

How to advertise your trade fair presentation successfully

You can download all our
advertising material on
our website



Draw attention to your booth and products in advance:

1. *On your website*

Include the LAB-SUPPLY logo and the dates you will be exhibiting on-site on your website and event calendar. Our animated banners in the size 728x90px provide further attention.

2. *Via your e-Mail communication*

Place the trade show information right at the end of your emails in your signature. Feel free to link directly to the registration form of the respective LAB-SUPPLY. This way your customers will find the registration faster.

3. *Via your newsletter*

You have a newsletter? Great, then why don't you link the registration for the LAB-SUPPLY in it and refer to your booth on site. You can also use our banners in your media library, for example.

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4. *Your local customer visite*

Upon request, we will send you and your sales force flyers that they are welcome to distribute. Every visitor who brings the flyer back to one of the LAB-SUPPLY trade shows will receive a free drink from us.

5. *Social Media – LABORPRAXIS' postings*

Follow Laborpraxis on Facebook, LinkedIn or Xing. Here we publish information about LAB-SUPPLY on a regular basis. Like and share these posts in your network.

6. *Social Media – Report on your participation*

On our download page you will also find images that you can easily use to post on your SoMe sites. We have created two versions for you to choose from: One with space for your logo and a neutral one. Invite your fans and followers to meet you on site. Use the following # in addition to your own hashtags: #labsupply #laborpraxis

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Suggested text for your newsletter

After this long winter break, we are really looking forward to exhibit our products and have the the opportunity to talk to our customers face to face again.

Therefore we happily invite you to Meet us on [insert date] in [insert location] at LAB-SUPPY – Germany’s one and only laboratory trade fair on tour

This awaits you at our booth

- for example product A

- for example product B

Alternative

We are happy to advise you on site on these topics [...]

Due to organizational reasons and to reduce waiting times at the entrance, please register in advance for each exhibition online for free.

We are happy to finally meet you in person again

Kind regards

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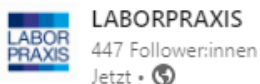
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Suggested text for your Social Media post

Only ten more sleeps and then it's time: We will exhibit at Germany's only laboratory trade fair on tour - the LAB-SUPPLY by LABORPRAXIS.
Meet us on [insert date] in [insert location] - admission is free, of course!
At our booth you can look forward to [...]: We will show you on site how [...]
In addition to our booth, there will also be a lecture program. This and the registration can be found at [www.lab-supply.info/\[insert location\]](http://www.lab-supply.info/[insert location]).

#laborpraxis #labsupply #analytik



Nur noch zehnmal schlafen, dann ist es so weit: Wir stellen aus auf Deutschlands einziger Laborfachmesse on tour - der LAB-SUPPLY von LABORPRAXIS.
Wo? Am 9. März in Frankfurt ... mehr anzeigen

Tag us via
[@laborpraxis](https://www.instagram.com/laborpraxis)



Gefällt mir

Kommentar

Gehören Sie zu den Ersten, die darauf reagieren.