

**ALTERNATIVE WAYS TO MARKET YOUR WARES AT 2018 LAGOS
INTERNATIONAL TRADE FAIR**

Dear valued exhibitors,

We appreciate you for early booking and for your understanding of different changes we are bringing to this year's Lagos International Trade Fair.

This is to remind you that we have placed ban on noise during this year's Fair for equally beneficial reasons.

Find below alternative ways of marketing during the Fair:

1. Body art
2. Mascot
3. City walker
4. Mobile billboard
5. Spot announcement at the Information Centre
6. Commercial jingles at the Information Centre
7. Directional maps (This will be made available by the organisers)
8. Social Media Campaign
9. Placement and banners and signages in approved locations

Please note that submission of passports photographs to produce your passes has started. Kindly visit our office with the passports of the persons that will man your Stand during the Fair.

Thank you

#MeetMeAtTheFair

Trade Promotion Team