Welcome as an exhibitor

Week 25 | no. 2

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## Dear Exhibitor

We are very pleased to welcome you as an exhibitor at DiaLabXpo.

We look forward to helping and guiding you ahead of the exhibition. We will continuously be sending you emails featuring relevant practical information and marketing opportunities.

## In this welcome email you will find information about:

- · Exhibitor manual: Username and password
- Technical orders: Deadline Monday 9 August

#### Marketing:

- "Meet us at DiaLabXpo"- banner
  - Exhibitor catalogue
  - Invite your customers
    - Contact the team

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.

# **EXHIBITOR MANUAL**

In the exhibitor manual you can find answers on almost everything concerning your participation at the exhibition, like for example working hours before and after the exhibition, general information about the exhibition and important deadlines.

It is important that you read the information, so you are well prepared for the exhibition. The exhibitor manual will be regularly updated with information.

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



## **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 Tecnical Orders: Monday 9 August

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

Go to the exhibitor manual



## BANNER

We have produced a banner - you can use in your printed material and your online marketing. Use it in your email signature, on your website and post it on social media.

The banner will be available in two languages - Danish and English - and are made as JPG files.

#### DOWNLOAD YOUR BANNER HERE:

Danish - Format: 1080x1080

English - Format: 1080x1080

Danish - Format: 1100x400

English - Format: 1100x400

You can find "Meet-us-at-DiaLabXpo" -banner in the exhibitor manual:

Exhibitor manual > Marketing > Banner and logo

Go to the exhibitor manual





## EXHIBITORCATALOGUE

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

# **INVITE YOU 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** 

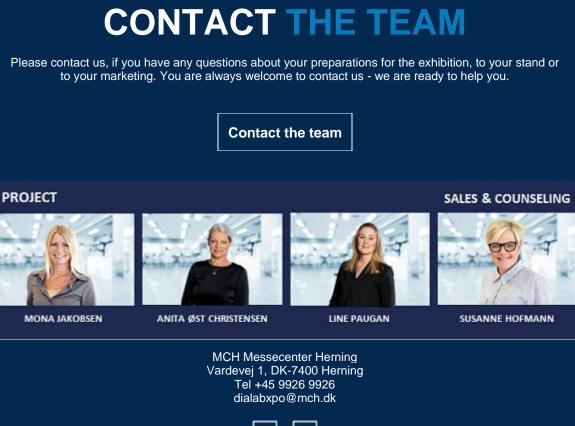
Invitation – English

You can find the invitations in the exhibitor manual:

Exhibitor manual > Marketing > Invitations

Go to the exhibitor manual

Go to the exhibitor manual





This email holds important information for exhibitors at DialabXpo. If you wish to unsubscribe, please send us an <u>e-mail</u>