

Your key to trade fair success—Sound know-how and practical support



We want you to make the most out of the potential that participating in productronica has to offer. That is why we support you with the *Your key to trade fair success* initiative.

Your key to trade fair success features both **theoretical and practical aids**. It gives exhibitors very pragmatic support for the most important steps that are part of preparing for, participating in and following up on the fair. It can help you **maximize the success** of your exhibit at productronica 2019.

Trade fair know-how and practical trade fair support

✓ Trade fair trainings (German language only)

The free of charge exhibitor workshops of productronica 2019 convey extensive tips and tricks for a successful trade fair preparation, realization and follow-up to you.

Messestandbau und -gestaltung – June 6, 2019

Messeplanung – July 2, 2019

✓ Webinars

In free, 30-minute and live moderated webinars, you will receive compact trade fair know-how and helpful practical hints to relevant aspects of the entire trade fair planning.

Module 1: Planning your trade fair appearance – June 26, 2019

Module 2: Designing your trade fair stand – July 3, 2019

Module 3: Visitor marketing – July 10, 2019

Module 4: Communication at your trade fair stand – September 18, 2019

✓ **Handbook “10 steps to your trade fair success”**

The handbook is a great support for daily use, including a lot of precious practical tips and precise answers to your crucial questions about a successful trade fair participation.

✓ **Your key to trade fair success website**

All information about *Your key to trade fair success* is available online at any time at the dedicated website.

✓ **Checklists**

You can download detailed checklists in excel format that you can integrate in your trade fair preparation.

✓ **Stand configurator**

This tool helps you to easily and quickly configure your stand online.

✓ **Trade fair budget planner**

With the budget planner, you can calculate the main costs of your trade fair participation within a few steps.



With **professional planning** you will be able to make the most out of productronica 2019.

The *Your key to trade fair success* is conducted by our subsidiary company MEPLAN GmbH. If you have any questions our trade fair experts will be happy to answer these.

➤ To the 'Your key to trade fair success' information portal

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