

glasstec

INTERNATIONAL TRADE FAIR FOR GLASS
PRODUCTION • PROCESSING • PRODUCTS

20 – 23 September 2016

6 TIPS

**FOR YOUR
TRADE FAIR
PREPARATIONS**

www.glasstec.de



Messe
Düsseldorf

BE ACTIVE

1

GET INTO THE PRODUCT INDEX AS SOON AS POSSIBLE.

Your first concern should be to get into the product database – a tool that is used millions of times by interested visitors throughout the world as they prepare for their visit. It is also used for product searches all through the year. And of course you'll be in KATI, our on-site visitor information system, which tells visitors where to find your stand.

MAKE SURE YOU'RE FOUND

- // Google, Bing, Yahoo, Facebook, Twitter, LinkedIn and blogs – everyone will find your news and information on the relevant trade fair websites with your products featured in the product and exhibitor database as well as on mobile devices.
- // Trade fair visitors will find you in the KATI visitor information system and, of course, in the glasstec App with database.
- // Do a bit more than all the others: Use free features such as online showrooms on the websites of the big trade fairs.

YOUR NEWS AND INFO ON THE TRADE FAIR PORTAL

Your news will be featured on the websites of our trade fairs. You and your information will be visible 365 days a year – for anyone who is interested anywhere in the world and for anyone who wants to find out about your industry, products and company – before, during and after the trade fair.

Further details: www.glasstec.de/2390

2

SET SIGNALS.

This is what you'll get from us: logos, banners and other trademarks of our trade fairs. It means you can show your contacts that you're where the best meet the best.

TRADEMARKS

- // Banners, widgets and trade fair logos for your website, newsletter and social media activities
- // A signature banner for emails
- // Downloadable trade fair logo for your promotional material, with details of your hall and stand number
- // Stickers for your business correspondence (available free of charge from our Online Order System, OOS)

Further details: www.glasstec.de/2390

3

PROVIDE FREE ENTRY.

Admission ticket vouchers – nice little gifts that help you maintain the quality of your contacts. Signal to your key accounts that you're expecting them to come. You're actually inviting them.

GIVE THE GIFT OF AN ADMISSION TICKET – ON PAPER OR DIGITAL

- // The traditional option: a hands-on printed ticket
- // Voucher 2.0: redemption of vouchers on your website using the voucher widget
- // For digital campaigns and your own individual design: a voucher code

Further details and ordering options: www.glasstec.de/2390

ACTIVE PROMOTION

4

GOOD NEWS.

Our trade fairs are not just audience magnets. They are also an absolute must for trade journalists from Germany, Europe and the world – a target group who knows exactly how important Düsseldorf trade fairs are.

Use the various options to cultivate some intensive contacts with international media representatives. Say what you want to say, and say it in good time, a long time before the trade fair: online on the [glasstec portal](#) and during the trade fair itself at the Press Centre. We'll show you how, and we'll also provide you with the right contacts.

FOR THE BEST PR

- // News and info in the [glasstec online showrooms](#)
- // And in the press boxes at the Press Centre
- // Your events at the stand in the Press Guide stand – for journalists
- // Or even your own press conference
- // Tips in the Press Guide and contact details in the trade press list

Further details and ordering options: www.glasstec.de/2390

5

BUT HANG ON ...

Put your material where it really has an effect: right among your target audience. A trade fair in Düsseldorf is the ideal platform for this purpose. None of your efforts are wasted. And it's a great opportunity to offer direct personal contact.

ONLINE PROMOTION

- // Eye-catching entries in the online database
- // Banner advertising on the [glasstec portal](#)
- // Micro-sites for your own company are offered by Messe Düsseldorf free of charge for inclusion on your own company website

TRADITIONAL PROMOTION

- // Eye-catching show guide entry
- // Adverts and logos on site maps, visitor guides, catalogues, city maps and of course trade fair magazines
- // Outdoor advertising on billboards, video walls, sponsorship displays, lanyards etc.

Further details and ordering options: www.glasstec.de/2390

BIG DATA

IT'S SO SIMPLE

6

CONTACTS, CONTACTS, CONTACTS.

Time to take stock: Review meeting reports.
 Save contacts. Follow up with leads after the trade fair.
 We'll support you with the recording of your visitors and contacts.
 Any visitors who used your admission ticket vouchers will have been saved to your password-protected area in the exhibitor section, so that you can download their contact details. Also, you can record the details of your stand visitors, using our Scan2Lead process. And your product and company details will continue to be available on the web where they'll help to boost your good reputation.

OUR CONTACT MANAGEMENT PROGRAMS

- // Visitor details are recorded in connection with admission ticket vouchers
- // Scan2Lead process for the recording of visitor details

WE SUPPORT YOU WORLDWIDE:

- // With target-group specific ads in relevant trade magazines and online media
- // Direct mailshots sent out by our foreign representatives and subsidiaries
- // Extensive press liaison with professional articles and accompanying presentations abroad
- // Services and information for trade fair preparation on the glasstec portal

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Basis for
Business

