



## GUIDE: PROMOTE YOUR PARTICIPATION AT FoodTech AND DiaLabXpo

### YOUR MARKETING EFFORT MATTERS

Your marketing effort is of great importance to the visitors. It is through your marketing that visitors will be made aware of the expo.

### BANNERS FOR E-MAIL AND SOCIAL MEDIA

Promote your participation to maximize the traffic to your stand and get the most out of your participation. Use the “meet-us-at” banner in this how-to-guide to get your marketing campaign off the ground.

### EXAMPLES OF HOW THE WEB BANNER CAN BE USED IN:

- Mail signature
- Facebook
- LinkedIn

In this guide, you will find a text example, which you can use on social media.

If you have any questions, please do not hesitate to contact me.

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# FOODTECH

Bringing the food industry together



# DiaLabXpó

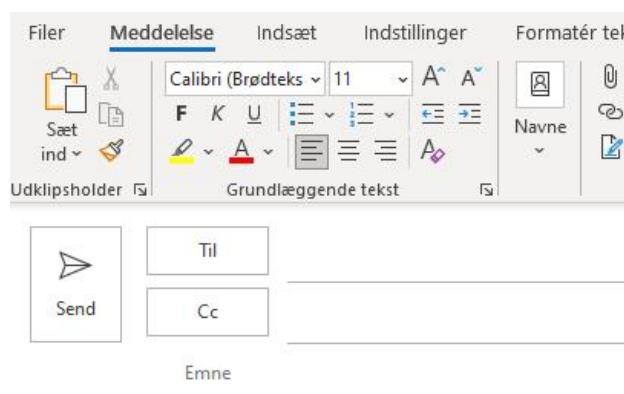
Expo for the diagnostic and laboratory industry

## MAIL SIGNATURE

Bring attention to your participation 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](http://uk.foodtech.dk) / [dialabxpo.com](http://dialabxpo.com))

SEE EXAMPLE:



Venlig hilsen / Best regards

**Trine Wiuff**

Projekt- & marketingkoordinator

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+45 9926 9926 | mch.dk

Venlig hilsen / Best regards

**Trine Wiuff**

Projekt- & marketingkoordinator

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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:

1. Make a post with the web banner – see example below
2. Create a Facebook ad
  - Determine the most important demographics and geography of your target group
  - Use minimum DKK 200 – to ensure a good reach
  - 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”.

### MAKE A POST ON YOUR COMPANY PROFILE – SEE EXAMPLE BELOW

#### AN EXAMPLE OF A POST ON SOCIAL MEDIA:

##### MEET US AT FOODTECH

November 1<sup>st</sup> – 3<sup>rd</sup> 2022, 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](http://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

November 1<sup>st</sup> – 3<sup>rd</sup> 2022, where we are ready to show you our products and latest news.

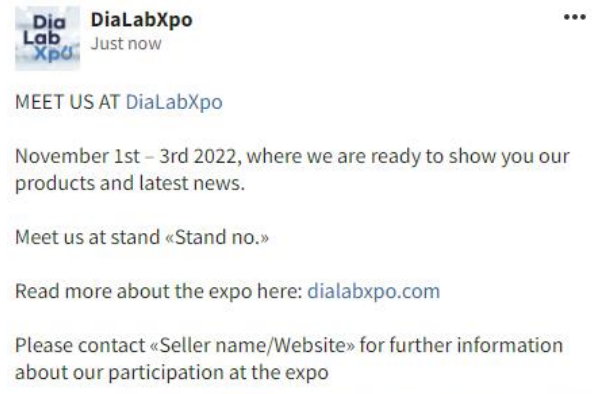
Meet us at stand «Stand no.»

Read more about the expo here: [dialabxpo.com](http://dialabxpo.com)

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Like Comment Share



## LINKEDIN

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

### TWO OPTIONS:

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

Download the web banner in the exhibitor manual, in the menu “My marketing – SoMe”.

### MAKE A POST ON YOUR COMPANY PROFILE – SEE EXAMPLE BELOW

#### AN EXAMPLE OF A POST ON SOCIAL MEDIA:

MEET US AT FOODTECH / DIALABXPO

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Meet us at stand «Stand no.»

Read more about the expo here: [uk.foodtech.dk](http://uk.foodtech.dk) / [dialabxpo.com](http://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

**FoodTech - Processing & Packaging**

Just now

...

MEET US AT FoodTech - Processing & Packaging

November 1st – 3rd 2022, 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](http://uk.foodtech.dk)

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

[uk.foodtech.dk](http://uk.foodtech.dk)
**MCH**

👍 Like
💬 Comment
➦ Share

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Bringing the food industry together



# DiaLabXpo

Expo for the diagnostic and laboratory industry

## AN EXAMPLE OF A POST ON SOCIAL MEDIA:

MEET US AT @DIALABXPO

November 1<sup>st</sup> – 3<sup>rd</sup>, 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](http://dialabxpo.com)

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DiaLabXpo

Just now



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Like Comment Share