




**THE  
TOMORROW  
FAIR**  
FIND THE FUTURE



**THE TOMORROW FAIR  
HELPS US FIND THE  
FUTURE BY BRINGING THE  
VERY BEST OF IMMINENT  
INNOVATION UNDER ONE  
ROOF TO TOUCH, TO TRY  
AND TO TEST.**

**THE TOMORROW FAIR  
ISN'T THE PLACE FOR  
PRESENTATIONS, FLOW  
CHARTS AND THEORIES -  
IF YOU CAN'T TOUCH, TRY  
OR TEST, IT WON'T BE THERE.**

The event will cover every aspect of our personal existence from health and wellbeing to leisure and travel as well as the wider world around us be that business, education or finance – and across them all will be imminent game changing innovations ready to be used.

This customised, experimental and utterly unique interactive experience will engage and excite visitors and enable them to truly find their future.

[www.tomorrowfair.com](http://www.tomorrowfair.com) [hello@tomorrowfair.com](mailto:hello@tomorrowfair.com)



# VISITOR DEMOGRAPHIC



## **THE DEMOGRAPHIC REACH OF THE TOMORROW FAIR IS AS BROAD AS THE IMPACT OF TECHNOLOGY ITSELF.**

From professional millennials who recognise as individuals the value of keeping one step ahead of the mainstream tech trends, to CTO's from every business sector whose very careers rely on them constantly being in the know on the new, The Tomorrow Fair will be an essential annual diary date.

On the consumer front the increasingly influential mature market has come a very long way since the dawn of the silver surfer and will be a huge part of The Tomorrow Fair mix, as will the parenting audience, not only as consumers in their own right, but as the initial gatekeepers and guardians of the voracious technological appetite of today's children.

## **WHOEVER HAS A FUTURE TO FIND WILL FEEL VERY AT HOME TRYING, TOUCHING AND TESTING UNDER THE TOMORROW FAIR ROOF.**

# OUR MARKETING STRATEGY

## OUR MARKETING STRATEGY WILL BE IMPLEMENTED IN TWO DISTINCT PHASES.

From September 2016 to March 2017 we'll be positioning the brand firmly in the future sector before launching with event details and ticket sales in April 2017.

**THE @TOMORROWFAIR TWITTER HANDLE WILL BE LIVE AND BUILDING AN AUDIENCE FROM SEPT 2016 SHARING THE VERY BEST OF TECH AND FUTURE NEWS. FROM APRIL 2017 WE WILL BE LIVE ACROSS ALL SOCIAL PLATFORMS AS THE EVENT AND TICKET ROLL OUT BEGINS.**

- The Tomorrow Talks - a series of seminars over the course of the next 12 months - will raise awareness of The Tomorrow Fair; provide opportunities to hold warm up events around them and, nearer the event itself, act as vehicles for promoting ticket sales.
- We will make compelling and sharable content that will generate interest in The Tomorrow Fair brand and the content of the Fair itself and help to build a social following.
- Traditional marketing channels will be used for pushing ticket sales - focusing on outdoor, press and digital/social.
- We will work in partnerships with our venue, sponsors and exhibitors to share content across networks, memberships and customers in order to promote The Tomorrow Fair.

