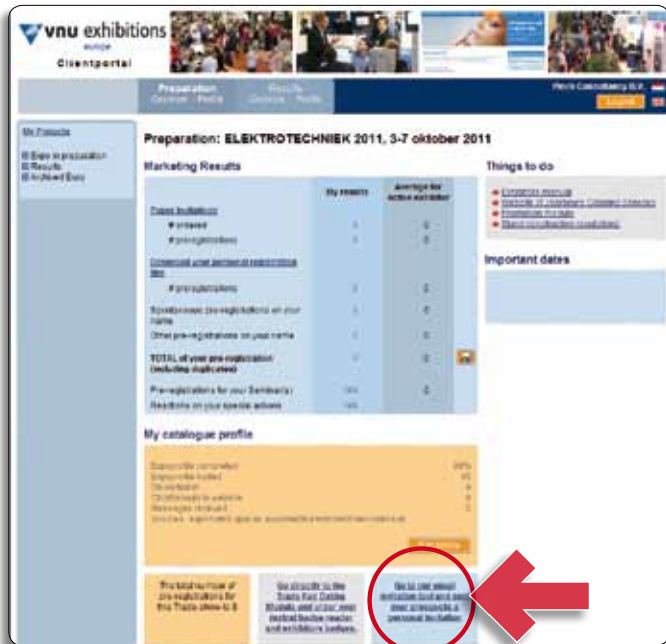




Log in

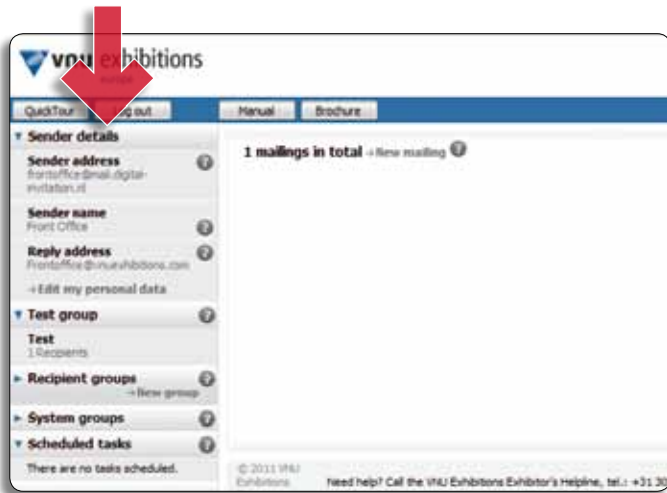
Go to www.clientportal.vnuexhibitions.com and **log in with the user name and password** you received from VNU Exhibitions.

Can't find you log in details? No problem, call the Customer Service department of VNU Exhibitions, tel. +31 30-295 2999.



The Client Portal is an interface that allows marketing information, promotions, statistics and follow-up activities to be assembled in one place. You can also use the Client Portal to send out digital invitations.

Select the exhibition you require on the homepage of the Client Portal and then Click on 'Go to email invitation tool and send your prospects a personal invitation'.



The first time

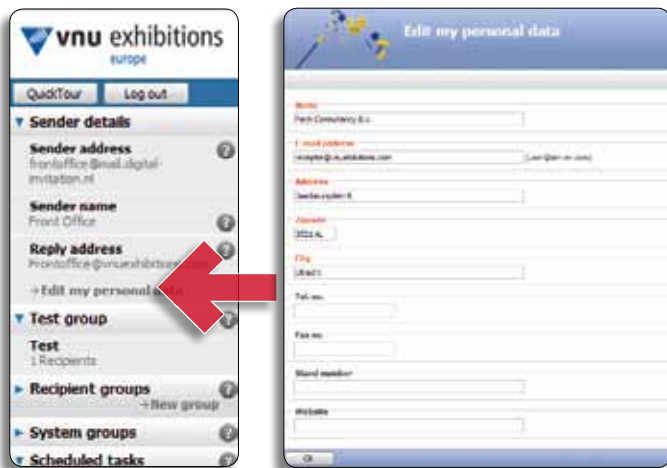
When you log in for the first time, you are requested to carefully fill in or correct the Sender data in the left-hand column. First the application will ask you to fill in a sender name, create an email address for any undeliverable mail and enter your reply address.

Here you can also upload your email database(s). After completing these setup steps, you can send out your first mailing.



1 Click on 'QuickTour' for a short introduction of all entry fields.

2 Entering data. Anything you enter can be changed at a later date. You can also add additional Recipient groups or change the sender address.



Data entered under 'Edit my Personal Data' will be included in your invitation.

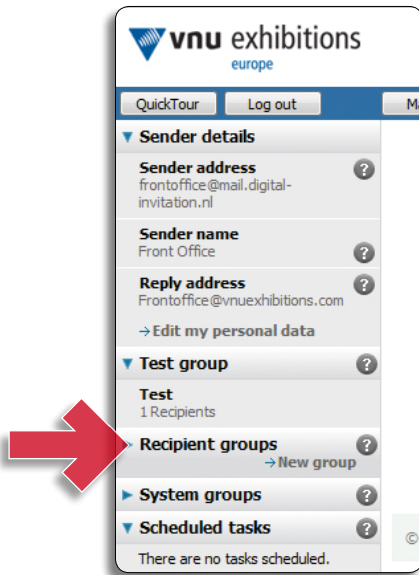


A complete overview of all functionalities of the Digital Invitation can be accessed through the 'Manual' button.

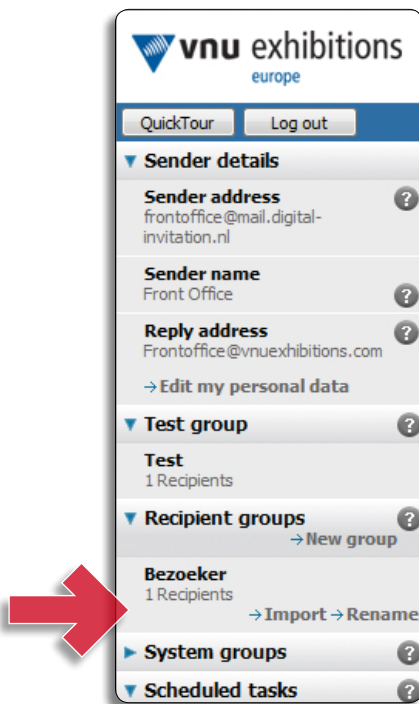
Uploading email addresses in Recipient groups

Uploading your email addresses requires just 2 steps. First make a new group, then upload the email addresses.

Go to Recipient groups and click on 'New group'.



Give the group a name, e.g. 'new customers' and close by clicking on 'OK'. Click on the blue arrow next to the Recipient groups to call up the new group on the screen.



Click on 'Import' to add your email addresses to this group.

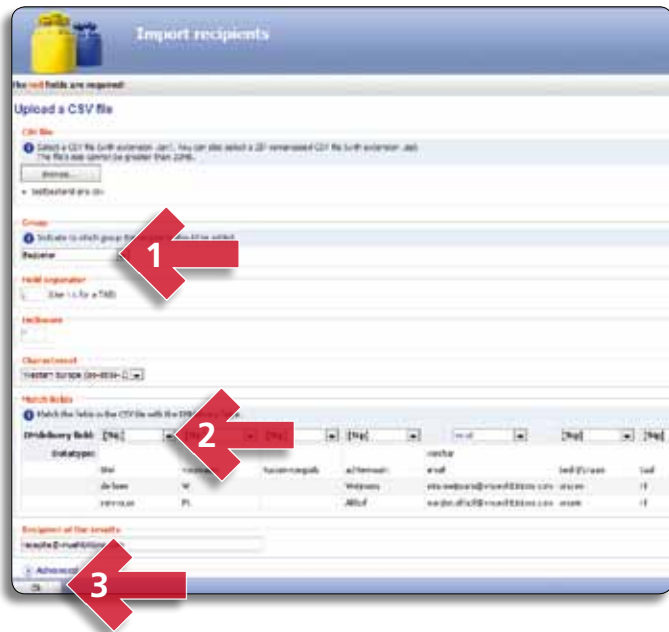


Uploading a CSV file.

Import your recipients by uploading a CSV file*.

Click on 'Browse' and select (e.g. from your desktop) your CSV file.

* For creating a CSV file, see page 13 of this manual.



Your CSV file has now been uploaded. You now need to link the fields in your CSV file to the database used by the Digital Invitation. This is done field by field. By clicking on the arrow next to a database field, you can make sure the names of the CSV fields and the database fields match.

A mailing can only be sent when this action has been completed.

- ① **Make sure your email addresses are uploaded to the correct group.**
- ② **Link the fields in your CSV file to the DMdelivery fields.**
- ③ **Close by clicking on 'OK'.**

Then click on **'OK'** when asked whether you want to import recipients. Remove the pop-up window by clicking on **'Close'** in the bottom right corner.

If you want to add a number of addresses to a recipient group one by one, simply click on the relevant number of recipients in the left column.

Once you have entered all data and uploaded your e-mail addresses, you can start with your first mailing.



Step 1

Select New Mailing

You can create a new mailing at the top of the screen. Select 'New Mailing'.



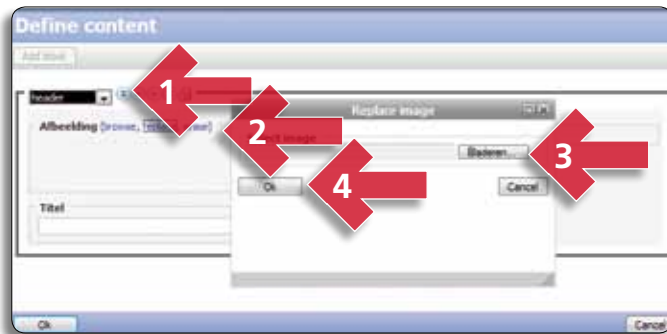
Define mailing - Choose a template

- 1 Remember to give the mailing a name, to identify this mailing in the application.
- 2 Enter the Sender's name. Enter the name of your company or organisation. In some cases, this name will already have been entered for you. If required, the data here entered can be modified.
- 3 Choose a template. You can choose from different designs. The first design gives room to add your (company) logo, the second design allows you to replace the entire top illustration by your own visual. By clicking on 'View', you can see the selected template in a larger window.
- 4 Close by clicking on 'Next'. You will now automatically proceed to the next step.



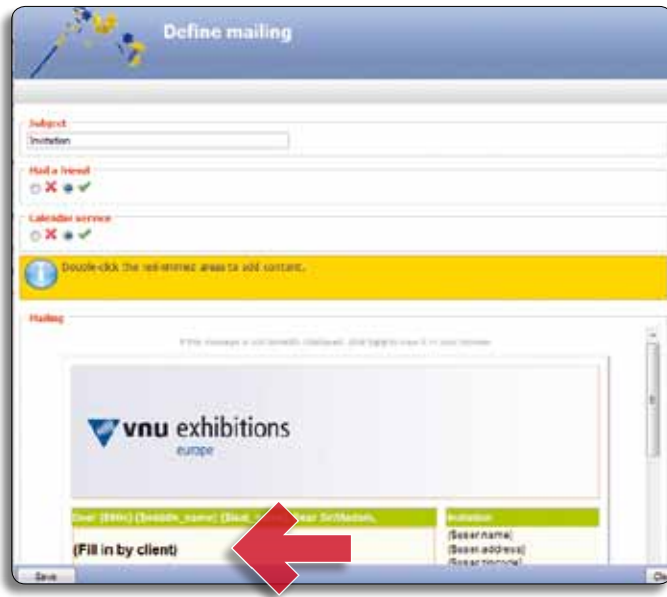
Define mailing - define content

- ① **Fill in the 'subject line' of your mailing.**
Depending on which template you selected, you can upload your own company logo or replace the top illustration by a visual matching your corporate identity.
Below an example how to replace the top illustration.
- ② **Move the cursor to the top bar and double-click on the VNU Exhibitions logo.** A new screen will appear.



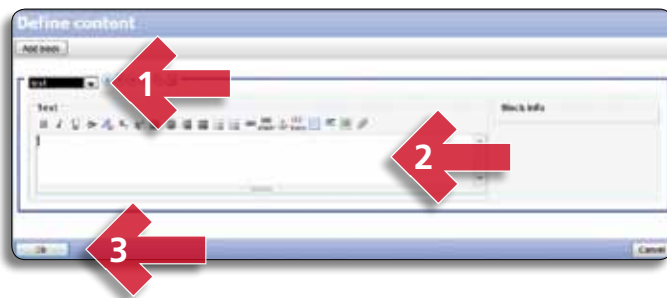
- ① **Select 'Header'.** You are then given the option of uploading your top banner/header.
- ② **Click on 'Replace'.**
- ③ **Click on 'Browse'** to select the correct top banner/header on your computer.
- ④ **Confirm with 'OK'.**
- ⑤ **Give the 'Header' a title,** e.g., the name of your company.
- ⑥ **Close by clicking on 'OK'.**





You can also add personal content to the Digital Invitation. Text and illustrations can be placed in the red box. (To add photos, please refer to page 14 of this manual)

Move the cursor to the text field and double-click.
A new screen will appear.



- ① **Select 'Text'.**
- ② **Move your cursor to the Edit field and click once.** The bar with icons will automatically appear. Here, you can make text bold, italic or add hyperlinks.
- ③ After adding your text, click on **'OK'** to close. You will now return to the homepage.

Finalise the step 'Define mailing' by clicking on **'Save'** in the bottom left corner. The mailing is now visible in the overview on the homepage. If you want to make any modifications to the text, **click on 'Edit'** next to 'Define content'.



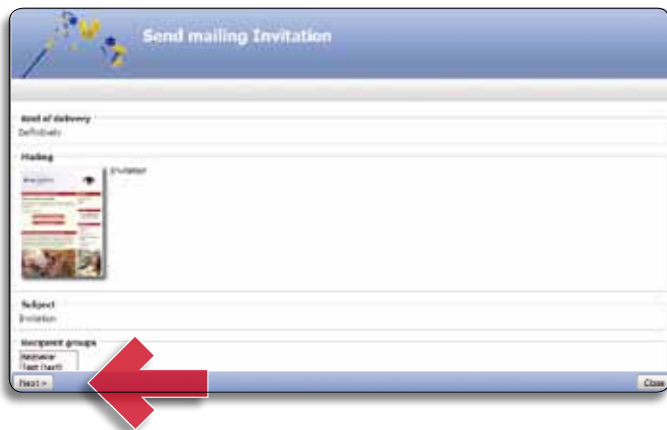
Step 2

Send a test mailing

Click **'Test'** to see what the invitation looks like when your business contacts receive it in their mailbox. The test mail will be sent to the email addresses you have entered in 'Test Group'

The option 'Random Check' shows the Invitation as it would be sent to your contacts, including the recipient's name.

Click on **'Next'**, to send the test mail.



Enter the four-digit code in the subject line of the test mail you received in your inbox, e.g. in Outlook.

Click **'OK'** to approve. You now automatically continue with the next step.

If you are not quite satisfied with the result, you can adjust the mailing before sending another test mailing. This mail will contain a new four-digit code.



Step 3

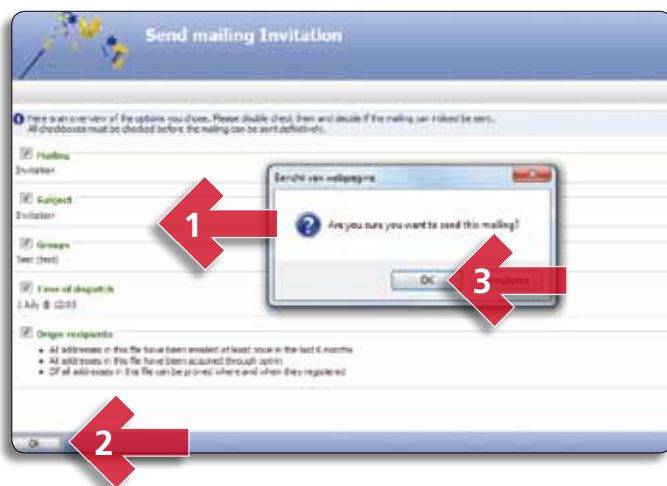
Send definite mailing

After approving the test mail, you are now ready to send your Digital Invitation. **Click on 'Send'**.



- 1 Now select the Recipient group(s) to which you want to send your Digital Invitation. **Click on the group** to select it. You can select multiple groups at the same time.
- 2 **Set the time for mailing under 'Time of Dispatch'**. Choose a moment at least 15 minutes in the future.
- 3 **Click on 'Next'**.

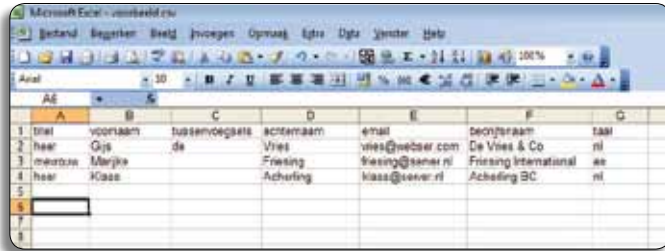
This brings you to the last check before your Digital Invitation will be sent.



- 1 **Check all boxes.** You can indicate whether you have previously sent out a mailing to the addresses selected in the box 'Origin recipients'. You can also indicate whether the recipients have ever - implicitly or explicitly - indicated [opt-in] to be added to your address book. This way we can prevent that the mailing will be classified as 'spam' by your and our business contacts, e.g. because they do not know you.
- 2 **Click 'OK'**.
- 3 Confirm sending by clicking on **'OK'** in the pop-up.

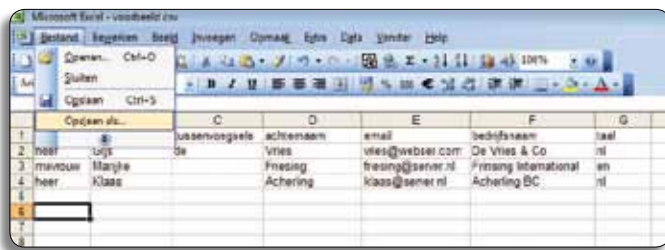
The mailing has now been included in the Task Planner and will be sent at the selected time. If you decide against sending the mailing at this selected time, simply remove the mailing from the Task Planner.

How to make a CSV file



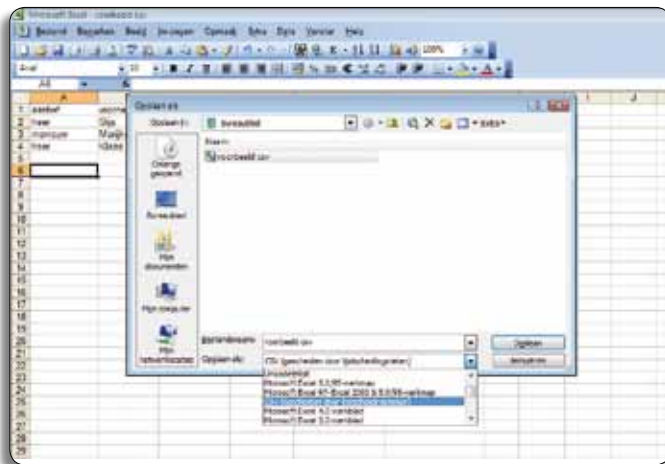
1

The file you upload needs to meet several requirements. It must consist of seven columns. In row 1 you need to enter: title, first name, infix, last name, email, company name and language. The language code for a Dutch address is: nl (lower case), for non-Dutch addresses: en (lower case). See the example. It is important to enter the email addresses and language code.



2

Create a CSV file by selecting the menu option **'Save file as'**.



3

Rename the file and **select CSV**. Press **'Save'** to confirm.

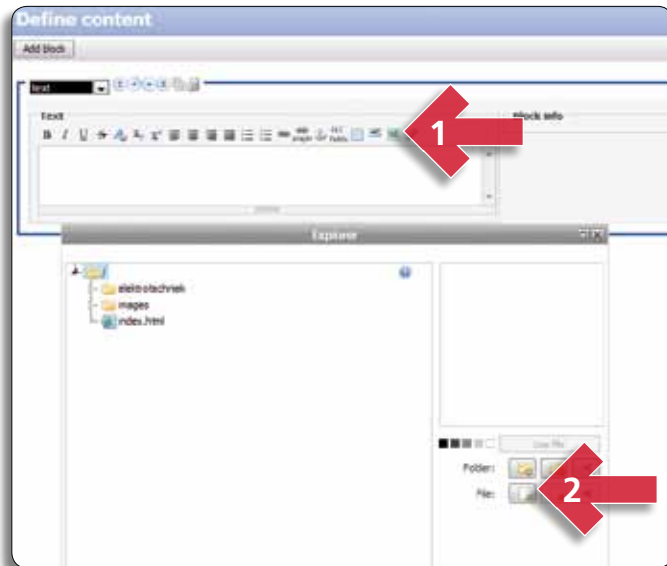


4

Click **'Yes'** and **'OK'**.



How to add photos



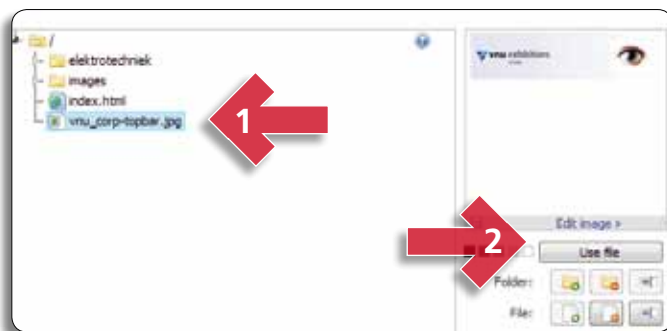
You can upload photos into any text box. These photos are stored in the Image Bank for any future use.
Att.: Illustrations must be saved as low-res files with a max. of 50 Kb

Upload photo

- 1 Click on the 'Image' icon.
- 2 Click on 'Upload file'.



- 1 Click on 'Browse' and select a photo.
- 2 Click on 'OK'. The Illustration is now placed in the Image Bank (see overview on the left-hand side).



Insert illustration

- 1 Select the illustration you want to insert.
- 2 Click on 'Upload file'.



- 1 **Align:** here you can determine the position of the photo in the text box.
- 2 **Enter an Alt-tag**, e.g., the abbreviated name of the photo.
- 3 **Enter the width and height of the photo.**
- 4 **Enter values for Vspace and Hspace**, e.g. 10. The Vspace and Hspace values determine the space around the photo.
- 5 **Close by clicking on 'OK'.**

A long code is now shown in the Edit field. This refers to the photo in the Image Bank. By clicking on 'OK' in the bottom left on the screen the illustration will appear in the Digital Invitation.

There are more options...

Bounces: update the information in your email database

Not all emails sent will be delivered accurately, e.g. because an email address is incorrect. These rejections are called 'bounces'. You can download these bounces and update the information in your own address file. (see System groups on the homepage).

Who is planning to visit your stand?

Your business contacts can use your invitation to pre-register. If they have already pre-registered, they can press the 'I'll visit your stand' button to let you know that they are planning to visit your stand. This is useful information. Three days after the mailing has been sent, we will send you an email with a hyperlink to the list of business contacts which have pressed the 'I'll visit your stand' button.

Direct your own email campaign

Do you have different target groups and do you want to send each group their own, specific invitation? No problem. All you need to do is create several groups (under Recipients groups) and upload the relevant addresses to these groups. You can now link to the specific group when making a new digital invitation.

Using the Task Planner for sending at a later date

You can plan your entire email campaign. Every Digital Invitation is automatically included in the Task Planner. Here you can enter the desired date and time for sending your mailings. As long as the Digital Invitation has not yet been sent, you can always remove it from the Task Planner for sending at a later date.

New: Copying

Have you made a Digital Invitation and you want to send it to another recipient group, maybe with only some minor adjustments? It is now possible in this new version of the Digital Invitation application. This new feature enables you to copy a mailing, make changes to it and send it.

Need help?

Have you forgotten your user name and password? please contact the Customer Service department of VNU Exhibitions, tel. +31 30 - 295 2999.

For a complete overview of the functionalities of the Digital Invitation, refer to the manual. Simply click on 'Manual' in the top left of the homepage. For a PDF file of this brochure simply click the 'Brochure' button.

VNU Exhibitions does not store your files or use your data in any way.

