

GUIDE: MARKET YOUR PARTICIPATION AT DIALABXPO

YOUR MARKETING EFFORT (REALLY MATTERS)

Your company's marketing efforts are of great importance to visitors. It is through your marketing that visitors will visit DiaLabXpo.

SIMPLE AND STRAIGHTFORWARD..... GUIDE

Promote your participation to maximize the traffic to your stand and get the most out of your participation at DiaLabXpo. Use the “meet-us-at-stand” banner in this how-to-guide to get your marketing campaign off the ground.

See the following 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 in your social media post.

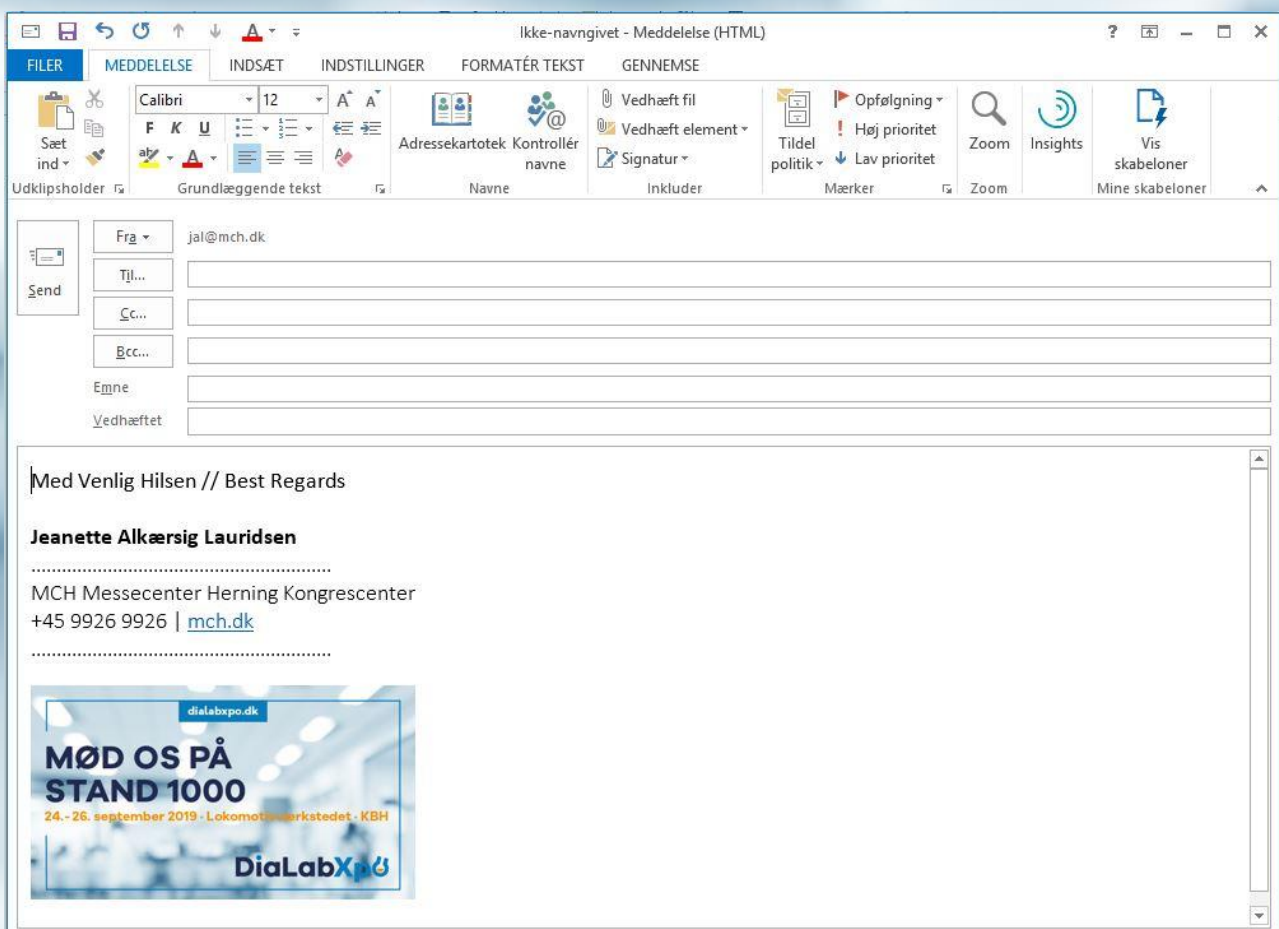
If you have any question, please contact: Jeanette Alkærsig Lauridsen, jal@mch.dk, +45 9926 9946.

MAIL SIGNATUR

You can market your participation at the DiaLabXpo, by using the “meet-us-at-stand” 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 DiaLabXpo, you can link to your website, otherwise we recommend that you link to dialabxpo.com)

See example:



The screenshot shows an email client window titled "Ikke-navngivet - Meddelelse (HTML)". The interface includes a ribbon with tabs for "FILER", "MEDDELELSE", "INDSÆT", "INDSTILLINGER", "FORMATÉR TEKST", and "GENNEMSE". The "MEDDELELSE" tab is active, showing fields for "Fra" (jal@mch.dk), "Til...", "Cc...", "Bcc...", "Emne", and "Vedhæftet". The main content area displays a signature: "Med Venlig Hilsen // Best Regards" followed by "Jeanette Alkærsig Lauridsen". Below the name is contact information: "MCH Messecenter Herning Kongrescenter", "+45 9926 9926 | mch.dk". At the bottom of the signature is a banner for "DiaLabXpo" with the text "MØD OS PÅ STAND 1000" and "24.-26. september 2019 - Lokomotivværkstedet - KBH". The banner also features the website "dialabxpo.dk" and the DiaLabXpo logo.

FACEBOOK

Facebook is a great media to increase the awareness of your business and spread the message about your participation at DiaLabXpo. This ensures that both new and existing customers visit your stand. It is easy to use Facebook to market your participation at the DiaLabXpo.

Two options:

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- or dialabxpo.com

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-stand” banner.

Make a post at your company’s Facebook profile – *see an example below:*

MEET UD AT DiaLabXpo

You can meet us at DiaLabXpo 24–26 September 2019. Where we are ready to show you our product news.

Meet us at stand «Stand no.»

Read more about the expo here: dialabxpo.com

Please contact «Seller name/Webside» for further information about our participation at DiaLabXpo.

MEET US AT DIALABXPO
The diagnostic and laboratory industry's new meeting place

DiaLabXpo
Laboratoriumsforbundet • 2017 • 24-26. september 2019

Like Comment Share

Sample posts on social media:

MEET UD AT DIALABXPO

You can meet us at DiaLabXpo 24–26 September 2019. Where we are ready to show you our product news.

Meet us at stand «Stand no.»

Read more about the expo here: dialabxpo.com

Please contact «Seller name/Webside» for further information about our participation at DiaLabXpo.

Remember to:

- Upload your image
- Insert the text
- Fill in the blanks «Stand no.» and «Seller Name/Website»
- Tag DiaLabXpo’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 DiaLabXpo

Two options:

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 dialabxpo.com

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-stand” banner.

Make a post at your company’s LinkedIn profile – *see an example below:*

MEET UD AT DiaLabXpo

You can meet us at DiaLabXpo 24–26 September 2019. Where we are ready to show you our product news.

Meet us at stand «Stand no.»

Read more about the expo here: dialabxpo.com

Please contact «Seller name/Webside» for further information about our participation at DiaLabXpo.

MEET US AT DIALABXPO
The diagnostic and laboratory industry's new meeting place

DiaLabXpo
LABORATORY AND DIAGNOSTIC • 2019 • 24-26 September 2019

Like Comment Share

Sample posts on social media:

MEET UD AT DIALABXPO

You can meet us at DiaLabXpo 24–26 September 2019. Where we are ready to show you our product news.

Meet us at stand «Stand no.»

Read more about the expo here: dialabxpo.com

Please contact «Seller name/Webside» for further information about our participation at DiaLabXpo.

Remember to:

- Upload your image
- Insert the text
- Fill in the blanks «Stand no.» and «Seller Name/Website»
- Tag DiaLabXpo’s Facebook site – use @ and click on the Facebook site.