

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:

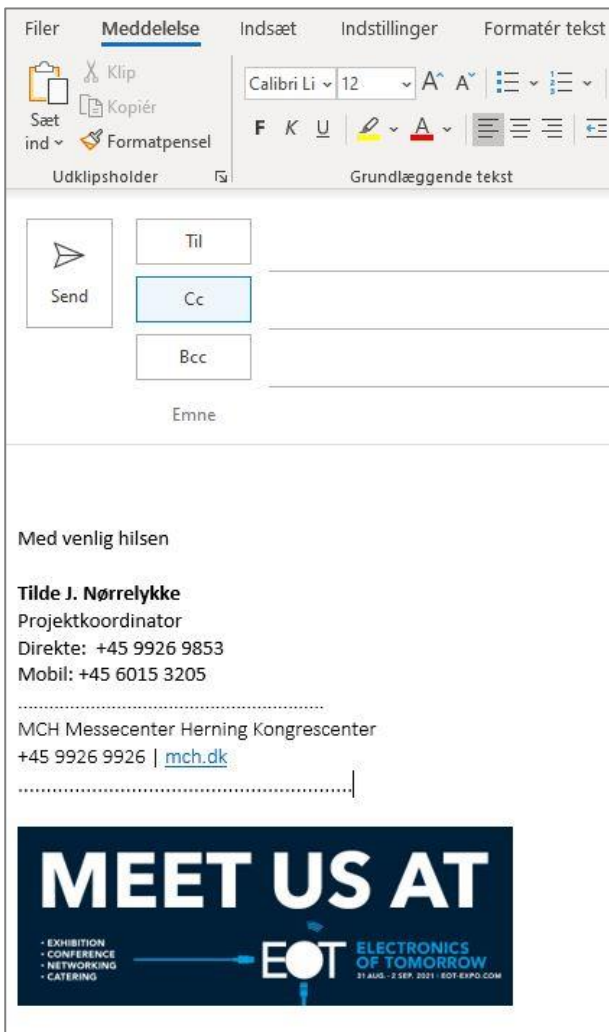
Tilde Nørrelykke
+45 99 26 98 53
tjl@mch.dk

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 eot-expo.com)

SEE EXAMPLE:



The screenshot shows an email client interface with a signature block. The signature includes the name Tilde J. Nørrelykke, her title as Projektkoordinator, and contact information: Direkt: +45 9926 9853 and Mobil: +45 6015 3205. Below this, the location MCH Messecenter Herning Kongrescenter is listed with the phone number +45 9926 9926 and the website mch.dk. At the bottom of the signature is a dark blue banner with the text 'MEET US AT' in large white letters. Below this, it lists activities: EXHIBITION, CONFERENCE, NETWORKING, and CATERING. The banner also features the EOT logo (ELECTRONICS OF TOMORROW) and the dates 31 AUG. - 2 SEP. 2021, along with the website EOT-EXPO.COM.

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 EOT – Electronics of Tomorrow

31 August - 2 September 2021. Where we are ready to show you our products and latest news.

Meet us at stand «Stand no.»

Read more about the expo here: eot-expo.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



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 EOT – Electronics of Tomorrow

31 August - 2 September 2021. Where we are ready to show you our products and latest news.

Meet us at stand «Stand no.»

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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

