

FOODTECH

Fødevareindustriens mødested



DiaLabXpo

Messe for diagnostik- og laboratoriebranchen

MCH Messecenter Herning 1.- 3. november 2022

Dear Exhibitor

Summer is almost here – and so is FoodTech and DiaLabXpo.

We look forward to collaborating with you towards the exhibition.

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

Practical information:

Username and password
Technical orders

Activity:

FoodTech Award

Marketing:

Create more exposure
Invitation
Exposure possibilities

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.

PRACTICAL INFORMATION

EXHIBITOR MANUAL

In the exhibitor manual you can find answers on almost everything concerning your participation at the exhibition, 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, so you are well prepared for the exhibition. The exhibitor manual will be UPDATED regularly with information.

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](#)

TECHNICAL ORDERS

It is possible for you to order extra technical orders in our expo shop.

We have gathered everything you need in the shop. See the different options in the expo shop and please contact our Technical Service Center if you have any questions.

Deadline for Technical orders: Thursday 1 September 2022

You can find the Technical Orders in the exhibitor manual.

[GO TO THE EXHIBITOR MANUAL](#)

ACTIVITY

REGISTER YOUR NEWS FOR THE **FOODTECH AWARD 2022**



FoodTech has launched a new edition of the FoodTech Award.

FoodTech encourages all exhibitors with unique a food technological innovation to take part in FoodTech Award 2022 with their innovative product, concept, or process. The purpose is to shine a light on the foremost innovations within FoodTech by pro-filing these both before and during the exhibition and rewarding the overall best nomination with the FoodTech Award.

Register your news product, concept and/or process for the FoodTech Award and join the competition to receive the honor of the FoodTech Award 2022.

Deadline for submissions: Wednesday 24 August 11 p.m.

Read more about the concept, the assessment criteria, and important deadlines on FoodTech's website.

**READ ABOUT THE CONCEPT
AND SIGN UP FOR YOUR NEWS**

MARKETING

CREATE MORE EXPOSURE

In order to increase the exposure of your participation at the expo, we would like to help create more attention about your exciting product news and / or practical cases, which you present at the expo on our various communication platforms; press releases, newsletters, social media and website.

We therefore recommend you to submit one or more of the following:

- A product news or a new solution that you will bring to the expo
- A practical case where you highlight a special solution you have made for a customer
- Activities or product demonstrations that you carry out at the expo
- A statement about why you are attending the expo
- Or another really good story....

You will of course be able to approve the material before it goes online.

It is easy - but how:

- Write a few lines about what news you bring, or other angles that might be interesting for the visitors and please remember to attach a picture we can use.

In order to get the greatest possible benefit from the material, please send it as soon as possible to Trine Wiuff at trw@mch.dk

We cannot guarantee that all stories will be used online, but we will do our best to share as many exciting news as possible.

INVITE YOUR CUSTOMERS

The registration (get ticket) is open for visitors.

We make a strong effort to market the exhibition.

A lot of guests visit the exhibition based on a personal invitation from you, as an exhibitor. We therefore encourage you to send invitations 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

Danish
English

You can find the general invitations in the exhibitor manual: Marketing > Invitations

[GO TO THE EXHIBITOR MANUAL](#)

EXPOSURE **POSSIBILITIES**

As an exhibitor at FoodTech / DiaLabXpo you can purchase extra exposure e.g. banners and neck-straps.

[SEE THE OPTIONS AND PRICES HERE](#)

CONTACT THE TEAMET

Team FoodTech and DiaLabXpo wish you and your colleague a fantastic summer.

If you have any question you are welcome to contact the team FoodTech / DiaLabXpo

[CONTACT THE TEAM](#)

PROJECT

**SALES &
GUIDANCE**



**ANITA
CHRISTENSEN**



**LINE
PAUGAN**



**TRINE
WIUFF**



**SUSANNE
HOFMANN**



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