



Dear Exhibitor

The summer is approaching.

In this welcome email you will find information about:

- Entry ticket to DiaLabXpo
- Technical orders: Deadline Monday 9 August
 - Fairkey

Marketing:

- Invite your customers
- Exhibitor catalogue
- Upload press releases
- Login to the exhibitor manual

ENTRY TICKET TO DIALABXPO

The registration is now open for visitors.

This means when visitors receive your invitation, they can now download and print their free ticket to DiaLabXpo.

The ticket is valid both days.

Use the link above, if you want to invite your customers to DiaLabXpo.

[Go to the visitor registration](#)



TECHNICAL ORDERS

We have gathered everything you need in our optional sheet

See the different options on the optional sheet and please contact our Technical Service Center, if you have any questions.

Deadline for Technical Orders: Monday 9 August

You can find the Technical Orders in the exhibitor manual: Expo > Technical Orders

[Go to the exhibitor manual](#)

FAIRKEY

- *Gathering leads*

We are happy to announce that MCH offers all exhibitors one free license with the opportunity to purchase additional licenses.

Avoid handling your new customer leads manually on paper and having to wait weeks before you have time to follow up. With Fairkey you can collect leads, send data directly to your CRM system AND follow up on your leads.

You can read more about Fairkey at dialabxpo.com and in the exhibitor manual:
Staff > Sales | Gathering leads

[Read more about Fairkey](#)

INVITE YOUR CUSTOMERS

Most visitors participate in the exhibition, because they are invited by an exhibitor. Therefore, it is important that you market your participation at DiaLabXpo- invite your customers and your network.

We have made it easy for you to invite your customers:

[Invitation – Danish](#)

[Invitation – English](#)

How to use the invitation:

- Send a 'direct mail' to your customers and attach the invitation
- The invitation is print friendly, therefore take it with you on customer visits

[Go to the exhibitor manual](#)



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 on both Danish and English.

The exhibitor catalogue will be open for entry in the middle of August.

You can find the exhibitor catalogue in the exhibitor manual:

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.

Your product or solution could be an interesting case study for a good exhibition story? Upload your press releases so they are visible to the trade press and on DiaLabXpo's website.

Exhibitor manual → Exhibitor catalogue → Press releases

[Go to the exhibitor manual](#)

LOGIN TO 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

Team DiaLabXpo wish you a great summer.

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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This email holds important information for exhibitors at DialabXpo.
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