

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-DiaLabXpo” 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.

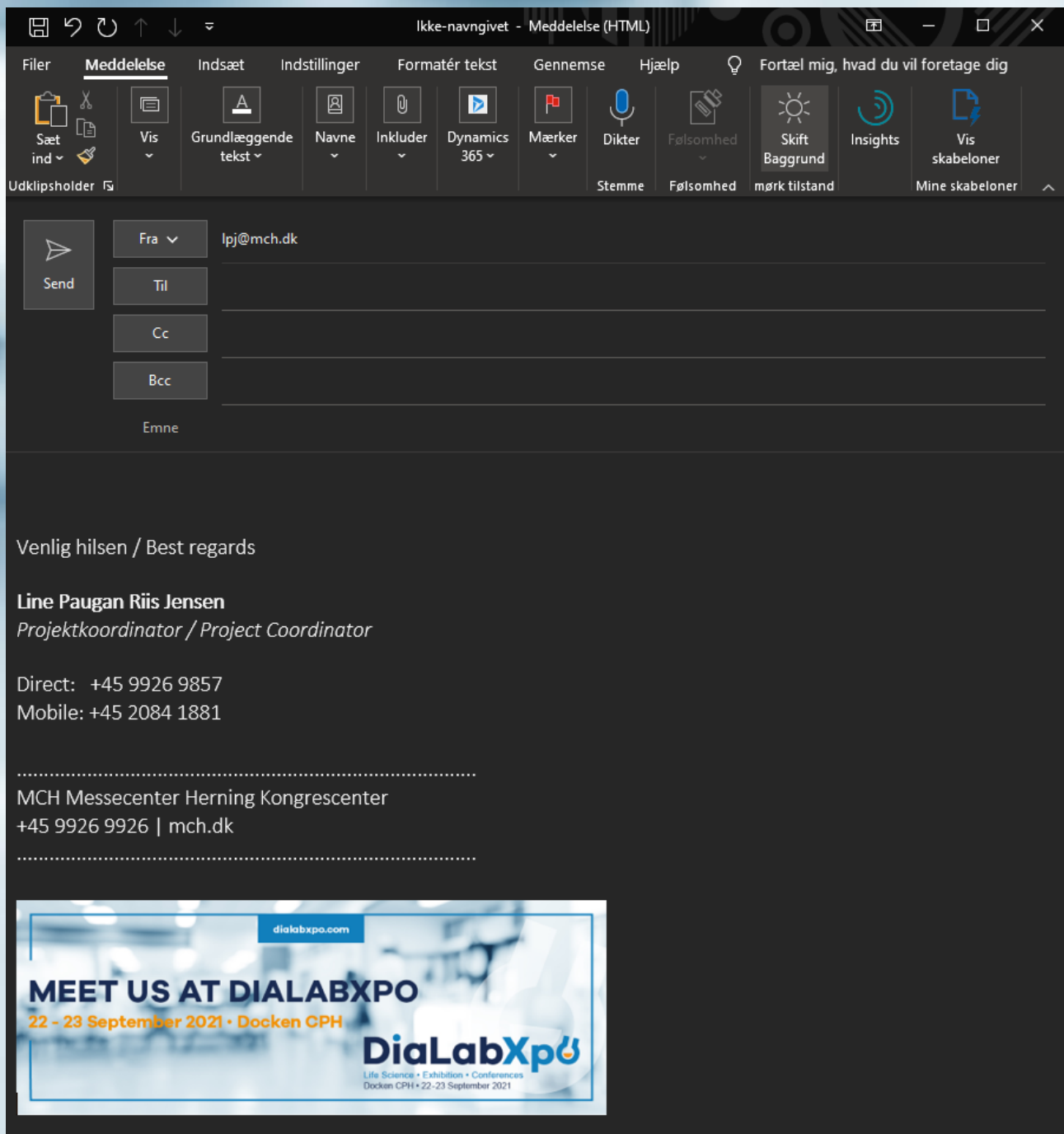
If you have any question, please contact: Line Paugan, <mailto:lpj@mch.dk>.

MAIL SIGNATUR

You can market your participation at the DiaLabXpo, by using the “meet-us-at-DiaLabXpo” 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 ribbon includes "Filer", "Meddelelse", "Indsæt", "Indstillinger", "Formatér tekst", "Gennemse", "Hjælp", and "Fortæl mig, hvad du vil foretage dig". The "Meddelelse" ribbon is active, showing options like "Sæt ind", "Vis", "Grundlæggende tekst", "Navne", "Inkluder", "Dynamics 365", "Mærker", "Dikter", "Følsomhed", "Skift Baggrund", "Insights", and "Vis skabeloner".

The email content shows a signature block with the following text:

Send

Fra: lpj@mch.dk

Til:

Cc:

Bcc:

Emne:

Venlig hilsen / Best regards

Line Paugan Riis Jensen
Projektkoordinator / Project Coordinator

Direct: +45 9926 9857
Mobile: +45 2084 1881

.....

MCH Messecenter Herning Kongrescenter
+45 9926 9926 | mch.dk

.....

The signature block includes a banner for "MEET US AT DIALABXPO" with the dates "22 - 23 September 2021" and location "Docken CPH". The banner also features the DiaLabXpo logo and the text "Life Science • Exhibition • Conferences" and "Docken CPH • 22-23 September 2021".

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-DiaLabXpo” banner.

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



Sample posts on social media:

MEET UD AT DIALABXPO

22-23 September 2021, which this year takes place at Docken in Copenhagen. Wwe look forward to showing you our products and latest news.

Meet us at DiaLabXpo

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 «Seller Name/Website»
- Tag DiaLabXpo’s Facebook site – use @ and click om 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-DiaLabXpo” banner.

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



Sample posts on social media:

MEET US AT DIALABXPO

22-23 September 2021, which this year takes place at Docken in Copenhagen. We look forward to showing you our products and latest news.

Meet us at DiaLabXpo

Read more about the expo here: dialabxpo.com

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

Remember to:

- Upload your image
- Insert the text
- Fill in the blanks «Seller Name/Website»
- Tag DiaLabXpo’s Facebook site – use @ and click on the Facebook site.