

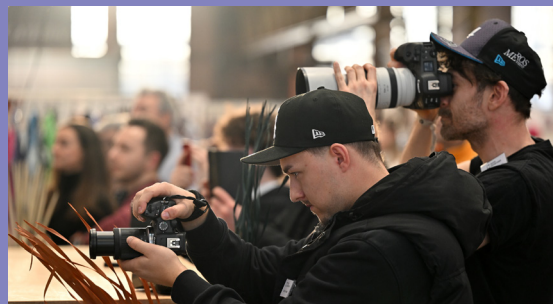
SERVICES. SOCIAL.

Targeted marketing and PR measures are essential for a successful trade fair appearance.

We support you and provide a variety of tools to optimize your appearance:

- High-quality acquisition of trade visitors
- Social media posts on all relevant channels & META campaigns to acquire new customers
- Newsletter distribution tailored to target groups
- (Trade) press co-operations
- Local radio and print advertising
- Presentation of your label via our Brand Box
- Entry in the Trade Show Guide
- Invitation cards for inviting your customers online
- Clips for your social media content
- Travel Arrangements/partner hotels
- Helping hands for the set-up and dismantling time
- Free admission for trade visitors & uncomplicated online registration
- Shuttle service to ArealBöhler, shuttle point at Karl-Arnold-Platz, the Media Harbour, Hall 29/30, the main railway station, the airport and our partner hotels
- Free WIFI
- Catering & Networking Areas

Services for visitors should make their visit to the trade fair as pleasant as possible to **maximize added value.**



Get-together of retail, labels & community

On all three days of the event, exciting talks on current sustainability topics and offer 'Sustainable Solutions' as well as expert information and insights for brands, retailers, media and movers and shakers. But also, topics of general interest and trend information are also discussed and presented at THE STAGE.

Trendspotting & Sample Sale

Every day from 3.00 pm we offer end consumers the opportunity to shop your samples or stock. Either centrally in our boutique or at your own stand.

GO ADVERTISING!

Targeted marketing tools on site*:

- Newsletter Advertising
- Video/logo presentation on screens
- Shuttle branding

Do you need support with the realization of a specific marketing idea?

For example, initiate small workshops, present innovations or invite people to a happy hour? Perhaps you also offer goodies for visitors to invite them to visit your stand? We would be happy to include your event and activities in our timetable and communicate this via our various channels. Participate in our network and utilize our contacts and know-how.