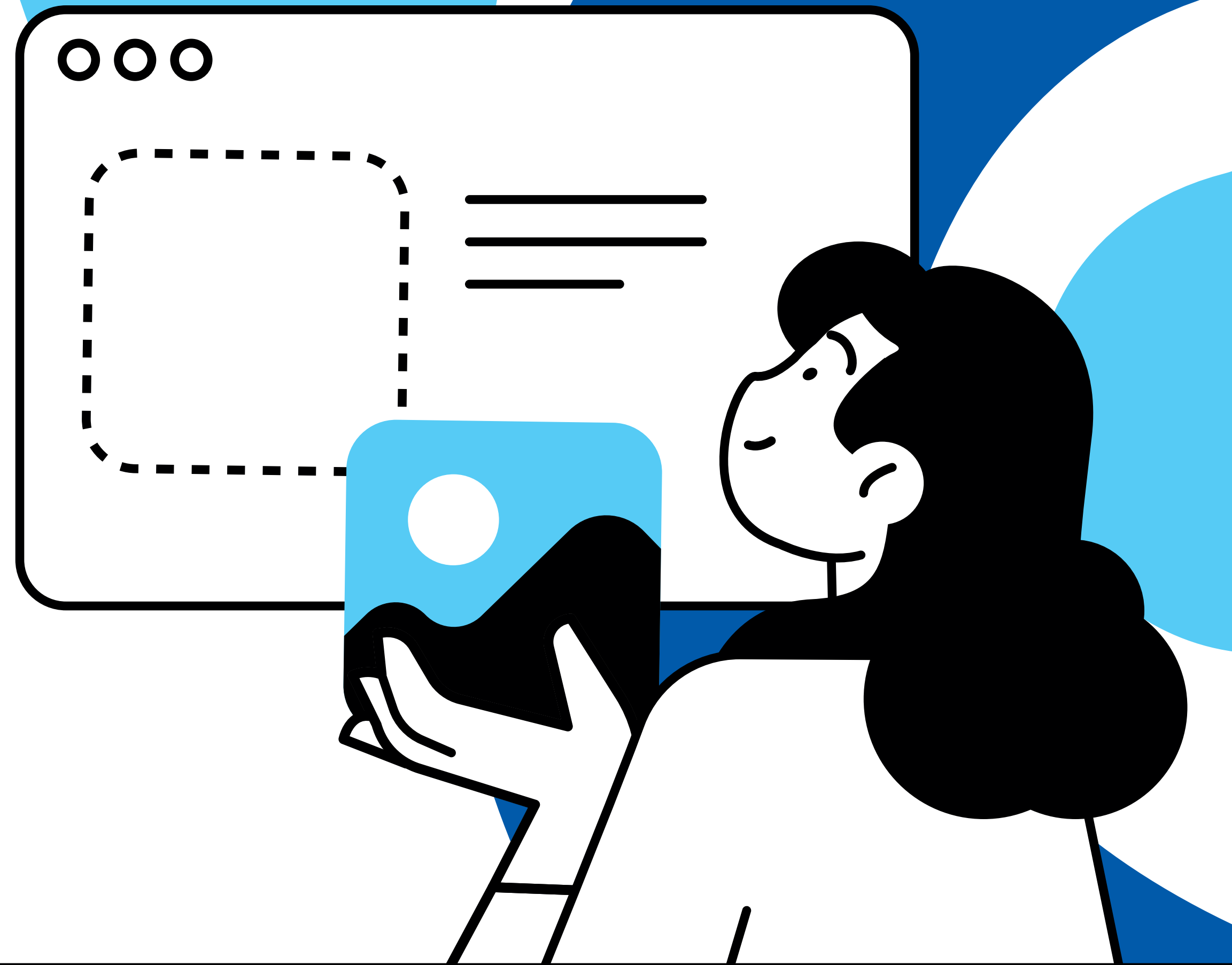


2026 Riviera Connect

➔ Marketing Guide



Brought to you by:



TORBAY BUSINESS FORUM
Bringing Businesses Together

Platinum sponsor:





Making a difference, delivering growth.

We are a full-service creative marketing agency offering solutions tailored to fit your exact needs and help grow your business.

Visit bigwave.co.uk to discover more.

Don't leave promoting your presence to the last minute!

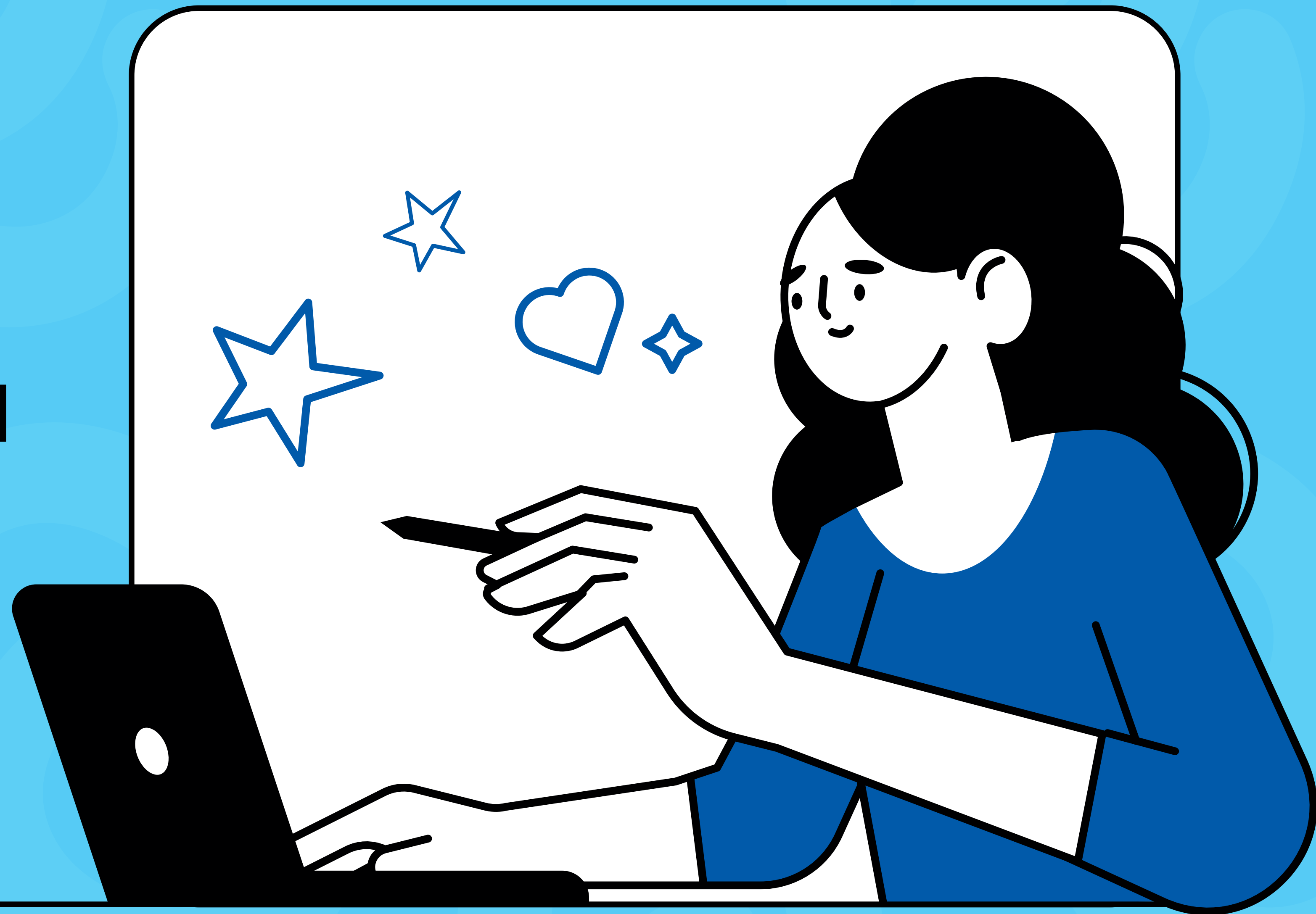
Our Platinum sponsor and marketing partner, Bigwave Marketing have prepared this pack to help you use your own marketing channels to promote your presence at Riviera Connect. This will spread the word and amplify the Expo coverage.

Collectively we will encourage more visitors, and your stand will have more traffic.

The marketing Bigwave does will bring visitors to the Expo.
The promotions you do will bring the right audience to your stand.



**Promoting
your Riviera
Connect
presence**



The Expo is an opportunity to:

- Meet your customers and prospective new customers face-to-face
- Provide a face to your brand/company
- Forge relationships within Torbay and the wider area – creating future partnerships
- Get ahead of your competitors by being at the largest Expo for local businesses
- Tell visitors why they will benefit from coming to your stand – this might be an offer or competition



Exhibitor Listing

As an exhibitor, your business will be listed on the Riviera Connect website. This provides an opportunity to explain what your business does, and why visitors should visit your stand.



If you haven't completed your exhibitor profile yet, please do so via:

www.riviera-connect.co.uk/exhibitor-profile-form

Once your listing is live, you can link to your profile using the unique URL. Try and provide all details so that website visitors can click through to your website, or social media channels.



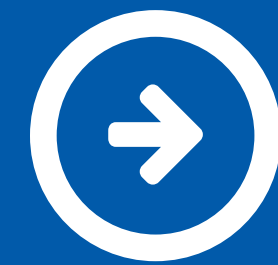


Marketing Materials

We have provided a range of assets that can be used, for free, for your own marketing purposes.

This includes:

- Official logo
- Web banners
- Email footers and invites
- Social Media content



Download all the assets via the website:
www.riviera-connect.co.uk/assets

Official Logo



Download a hi-resolution version of the Riviera Connect logo from the assets page on the website: www.riviera-connect.co.uk/assets

You can use the logo in your marketing communications.

Examples might be: on your website, in your emails, on your social media or in printed materials (postcards, roller banners etc).



Web Banners

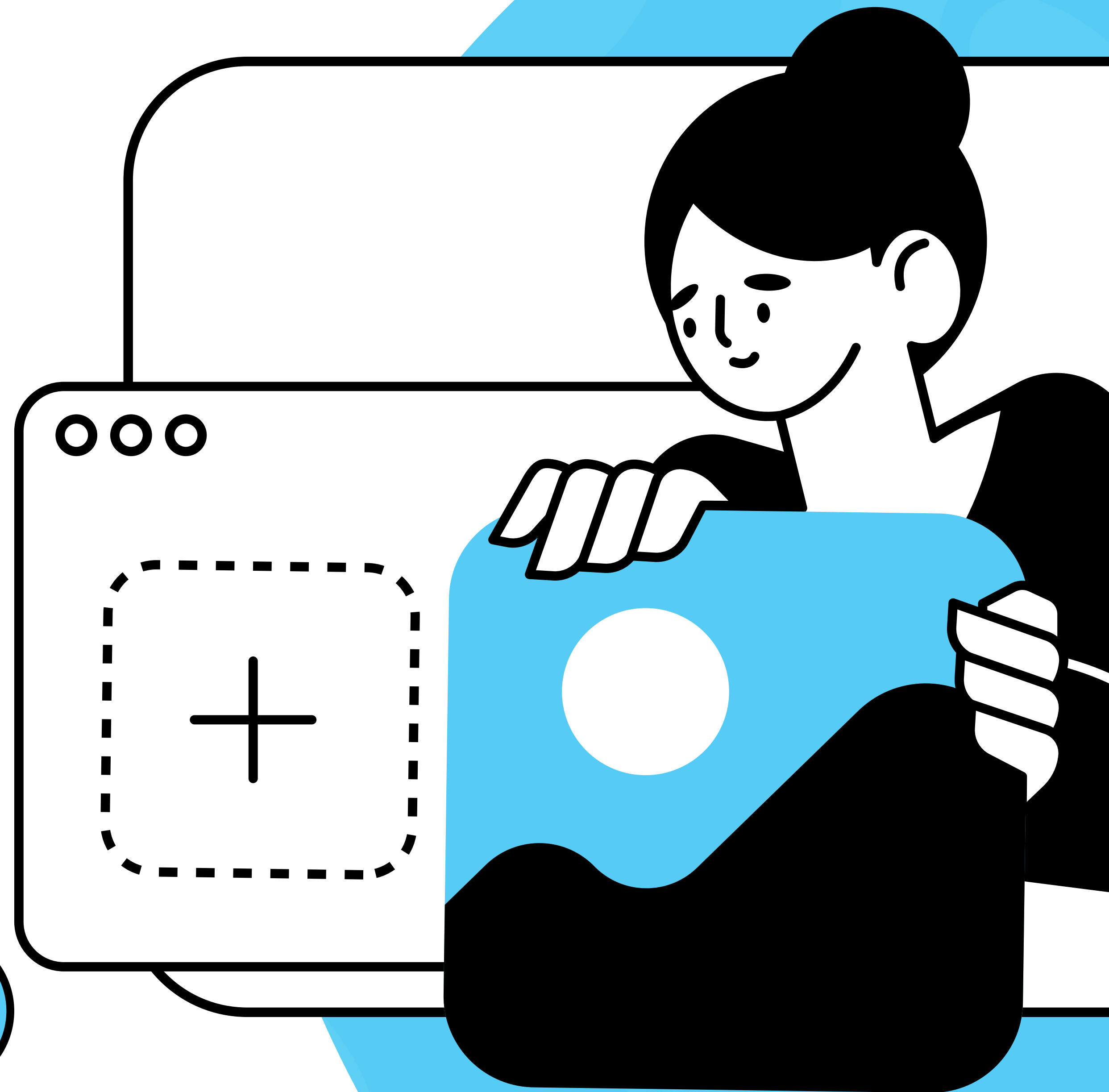
Share the news that you will be at Riviera Connect.

You could add a banner to your website homepage that leads to a unique page or news article.

Consider issuing a press release or blogs about the Expo. This will keep people updated on your engagement and give you some juicy content to push out on your social media – all driving people back to your website.

Include detailed information on your stand, and why your audience should attend and drop by.

Include a link to the Riviera Connect website to show people how to get tickets: www.riviera-connect.co.uk

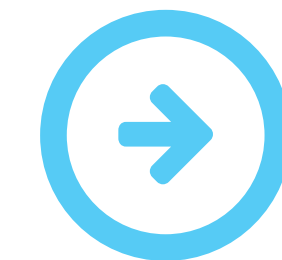




Email Footers and Invites



The asset page features email footers and invites that can be used for email marketing.



Download all the assets via the website:
www.riviera-connect.co.uk/assets

Email footers are a great way to promote your presence at Riviera Connect. Learn how to set up an email footer and add an image via these guides:



OUTLOOK

<https://support.microsoft.com/en-gb/office/create-add-or-change-an-email-signature-in-outlook-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2>



GMAIL

<https://support.google.com/mail/answer/8395?hl=en&co=GENIE.Platform%3DDesktop>

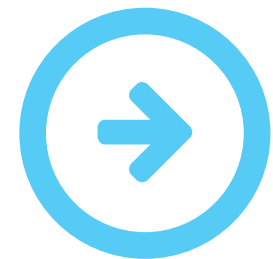


Email invites are pdfs with core event information that you can share with your customers or prospective customers via email. Simply attach or embed them into your email and add a message inviting them to come along and visit you on your stand.

Don't forget to share a link to the Riviera Connect website so they can book their free ticket! www.riviera-connect.co.uk

Social Media Content

The asset page has a range of images and graphics that have been designed for specific channels, such as Instagram Stories and LinkedIn.



Download all the assets via the website:
www.riviera-connect.co.uk/assets

Engage with the expo by using
#RivieraConnect

Here's an example of the type of text you might post alongside one of the images:



We are exhibiting at the EXPO for Business, Tourism & Hospitality: Riviera Connect.
Come and meet us on our stand. Wed 07 Oct at the Riviera International Centre, Torquay.
Book your FREE visitor pass! 🎟️
www.riviera-connect.co.uk
#RivieraConnect #torbaybusiness



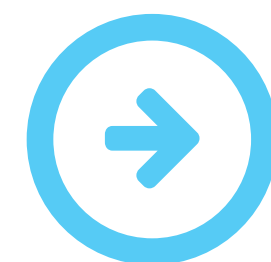
Building Your Brand

Through the assets, and support from [Bigwave Marketing](#) to market Riviera Connect, we hope you can build a good brand story around your presence.

Tell your network why you are excited to be exhibiting / sponsoring.

Invite your audience - the expo brings together decision-makers from across the Bay and beyond! Reach out to other exhibitors, visitors and sponsors of Riviera Connect on social media.

Share behind-the-scenes content or sneak peeks leading up to the Expo.



Download all the assets via the website:
www.riviera-connect.co.uk/assets

Exhibitor Offers

Would you like to provide EXPO delegates with a special offer?

This year, we will be sharing EXPO offers direct with delegates via a digital goodie bag.

If you have a special offer, discount, or package that you would like promoted, please email it through to:



enquiries@riviera-connect.co.uk

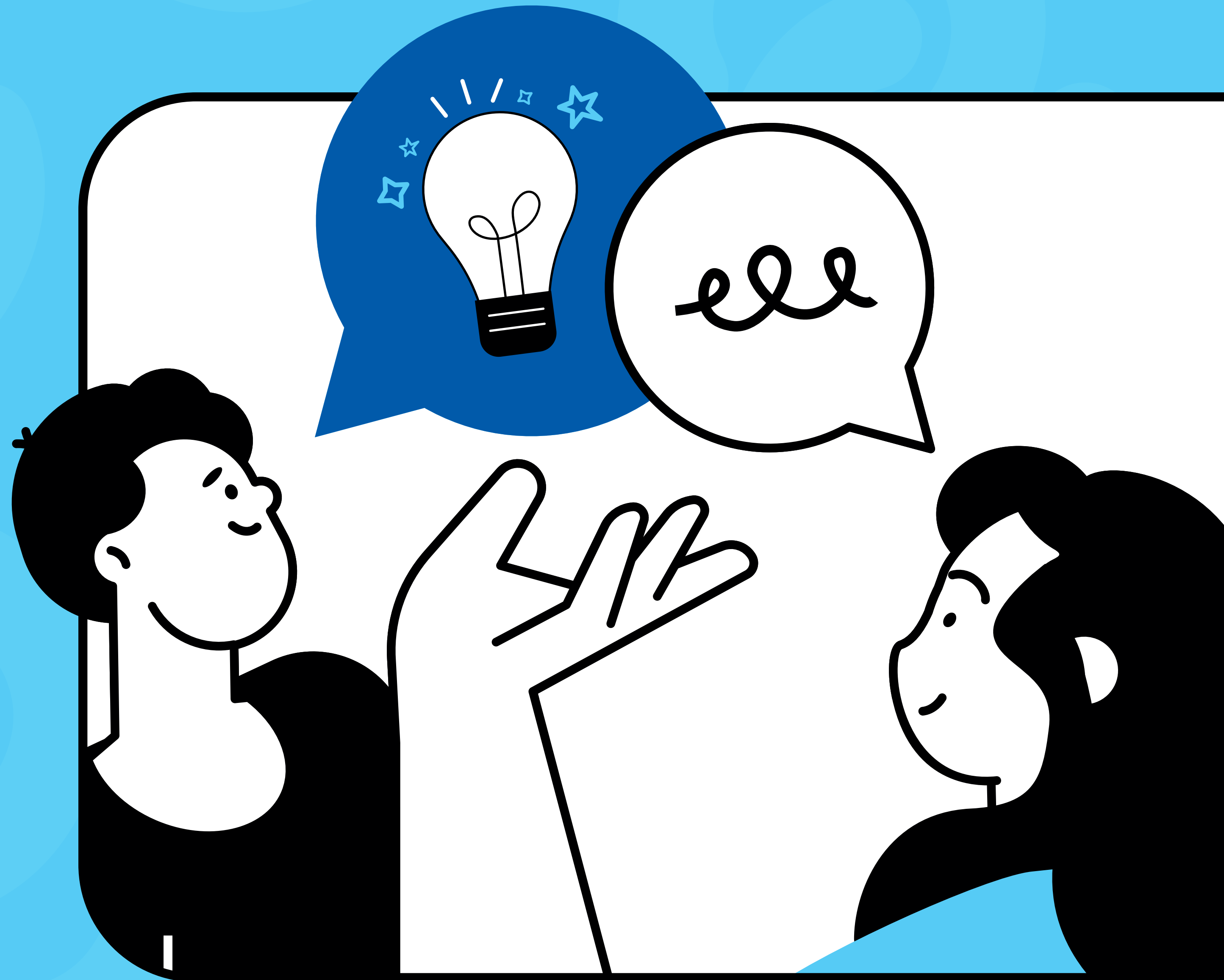
Include any terms and conditions, plus how delegates can redeem your offer (e.g. should they call, email, visit a website, use a promotional code, etc)



Enjoy the Expo!

We'll see you there!

#RivieraConnect





Delivering growth to regional businesses through:

Advertising
Branding
Creative design
Content/copy writing
Email & SMS marketing
Hosting

Paid media advertising (*PPC*)
Photography
Search engine optimisation (*SEO*)
Social media
Video
Websites

Exeter (HQ)
01392 492380

Torquay
01803 266380

Plymouth
01752 668813

bigwave.co.uk

Connect with the Expo



riviera.connect

facebook.com/riviera.connect



riviera.connect

instagram.com/riviera.connect



@riviera_connect

x.com/riviera_connect



riviera-connect

linkedin.com/company/riviera-connect



riviera.connect

youtube.com/@riviera.connect

#RivieraConnect

www.riviera-connect.co.uk

Riviera ²⁰²⁶ Connect

Platinum sponsor:



Brought to you by:



2026
Riviera
Connect

