

# Viral marketing was never so infectious.

Can a few hundred influential consumers effect the market shares of major brands?

To harness the power of viral marketing for your brands, you need to start with the right medium. A place where your market's trend-setting consumers gather in their thousands.

Impress these core enthusiasts and your new product will sweep through the market like wildfire.

Where do you start such a profitable epidemic? At an exhibition.

## Exhibitions.

The buzz starts here.