

Practical and important information

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## EXHIBITOR NEWS

# FOODTECH

Bringing the food industry together



# DiaLabXpo

Expo for the diagnostic and laboratory industry

MCH Messecenter Herning 29 Sept. - 1 Oct. 2020

Dear exhibitor

The time is approaching and soon the countdown to this year's edition of FoodTech / DiaLabXpo 2020 will begin.

### In this exhibitor news, you can read about:

- Social Media Kit: Strengthen your marketing
  - Upload / share your product news
  - Invitation: Have you invited your customers?
    - Fairkey – Leads
- Catering options: Order catering for your stand staff: Deadline Sunday 27 September
  - The assembly ban and the number of persons allowed at the stand
  - Exhibitor manual: Username and password

[See FoodTech hall plans here](#)

[See DiaLabXpo hall plans here](#)

*NB We will continuously send exhibitor news and if you want another contact person to receive our exhibitor news, please fill out the form in the exhibitor manual – you can find the form at the frontpage.*



## SOCIAL MEDIA-KIT

- STRENGTHEN YOUR MARKETING

Market your participation at FoodTech or DiaLabXpo with our special social media-kit.

The package contains photos, video and text from and about FoodTech / DiaLabXpo, which you are welcome to use on your LinkedIn, Facebook and website etc. – or simply as inspiration.

[See the social media-kit for FoodTech](#)

[See the social media-kit for DiaLabXpo](#)



## UPDATED OPENING HOURS



Stay informed in the exhibitor manual, which will be regularly updated.

The opening hours for construction and catering have been updated - see the updated hours in the exhibitor manual.

[Exhibitor manual](#)> [Deadlines](#)> [Opening Hours](#)

[Read more in the exhibitor manual](#)

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## INVITATION

- HAVE YOU INVITED YOUR CUSTOMERS?

We make a strong effort to market the exhibition, but most of the guests visit the exhibition based on a personal invitation from you, as an exhibitor. We therefore encourage you to send invitations out to those customers and collaborators, you would like to see at the exhibition.

To make it easy for you to invite your customers and network we have produced an electronic invitation.

### DOWNLOAD THE INVITATIONS HERE

#### FOODTECH

[Invitation - Danish](#)  
[Invitation - English](#)

#### DIALABXPO

[Invitation – Danish](#)  
[Invitation – English](#)

You can find the invitations in the exhibitor manual:

The exhibitor manual > My marketing > Invitations

[Go to the exhibitor manual](#)



## FAIRKEY – LEADS

- FoodTech/DiaLabXpo has secured all exhibitors the best Lead capture app in the Nordic countries

Touchless. Simple lead capturing, send sales material, book meeting, scan guest badges, linked QR, business cards without touching the leads. FoodTech/DiaLabXpo has secured all exhibitors access to the best lead capture system in the Nordics to the upcoming Exhibition. First License is free and included in the Exhibition package. Get it now to your sales team Right here...

Exhibitor manual > My staff > Fairkey - Leads

[Read more in the exhibitor manual](#)



## CATERING OPPORTUNITIES

Without food and drink, a hero is not worth a thing.

In the exhibitor manual you can find information regarding the different catering opportunities available at FoodTech / DiaLabXpo.

Deadline for order of catering is:  
Sunday 27 September before 4 p.m

Exhibitor manual > My staff > Catering

[Go to the exhibitor manual](#)





At our latest trade fair, Automatik in Brøndby, we met a number of glad exhibitors, all of whom emphasized the importance of participating at trade fairs again. Common to the exhibitors were their excitement of being able to meet professionals from the industry face-to-face again - an industry that showed great interest and was ready to prepare for the future.

Hear what the exhibitors at Automatik said about the trade fair days [here](#) .



*The footage is from our first MCH trade fair since its closure in March, which gathered 6,500 professionals, exhibitors and buyers from the design industry.*

When FoodTech / DiaLabXpo opens its doors to the food industry and the diagnostics and laboratory industry's meeting place on 29 September - 1 October in MCH Messecenter Herning, it will be as usual with professional inspiration, network, exhibition and conferences on the program.

This time the expo will also be with an increased focus on safety and security. The expo will be carried out under the concept SafeMCH, with its core elements; number, distance and hygiene which ensures that both exhibitors and visitors can meet in an attractive and responsible environment.

Based on the core elements, we have introduced a number of initiatives that will make your experience at FoodTech / DiaLabXpo safe and sound from arrival to departure.

[See the video](#)

[See the video](#)

## NUMBER OF PERSONS AT YOUR STAND

Pay attention to how many people are permitted on your stand. The rule is that there must be 4 m<sup>2</sup> available for each person in the stand area (without taking the structure/inventory into account).

This means that at any one time a 12 m<sup>2</sup> stand can have a maximum of 3 people and a 24 m<sup>2</sup> stand can have a maximum of 6 people, for example. Both exhibitors and visitors count as people on your stand. You are responsible for ensuring compliance with this rule – and for any fine or penalty issued by the authorities in relation thereto.

You must therefore plan how many employees can be present on your stand at the same time. Remember to print exhibitor passes from home.

**When you arrive at the exhibition, your stand will be marked with floorgraphics indicating how many persons are allowed at your stand.**

[Go to the exhibitor manual](#)

## LOGIN TO THE EXHIBITOR MANUAL

To log in to the exhibitor manual you should use the following username and password:

Username

Password:

NB: When you copy your username and password: Mark from left to right and avoid empty characters.

[Go to the exhibitor manual](#)



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