



Dear Exhibitor

In two weeks, we will open the doors to this year's DiaLabXpo - and we look forward to welcoming you.

In this exhibitor news you can read more about:

- Transport opportunities
- Casual Network event
 - Catering

Marketing

- 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.



TRANSPORT OPPORTUNITIES

We focus on making the travel possibilities to Docken as easy as possible for both you and the visitors.

Therefore we recommend both exhibitors and visitors in the Copenhagen area to use public transport to Docken, so visitors who travel a long way easily and conveniently can visit the exhibition and you as exhibitors.

There is **only one parking space available per exhibiting company** - it is important that you respect this so there are parking spaces available for visitors who travel along way to visit the exhibition and you as exhibitors.

Transport opportunities:

- Take the **metro** - M4 to Orientkaj station and walk to Docken in a few minutes
- **Bus** 164, stops at Baltikavej, right next to Docken
- It is possible to park your **bike** just outside Docken

Read more regarding the transport opportunities in the exhibitor manual: Staff - Trip to DiaLabXpo

[Go to the exhibitor manual](#)



CASUAL NETWORK EVENT

BE A PART OF A CASUAL NETWORK EVENT

We would like to invite you and your colleagues to a casual network event in an informal setting with delicious tapas, live music and network. Bring your colleagues and enjoy a cozy evening.

Read more in the exhibitor manual and sign up.

[Sign up for Casual Network event](#)

CATERING

You have the opportunity to pre-order catering, coffee and water for the expo days - in the exhibitor manual.

The deadline for pre-ordering catering, coffee and water is no later than **Thursday 16 September**

If you do not want to pre-order catering, you have the option to buy in the café and FoodTruck.



[Read more in the exhibitor manual](#)

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 about 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.

In order to get the greatest possible benefit from the material, please send it as soon as possible to our external marketing consultant Cecilie at cecilie@backwheel.dk

If you have any questions, you are always welcome to send an email to our external journalist Malenemalene@grouleff.it or our external marketing consultant Cecilie at 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



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

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](#)

Udfyld udstillerkataloget

Opret pressemeddelelse

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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