



Dear Exhibitor

We know that there is a lot of important information in this email - **but you can get an overview below:**

- Light for your stand: Deadline 3 September
  - Invite your customers
  - Create more exposure
  - Exhibitor catalogue
  - Press releases
  - Login

*NB We will continuously send exhibitor news and if you want another contact person to receive our exhibitor news, please fill in the form in the exhibitor manual – you will find the form at the frontpage.*



## LIGHT FOR YOUR STAND

Remember to order light for your stand.

Deadline for ordering of light is Friday 3 September

**SUSAN B. ØSTERGAARD**

Technical coordinator

Tel. +45 99 26 28 71

[sub@mch.dk](mailto:sub@mch.dk)

# INVITE YOUR CUSTOMERS

We make a strong effort to market the exhibition.

**But most of the guests visit the exhibition based on a personal invitation from you, as an exhibitor. We therefore encourage you to send invitations out 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

[Invitation – Danish](#)

[Invitation – English](#)

You can find the invitations in the exhibitor manual:

Exhibitor manual > Marketing > Invitations

[Go to the exhibitor manual](#)

## CREATE MORE EXPOSURE

In order to increase the exposure of DiaLabXpo and not least your participation at the expo, we would like to help create more attention on 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 solutions that you bring to the expo
- A practical case where you highlight a special solution you have made for a given 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 get it all to approval before it is sent out.

### **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.

**Deadline:** In order to get the greatest possible benefit from the material, please send it as soon as possible and no later than 8 September to our external marketing consultant Cecilie at [cecilie@backwheel.dk](mailto:cecilie@backwheel.dk)

If you have any questions, you are always welcome to send an email to our external journalist Malene [malene@grouleff.it](mailto:malene@grouleff.it) or our external marketing consultant Cecilie at [cecilie@backwheel.dk](mailto:cecilie@backwheel.dk)



## EXHIBITOR CATALOGUE

The exhibitor catalogue is your public image at the exhibition's website.

Here visitors can get an overview of all the exhibitors and read more about your products, news, activities at the exhibition etc. both before, under and after the exhibition. Please update your profile

You can find the exhibitor catalogue in the exhibitor manual:  
Marketing > Exhibitor catalogue or in the dark grey menu

[Go to the exhibitor manual](#)

## PRESS RELEASES

Tell the media about your products and solutions.

We are experiencing some challenges with uploading press releases on the English side, therefore we offer to upload your press releases for you if you send the text to us - [dialabxpo@mch.dk](mailto:dialabxpo@mch.dk)

In order to upload the press releases, we need the following:

- Headline
- Contact person
- Website link
- Email
- Phone
  
- Teaser
- Text
- Pictures (max 3)

See press releases from the exhibitors here

[Go to the exhibitor manual](#)

## LOGIN TO THE EXHIBITOR MANUAL

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](#)

## CONTACT THE TEAM

Please contact us, if you have any questions about your preparations for the exhibition, to your stand or to your marketing. You are always welcome to contact us - we are ready to help you.

Contact the team

### PROJECT



MONA JAKOBSEN



ANITA ØST CHRISTENSEN



LINE PAUGAN



SUSANNE HOFMANN

### SALES & COUNSELING

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