

FOUR PRO-MOTION JEWELLERY PRESS & FAIR SERVICES

THE BRIDGE BETWEEN MAGAZINE EDITORS AND EXHIBITIONS
DEDICATED EXCLUSIVELY TO JEWELLERY MARKET

WHAT CAN WE DO FOR THE JEWELLERY MAGAZINE EDITORS ?

1. Publishers representative in exhibitions
2. Magazines distribution to the fairs visitors
3. Advertisement brokerage, new advertisers contacts
4. Jewelry Marketing Consulting for goldsmiths
5. Photo-video studios specific for jewelry and watches
6. Journalistic services from exhibition:
 - 6.1 articles, reports and interview
 - 6.2 photo-reportage of jewelry taken by macro studios
 - 6.3 video clip of jewels, also in real time videoconference, from the fairs
7. We establish a link between your magazine and a lot of other countries magazines and exhibitions, to advertise your magazine abroad at very favorable conditions



WHAT CAN WE DO FOR THE EXHIBITION ORGANIZER ?

1. Pay you! We may be an exhibitor-customer for you, renting your exposition spaces for our booth
2. We may represent your fair in other countries exhibitions, distributing your fair documentation to the visitors abroad and collecting new customer-exhibitors contacts interested in exhibiting in your country.
3. We establish a link between your exhibition and a lot of other countries magazines and exhibitions, to advertise your exhibition at very favorable conditions



WHY CHOOSE OUR SERVICE ?

- a) It's **much cheaper for you**, sharing the same booth and people among different magazines and exhibitions, than rent one booth and hire people just for yourself.
- b) It's **much easier and faster** than organize you presence by yourself: you've just to prepare your magazines/brochures and our express couriers will collect them at your site.
- c) we can provide to our customer-editors the standard free-lance journalistic services, like articles, reports and interviews and **other services possible only for us**: we have professional photo-video operator and exclusive equipment to be used at our desk or at the exhibitors booths: mobile jewels photo-video studio, designed to take photo of jewels and to take 3-D motion video of jewels from anywhere in the fair.



For the Western Europe fairs we also have a special van equipped as mobile studio, suitable for immediate communication with the television studios and publisher offices.

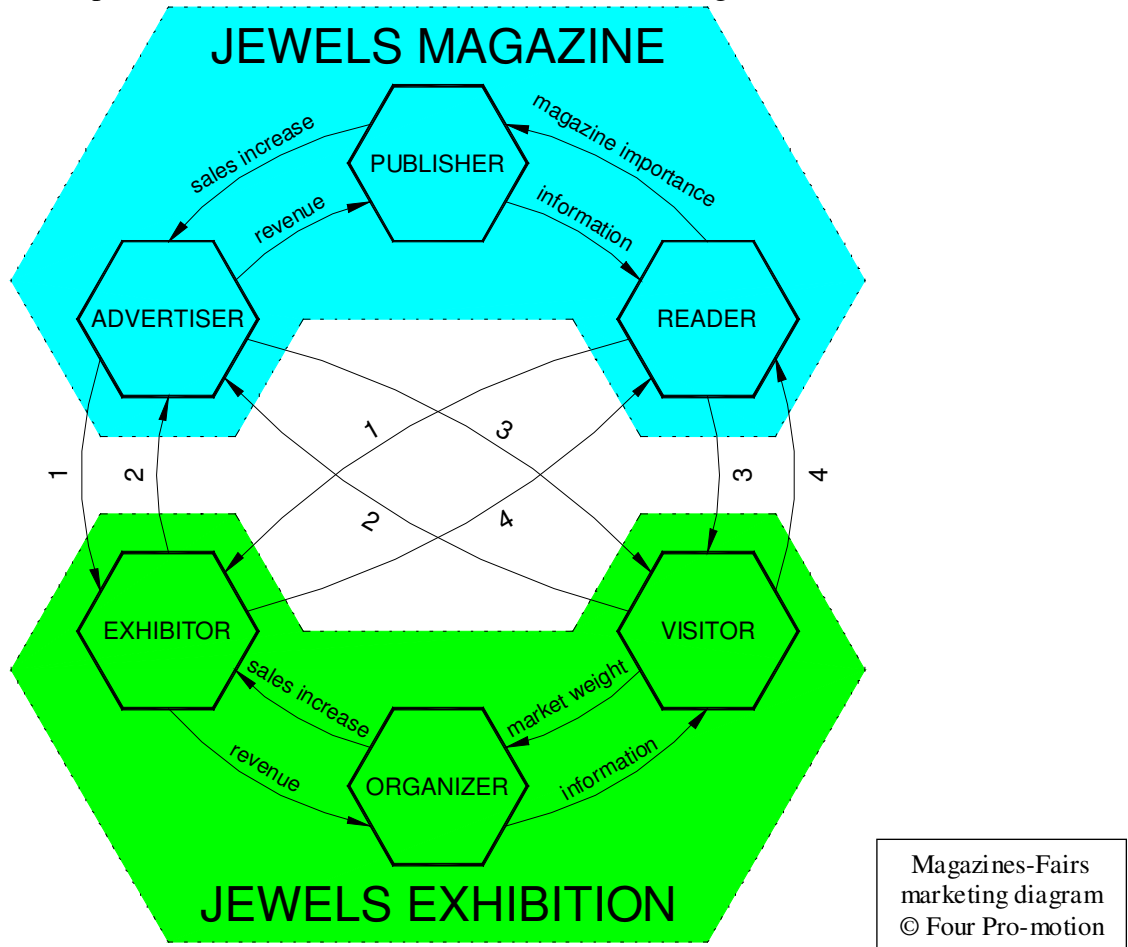


- d) We are very effective to collect **new advertiser for you** because we make the free photo service to exhibitors, collecting useful contacts and photo material to propose advertisement/exposition.
- e) Many publishers from different countries all together in the same booth looks like a network, **improving your image, of a more important magazine or fair**, useful to attract new customers.
- f) **Be present in the world's most important jewellery fairs** in Europe, Russia, North America, Far East, Middle East thanks to our network: BECOMES YOUR COUNTRY'S CORRESPONDENT!

HOW CAN WE PROVIDE YOU MORE CUSTOMERS AND REVENUES?

This diagram will easily explain you how we can help you:

there is an analogy-symmetry between the magazine and the exhibition, but they are not competitor, because they provide to the same CUSTOMER (advertiser for the magazine, exhibitor for the fair) a different type of SERVICE (visibility remote-continuous the magazine, local-temporary the fair) to connect him with his potential customer, the USER (reader for the magazine, visitor for the fair).



Magazines-Fairs
marketing diagram
© Four Pro-motion

Our action can increase all these fluxes, 1, 2, 3 and 4:

1. - new exhibitors for your fair, among the magazines readers and advertisers, by articles with clear indication for the correct exhibition selection for specific market and geographical target.
- new exhibitors for your fair, among the other countries fairs exhibitor and visitor that are interested to your country market, by your fair's informative brochure distribution
THIS MEANS MORE REVENUE FOR YOUR EXHIBITION (short term return)
2. - new advertiser for your magazine, among the fairs exhibitor and visitor, by magazine distribution and photo-video reportage of the exhibitors jewels
- new advertiser for your magazine, among the other countries magazines readers that are interested to your country market, by your magazine advertisement in the partner magazines
THIS MEANS MORE REVENUE FOR YOUR MAGAZINE (short term return)
3. - new visitors for your fair, among the magazines readers and advertisers, by articles with clear indication for the correct exhibition selection for specific market and geographical target.
- new visitors for your fair, among the other countries fairs exhibitor and visitor that are interested to your country market, by your fair's informative brochure distribution
THIS MEANS MORE IMPORTANCE FOR YOUR EXHIBITION (long term return)
4. - new readers for your magazine, among the fairs exhibitor and visitor, by magazine distribution and photo-video reportage of the exhibitors jewels
- new readers for your magazine, among the other countries magazines readers that are interested to your country market, by your magazine advertisement in the partner magazines
THIS MEANS MORE IMPORTANCE FOR YOUR MAGAZINE (long term return)

WHERE & WHEN ?

Partecipazione plan 2008-2009:

This is the list of exhibitions we have participated and the plan for the future months:

LOCATION	EXHIBITION	DATE
Vicenza (IT)	FIRST Four Pro booth in hall L stand 4122L	13 – 20 January 2008
Paris	BIJORHCA Four Pro-motion desk 4 in main hall	24 – 27 January 2008
Lion (FR)	PRINT'OR Four Pro-motion Press booth 3 at entrance	4 – 6 February 2008
Munchen (D)	Inhorgenta (indirect presence + reportage)	15 – 18 February 2009
Basel (CH)	BASELWORLD Four Pro-motion booth in hall 2.0 stands W99	3-10 April 2008
Vicenza (IT)	CHARM Four Pro-motion booth in hall A stands 35-36A	17 – 21 April 2008
Las Vegas (USA)	JCK (indirect presence + reportage)	30 May – 3 June 2008
New York (USA)	JA Show (indirect presence + reportage)	27 – 30 July 2008
Mumbai (IN)	IJS (indirect presence + reportage)	7 – 11 August 2008
Moscow (RU)	Junwex (indirect presence + reportage)	2 – 7 September 2008
Hong Kong (HK)	Jewellery & Watch Fair (indirect presence+report.)	3 – 7 September 2008
Moscow (RU)	Yuvelir (indirect presence + reportage)	4–12 September2008
Vicenza (IT)	CHOICE Four Pro-motion booth in hall A stand 254A	6- 10 September 2008
Bangkok (TH)	Gems & Jewelry Show (indirect presence+report.)	11–15 September2008
Dubai (UAE)	INTERNATIONAL JEWELLERY WEEK Four Pro-motion booth in hall 4	11-15 November 2008
Vicenza (IT)	First	13 - 20 January 2009
S.Peterbourg (RU)	Junwex	4 – 8 February 2009
Munchen (D)	Inhorgenta	20 – 23 February 2009
Hong Kong	International Jewellery Show	4 – 8 March 2009
Basel (CH)	Baselworld- Four Pro-motion booth hall 2.0 W99	26 March -2 April 2009
Vicenza (IT)	Charm	16 – 20 May 2009
Vicenza (IT)	Choice	12-16 September 2009

Contacting us you'll receive an immediate quotation with all the possible participation alternatives: you'll be surprise how much you will save, and how our service can provide you more new customers!

It is also possible that you'll get our services for free or even earn money from us, if:

- us or any of our partner is interested in exhibit in your fair or advertise on your magazine;
- if you and your journalist are in the best position to provide the service with the suitable equipment and people (photo-reporters, booth receptionist etc) in a particular fair.

WHO PROVIDE THIS SERVICE ?

Four Pro-motion

Jewelry Press & Fair Services

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