

Say it out
loud:

HELLO!

6 tips on communication
that'll make all the difference.



Messe
Düsseldorf

BE ACTIVE

OUR SERVICE TIP 1

GET INTO THE PRODUCT INDEX AS SOON AS POSSIBLE

Your first concern should be to get into the product database – a tool that is used millions of times by interested visitors throughout the world as they prepare for their visit. It is also used for product searches all through the year. And of course you'll be in our on-site visitor information system, which tells visitors where to find your stand.

MAKE SURE YOU'RE FOUND

- › Google, Bing, Yahoo, Facebook, Twitter, LinkedIn and blogs – everyone will find your news and information on the relevant trade fair websites with your products featured in the product and exhibitor database as well as on mobile devices.
- › Trade fair visitors will find you in the visitor information system and in the relevant trade fair app and database.
- › Do a bit more than all the others: Use free features such as online showrooms on the websites of the big trade fairs.

YOUR NEWS AND INFO ON THE TRADE FAIR PORTAL

Your news will be featured on the websites of our trade fairs. You and your information will be visible 365 days a year – for anyone who is interested anywhere in the world and for anyone who wants to find out about your industry, products and company – before, during and after the trade fair.

Further details can be found in the Exhibitor Services section of our website, under "Your Company on the Portal".

OUR SERVICE TIP 2

SET SIGNALS

This is what you'll get from us: logos, banners and other trademarks of our trade fairs. It means you can show your contacts that you're where the best meet the best.

TRADEMARKS

- › Banners, widgets and trade fair logos for your website, newsletter and social media activities
- › A signature banner for emails
- › Downloadable trade fair logo for your promotional material, with details of your hall and stand number
- › Stickers for your business correspondence (available free of charge from our Online Order System, OOS)

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OUR SERVICE TIP 3

PROVIDE FREE ENTRY

Admission ticket vouchers – nice little gifts that help you maintain the quality of your contacts. Signal to your key accounts that you're expecting them to come. You're actually inviting them.

GIVE THE GIFT OF AN ADMISSION TICKET – ON PAPER OR DIGITAL

- › The traditional option: a hands-on printed ticket
- › Voucher 2.0 – as a widget for your website
- › For digital campaigns and your own individual design: a voucher code

Further details and ordering options can be found on the trade fair portal, in the Exhibitor Services section, under Online Order System (OOS).

ACTIVE PROMOTION

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OUR SERVICE TIP 4

GOOD NEWS

Our trade fairs are not just audience magnets. They are also an absolute must for trade journalists from Germany, Europe and the world – a target group who knows exactly how important Düsseldorf trade fairs are.

Use the various options to cultivate some intensive contacts with international media representatives. Say what you want to say, and say it in good time, a long time before the trade fair: online on the relevant website, and during the trade fair itself, at the Press Centre. We'll show you how, and we'll also provide you with the right contacts.

FOR THE BEST PR

- › News and info in the online showrooms of the trade fair portals
- › And in the press boxes at the Press Centre
- › Your events at the stand in the Press Guide stand – for journalists
- › Or even your own press conference
- › Tips in the Press Guide and contact details in the trade press list

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OUR SERVICE TIP 5

BUT HANG ON ...

Put your material where it really has an effect: right among your target audience. A trade fair in Düsseldorf is the ideal platform for this purpose. None of your efforts are wasted. And it's a great opportunity to offer direct personal contact.

MEDIA – RIGHT AMONG YOUR TARGET AUDIENCE

ONLINE PROMOTION

- › Eye-catching entries in the online databases
- › Banner advertising on trade fair websites and in trade fair newsletters

TRADITIONAL PROMOTION

- › Eye-catching show guide entry
- › Adverts and logos on site maps, visitor guides, catalogues, city maps and of course trade fair magazines
- › Outdoor advertising on billboards, video walls, sponsorship displays, lanyards, etc.
- › Events at your own stand

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ACTIVE PROMOTION

BIG DATA
IT'S SO SIMPLE

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OUR SERVICE TIP 6

CONTACTS, CONTACTS, CONTACTS

Time to take stock: Review meeting reports. Save contacts. Follow up with leads after the trade fair. We'll support you with the recording of your visitors and contacts. Any visitors who used your admission ticket vouchers will have been saved to your password-protected area in the exhibitor section, so that you can download their contact details. Also, you can record the details of your stand visitors, using our Scan2Lead process. And your product and company details will continue to be available on the web where they'll help to boost your good reputation.

OUR CONTACT MANAGEMENT PROGRAMS

- › Visitor details are recorded in connection with admission ticket vouchers
- › Scan2Lead process for the recording of visitor details

THE OLD SAYING HOLDS TRUE: POST-SHOW MEANS PRE-SHOW

The clear benefit: Always new prospects. For instance, you can tap into the sales potential of new markets.

We'll make sure you reach of destinations such as Shanghai, Moscow, Singapore and Mumbai – through quality trade fairs made in Düsseldorf. Gain access through our expertise with successful events, so that, together, we can develop new business areas. Benefit from the dedication of our colleagues throughout the world – a world class service you can rely on.

One of our best services is that we've brought the global market right into your neighbourhood.

It opens up great prospects, doesn't it?

On that note ...

**SEE YOU
SOON!**