

## Exhibitor News

Dear

In this exhibitor news, you will find information to assist you in preparing for FoodTech.

- Your marketing kit
- Opening hours for construction and dismantling
- Fairkey: Collect your leads
- Reminder: Exhibitor Catalogue
- Technical orders

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### Your marketing kit

Together we can attract the right visitors, and together we can make sure you achieve your business objectives of FoodTech

#### The visitor analysis from 2016 shows that

- 46% of the visitors decide to visit a particular exhibitor prior to the exhibition
- 27% of the visitors visit an exhibitor, because the exhibitor has made aware of their participation at FoodTech prior to the exhibition
- 30% of visitors were made aware of FoodTech 2016 through an invitation from an exhibitor

Use your marketing kit and tell your customers that you are participating at FoodTech. You can use the submitted "Meet-us-at-Stand ..." banners or your personal invitations to promote your participation.

Read more about your marketing kit in the Exhibitor Manual under | My marketing

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### Opening hours: Construction and dismantling of stands

Here you can see an overview of the opening hours for construction and dismantling of your stand.

Attention: no dismantling before 15 November, 05:00 pm

#### Opening hours – Construction

Thursday	8 Nov. 2018	07:00 am - 9:00 pm
Friday	9 Nov. 2018	07:00 am - 9:00 pm
Saturday	10 Nov. 2018	07:00 am - 7:00 pm
Sunday	11 Nov. 2018	07:00 am - 7:00 pm
Monday	12 Nov. 2018	07:00 am - 6:00 pm*

\* Please notice closing hour



#### Opening hours – Dismantling

Thursday	15 Nov. 2018	05:00 pm - 9:00 pm
Friday	16 Nov. 2018	07:00 am - 7:00 pm
Saturday	17 Nov. 2018	07:00 am - 5:00 pm
Sunday	18 Nov. 2018	07:00 am - 5:00 pm
Monday	19 Nov. 2018	07:00 am - 5:00 pm*

\* All exhibition equipment must be removed



See more in the Exhibitor Manual under | My stand | Construction

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### **FairKey: Collect your leads**

FairKey can help collecting your leads at FoodTech, so you easily can follow up on your new contacts after the exhibition.

Read more about Fairkey in the Exhibitor Manual under | [My marketing](#) | [Collect leads](#)

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### **Complete your profile in the Exhibitor Catalogue**

The visitors are using the Exhibitor Catalogue in their planning of their visit.

Therefore, it is important that you complete your profile in the Exhibitor Catalogue.

Go to the Exhibitor Manual | [Exhibitor catalogue](#)

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### **Technical orders**

Technical orders refer to the purchase or rental of products or services, which is handled by our Technical Service team.

Please place your order as soon as possible, as the deadline has been exceeded.

Read more in the Exhibitor Manual under | [My stand](#) | [Technical orders](#)