



GUIDE: PROMOTE YOUR PARTICIPATION AT THE EXPO

YOUR MARKETING EFFORT MATTERS

Your company's marketing efforts are of great importance to the visitors. It is through your marketing that visitors will be made aware of the expo.

SIMPLE AND STRAIGHTFORWARD... GUIDE

Promote your participation to maximize the traffic to your stand and get the most out of your participation at the expo. Use the "meet-us-at" banner in this how-to-guide to get your marketing campaign off the ground. The purpose of this guide is to show you how you can increase your exposure on for example social media platforms.

EXAMPLES OF HOW THE WEB BANNER CAN BE USED IN:

- Mail signature
- Facebook
- LinkedIn

In this guide, you can find an example of a text, which you can copy and apply directly to your social media post.

If you have any question, please contact:

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MAIL SIGNATURE

You probably already have a mail signature with your contact information. You can market your participation at the expo, by using the “meet-us-at” banner in your mail signature.

- Insert the web banner in your mail signature
- Add a hyperlink to the web banner (If you have any information on your website about your participation at the expo, you can link to your website, otherwise we recommend that you link to uk.foodtech.dk / dialabxpo.com)

SEE EXAMPLE:

Mail client interface showing a signature with the FoodTech banner.

Med venlig hilsen / Best Regards

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Mail client interface showing a signature with the DiaLabXpø banner.

Med venlig hilsen / Best Regards

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FACEBOOK

Facebook is a great media to increase the awareness of your business and spread the word about your participation at the expo. This ensures that both new and existing customers will visit your stand. It is easy to use Facebook to market your participation at the expo.

TWO OPTIONS COULD BE:

1. Make a post with the web banner – see example below
2. Create a Facebook ad, where you can/should:
 - Determine the most important demographics and geography of your target group
 - Use minimum DKK 200 – to ensure a good Facebook Reach of your marketing
 - Remember a hyperlink to your website – or to the expo’s website

Download the Facebook banner in the exhibitor manual, in the menu “My marketing – SoMe”. You also have the opportunity to use your “meet-us-at” banner.

MAKE A POST AT YOUR COMPANY’S FACEBOOK PROFILE – SEE AN EXAMPLE BELOW:

AN EXAMPLE OF A POST ON SOCIAL MEDIA:

MEET US AT FOODTECH

29 September - 1 October 2020. Where we are ready to show you our products and latest news.

Meet us at stand «Stand no.»

Read more about the expo here: uk.foodtech.dk

Please contact «Seller name/Website» for further information about our participation at the expo

REMEMBER TO:

- Upload your image
- Insert the text
- Fill in the blanks with your information «Stand no.» and «Seller Name/Website»
- Tag the expo’s Facebook site – use @ and click on the Facebook site





AN EXAMPLE OF A POST ON SOCIAL MEDIA:

MEET US AT DIALABXPO

29 September - 1 October 2020. Where we are ready to show you our products and latest news.

Meet us at stand «Stand no.»

Read more about the expo here: dialabxpo.com

Please contact «Seller name/Website» for further information about our participation at the expo

REMEMBER TO:

- Upload your image
- Insert the text
- Fill in the blanks with your information «Stand no.» and «Seller Name/Website»
- Tag the expo’s Facebook site – use @ and click on the Facebook site





LINKEDIN

LinkedIn is a professional business-to-business network. Therefore, it is particularly relevant to use this platform to market your participation at the expo.

TWO OPTIONS COULD BE:

1. Make a post with the web banner – see example below
2. Create a LinkedIn ad, where you can/should:
 - Determine the most important demographics and geography of your target group
 - Use minimum DKK 200 – to ensure a good LinkedIn Reach of your marketing
 - Remember a hyperlink to your- or the expo’s website

Download the web banner in the exhibitor manual, in the menu “My marketing – SoMe”. You also have the opportunity to use your “meet-us-at” banner.

Make a post at your company’s LinkedIn profile – see an example below:

AN EXAMPLE OF A POST ON SOCIAL MEDIA:

MEET US AT FOODTECH / DIALABXPO

You can meet us at FoodTech / DiaLabXpo 29 September - 1 October. Where we are ready to show you our products and latest news.

Meet us at stand «Stand no.»

Read more about the expo here: uk.foodtech.dk / dialabxpo.com

Please contact «Seller name/Website» for further information about our participation at the expo

REMEMBER TO:

- Upload your image
- Insert the text
- Fill in the blanks with your information «Stand no.» and «Seller Name/Website»
- Tag the expo LinkedIn site – use @ and click on the LinkedIn site





AN EXAMPLE OF A POST ON SOCIAL MEDIA:

MEET US AT DIALABXPO

You can meet us at FoodTech / DiaLabXpo 29 September - 1 October. Where we are ready to show you our products and latest news.

Meet us at stand «Stand no.»

Read more about the expo here: dialabxpo.com

Please contact «Seller name/Website» for further information about our participation at the expo

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DiaLabXpo Just now

MEET US AT DiaLabXpo

29 September - 1 October 2020. Where we are ready to show you our products and latest news.
Meet us at stand «Stand no.»

Read more about the expo here: dialabxpo.com

Please contact «Seller name/Website» for further information about our participation at the expo

dialabxpo.com

MEET US AT DIALABXPO
29 Sept. - 1 Oct. 2020 - MCH Messecenter Herning

DiaLabXpo
Expo for the diagnostic and laboratory industry

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