

## Maximise your exhibitor presence

With **50,000 energy professionals** from **150 countries** gathering in Bangkok, Gastech presents a major commercial opportunity. Use the strategies below to **attract the right attendees, pre-book high-value meetings, and maximise your return on investment.**



### Build visibility early. Create momentum before the event

Position your organisation ahead of the show to generate awareness, meeting requests and stronger engagement.

- **Announce** your participation across corporate and social channels.
- **Publish** your stand number and highlight your key solutions, technologies, and innovations.
- **Inform** priority clients and partners with personalised outreach.
- **Add Gastech 2026** to email signatures and marketing materials to reinforce visibility.

Early, proactive communication drives qualified meeting requests and strengthens your market positioning before the doors open.



### Secure high-value meetings in advance

Engage priority decision-makers before the event and create demand beyond organic footfall.

- **Identify** and prioritise target buyers, partners, and key stakeholders.
- **Send** personalised invitations that highlight clear reasons to meet.
- **Pre-book** meetings with defined commercial objectives.
- **Align** internal teams around measurable goals and clear follow-up plans.

**Pre-scheduled meetings** drive higher-quality conversions, accelerate pipeline development and significantly increase ROI.



### Communicate a clear value proposition

Ensure your presence answers one key question:  
**Why visit your stand?**

- **Showcase** deployment-ready solutions that solve real industry challenges.
- **Promote** product launches, live demonstrations, and compelling case studies.
- **Define** the commercial or operational benefits you deliver.

Clarity **converts engagement into opportunity.**



## Activate a multi-channel promotion strategy

Integrate your event presence into your wider marketing plan to maximise reach and impact.

- **Feature your participation** in email newsletters and CRM campaigns.
- **Align** product launches and major announcements with the exhibition.
- **Use official event branding and hashtags** to extend your reach. #Gastech @gastechevent
- **Leverage** press and media engagement opportunities.

**Consistent, coordinated promotion strengthens brand authority and increases stand traffic before and during the event.**



## Deliver onsite excellence

Commercial success depends on disciplined execution before, during, and after the event.

- **Implement** a structured lead capture process.
- **Engage** qualified prospects within 48 hours post-event.
- **Assign** clear follow-up responsibilities.
- **Track outcomes** against defined objectives.

**Timely follow-up** turns conversations into partnerships.

## Follow #Gastech for the latest event news and updates

Stay connected with all the latest exhibition news, conference highlights, and event announcements. Join the conversation, see what's happening in real time, and make the most of your Gastech experience.



@gastechevent #Gastech

For further support, contact [marketing@gastechevent.com](mailto:marketing@gastechevent.com)