



Dear Exhibitor

Summer is coming and the same is FoodTech and DiaLabXpo.  
We look forward to collaborating with you towards the exhibition.

**In this edition of exhibitor news, you can read more about:**

- SafeMCH® - Your safety is our priority!

**Exhibitor manual – including:**

- Technical orders: Deadline Friday 21 August
- Invitations: Invite your customers, suppliers and business partners
  - Marketing: “Meet us at FoodTech/DiaLabXpo”... banner
  - Release of the exhibitor catalogue
  - Release of press releases
- FoodTech Award: Put your product, solution or process forward for FoodTech Award
  - Activities at FoodTech and DiaLabXpo
  - Exhibitor manual: Username and password

*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.*



## SAFEMCH® - YOUR SAFETY IS OUR PRIORITY!

MCH has developed a SafeMCH® programme that is specifically designed for exhibitions and focuses on how guests make their way through the expo.

SafeMCH® is based on MCH's vision: creating unique experiences where people can safely meet.

For that reason, it's important that we share and align our expectations of what SafeMCH® means for us as MCH and for you as an exhibitor. Together, we must work to ensure that you and your employees and guests, as well as our guests and staff, can make their way around the expo and visit stands safely.

Hence the need for us to enter into a SafeMCH® agreement that covers, among other things: Distance, Numbers and Hygiene.

Read more about SafeMCH® in the exhibitor manual:

[My exhibition attendance > SafeMCH® - Covid-19](#)

[Go to the exhibitor manual](#)

# EXHIBITOR MANUAL

In the exhibitor manual you can find answers on almost everything concerning your participation at the exhibition, like for example working hours before and after the exhibition, general information about the exhibition and important deadlines.

It is important that you read the information through, so you are well prepared for the exhibition. The exhibitor manual will be regularly updated with information.

To log in to the exhibitor manual you should use your appointed username and password. You can find your username and password at the bottom of this exhibitor news.

[Go to the exhibitor manual](#)



## TECHNICAL ORDERS

Have you considered, what you need under the exhibition, like for example power or inventory? In the exhibitor manual, you can make technical orders and find your stand drawing.

Technical orders are purchase or rental of goods and services and are handled by Technical Service Center.

**Deadline for technical orders are Friday 21 August**

You can find technical orders in the exhibitor manual:

Exhibitor manual > My exhibition attendance > Technical orders

[Go to the exhibitor manual](#)



## INVITE 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](#)

## "MEET-US-AT" ... - BANNER

As a part of your marketing we have produced a Meet-us-at... banner, which you can make use of in printed materials and on your digital platforms. Add it to your email signature, on your website and post it on your social media.

The banner is available in both an electronic (JPG) and print-friendly (PDF) version in both Danish and English.

### DOWNLOAD YOUR BANNER HERE:

#### FOODTECH

Electronic banner - Danish  
Electronic banner - English

Print-friendly banner - Danish  
Print-friendly banner - English

#### DIALABXPO

Electronic banner - Danish  
Electronic banner - English

Print-friendly banner - Danish  
Print-friendly banner - English

You find the Meet us at ...- banner in the exhibitor manual:

Exhibitor manual > My marketing > Meet us at ... - banner

[Go to the exhibitor manual](#)



## EXHIBITOR CATALOGUE

The exhibitor catalogue is your public image at the exhibition's website.

Here visitors can get an overview of all the exhibitors and read more about your products, news, activities at the exhibition etc. both before, under and after the exhibition. Please update your profile on both Danish and English.

**The exhibitor catalogue will be published at the website:** Today, Thursday 9 July

You can find the exhibitor catalogue in the exhibitor manual:

My exhibition attendance > Exhibitor catalogue or in the dark grey menu

[Go to the exhibitor manual](#)



## PRESS RELEASES

Tell the press about your products and solutions

Maybe your product or solution is an interesting case for the press? Upload your press releases, so they become visible for the press at FoodTech or DiaLabXpo's website.

**The press releases will be published at the website:** Today, Thursday 9 July

You find the press releases in the exhibitor manual:

The exhibitor manual > My marketing > Press releases

[Go to the exhibitor manual](#)



## FOODTECH AWARD

FoodTech has launched a new edition of FoodTech Award.

Therefore, we encourage you as an exhibitor to submit your product, solution or process for the FoodTech Award.

Deadline for submitting is Friday 21 August at 11 p.m.

The winner will be announced in connection with the opening – Tuesday 29 September.

[Read more about the criteria and submission here](#)

# ACTIVITIES

## ACTIVITIES AT FOODTECH AND DIALABXPO

At FoodTech and DiaLabXpo you can look forward to three inspiring days. Here you experience a number of activities and conferences, which provides you with the opportunity to gain new knowledge and inspiration.

**Get an overview of all the activities at FoodTech and DiaLabXpo:**

[Activities at FoodTech](#)

[Activities at DiaLabXpo](#)

[See the FoodTech hall overview](#)

[See the DiaLabXpo hall overview](#)

## 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](#)



**John Jensen**  
Project Manager

Tel. +45 99269938  
[jj@mch.dk](mailto:jj@mch.dk)



**Anita Christensen**  
Assistant Project  
Manager

Tel. +45 99269995  
[ach@mch.dk](mailto:ach@mch.dk)



**Line Paugan**  
Project Coordinator

Tel. +45 99269857  
[lpj@mch.dk](mailto:lpj@mch.dk)



**Tilde Nørrelykke**  
Project Coordinator

Tel. +45 99269853  
[tlj@mch.dk](mailto:tlj@mch.dk)



**Susanne Hofmann**  
Project Sales

Tel. +45 99269943  
[shh@mch.dk](mailto:shh@mch.dk)

## CONTACT US

If you have any questions about FoodTech, please contact team FoodTech / DiaLabXpo

Contact us

MCH Messecenter Herning  
Vardevej 1, DK-7400 Herning  
Tel +45 9926 9926  
[foodtech@mch.dk](mailto:foodtech@mch.dk)



This email holds important information for exhibitors at Foodtech.  
If you wish to unsubscribe, please send us an [e-mail](#)