

# Pound a Person

## What is Pound a Person?

In a nutshell we reward exhibitors who help us market the exhibition. We pay you to bring your contacts to CRE. It may seem sheer madness, but it works and it's win-win for us all!

Experience has shown us that some of the people most likely to visit CRE are your customers and supporters. Your offer of a FREE ticket (£8 on the door) builds your relationship with them – and we all benefit from a busier exhibition.

Michael Penny of the Open Bible Trust (OBT) (pictured) has been a regular beneficiary. We asked him how he manages to bring so many people to every exhibition.

**'We just remind people about the event regularly in our emails and offer the free ticket link,' he told us. 'Anyone can do it!'**

We couldn't run CRE so successfully without the incredible support of exhibitors like Michael. And last year OBT received a £132 thank you payment for bringing 103 people to Sandown Park. That's on top of the £363 he received for the previous two events!

In total we have given over £3500 to exhibitors over four exhibitions!

## How does Pound a Person work?

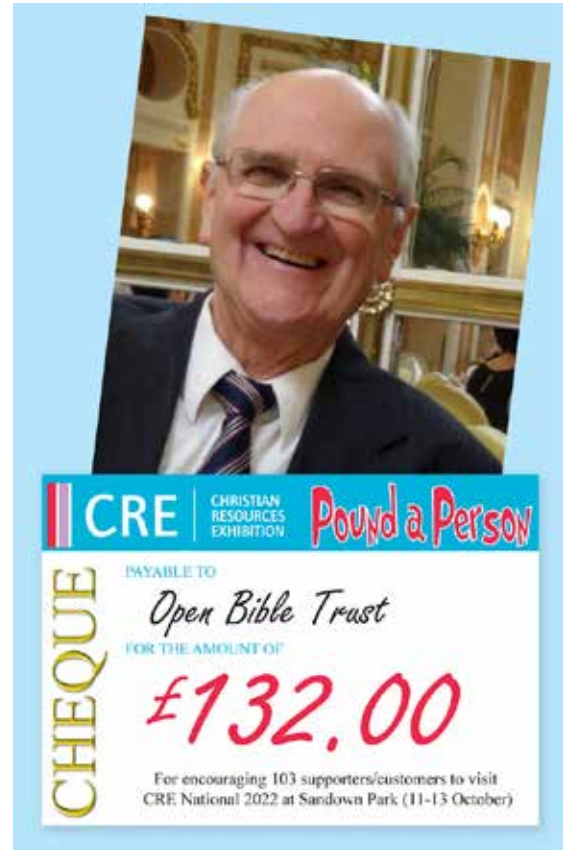
Through this unique scheme, all exhibitors who deliver more than 20 visitors using their unique code receive £1 for every person who comes through the door. Deliver more than 49 = £1.50 per person. More than 99 = £2 per person.

And that's not all. A glance at the chart (right) shows it just gets better and better!

For our part, we will continue to invest in direct mail (postal and electronic) to tens of thousands of former visitors and, where possible, access strategic new lists. We will continue to advertise the exhibition in major media channels, with profiles scheduled in several periodicals, on specialist radio stations and through social media.

All this provides a helpful backdrop for Pound a Person. Every year, thousands of CRE visitors hear about the exhibition through our advertising, promotions and word of mouth – and make use of the Pound a Person scheme to enter free of charge. Now thousands more will, after they hear about it direct from you!

If you don't know your unique code contact Jenny E: [jenny@creonline.co.uk](mailto:jenny@creonline.co.uk) T: 0161 250 2737



£1	21 - 49 visitors
£1.50	50 - 99
£2	100 - 199
£2.50	200 - 299
£3	300 - 499+