

MARKETING MANUAL



29 - 30 March 2023
Messe Dortmund

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VISITOR INVITATIONS

Invite customers and potential business partners personally to the show. We will be happy to assist you with the preparations. The invitation service is free of charge for you and your visitors!

ADVANTAGES FOR YOU AS AN EXHIBITOR:

- **Ensuring a visit to your stand at the show:**
Over 80 % of **visitors plan their visit to the show in advance.**
With a personal invitation, you ensure that visitors know about your presence as an exhibiting company and plan to visit you.
- **Make appointments with your most important customers in advance:**
You will see in your My Easyfairs portal when visitors register via your invitation. Contact them before the show starts to arrange a fixed appointment at your stand and find out in advance what visitors are coming to you for. This way, you can prepare yourself in the best possible way for the conversations on site.
- **SMS for arriving customers:**
Define customers whose arrival at the show you would like to be informed about via SMS.
- **Lead generation:**
All registration data that your business partners provide during registration is available to you via MyEasyfairs.
- **Appreciation:**
Let your business partners feel your appreciation with the trade show invitation!



Digital:

Invite **existing and potential customers** via digital invitation letters or email signature. Draw attention to your stand via the website and social media and receive all registration data provided by your business partners during the registration process. **Lead generation with ease!**

- **Individual visitor registration link**

- [My Easyfairs](#) >> „Invite clients“ >> Invitation link
- free of charge

- **Personal banner**

- Invitation banner with your hall and stand number, with link to free visitor registration in the dimensions 300x250px and 468x60px
- www.solids-dortmund.de/en/marketing-material/
- www.recycling-technik.com/en/marketing-material/
- www.pumpsvalves-dortmund.de/en/download-center/
- free of charge



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Come and visit us:
Hall 4 | Stand A01



- **Invitation Letter Service** **New service for you!**

Maximum effect with minimum effort! Send invitation emails with your individual registration link to your customers easily and conveniently via your MyEasyfairs profile. All you need to do is upload your customers' contact details to MyEasyfairs, and we'll take care of the rest. All legal data protection guidelines will of course be adhered to. Your data will only be used for the one-off mailing on your behalf. Afterwards, all data will be deleted from our system. You can find more information about this at:

- www.solids-dortmund.de/en/invitation-service/
- www.recycling-technik.de/en/invitation-service/
- www.pumpsvalves-dortmund.de/en/invitation-service/

- [My Easyfairs](#) > „Invite clients“ > Invitation service
- [How-to PDF/Video](#)
- free of charge



Print:

You can also invite your business partners to your stand at personal meetings or via a personal letter.

- **Print vouchers**

Vouchers in DIN long format with your company name, hall, stand number and your personal invitation code

You can order the vouchers free of charge via the online shop in your MyEasyfairs profile:

- [My Easyfairs](#) >> „Manage stand“ >> Online shop >> Promotion and sponsoring >> Promotional material
- free of charge



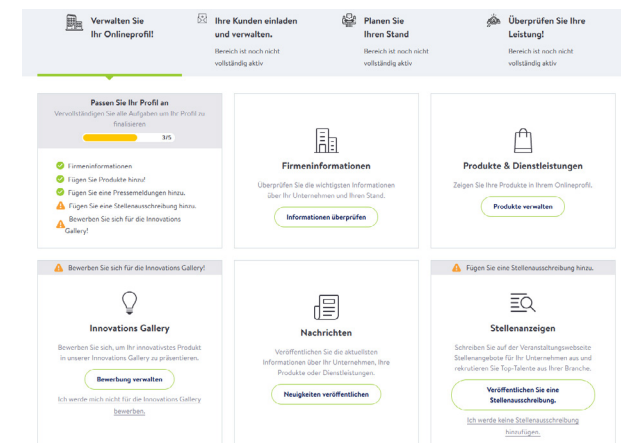
Exhibitor catalogue - Account administration in MyEasyfairs

Let visitors know everything about your company in advance by comprehensively maintaining your MyEasyfairs account! This will ensure that visitors who find out about the show in advance will find your information and products on our show websites and will plan to visit you at the show.

The following points are important for a good presentation:

- Enter your company information
 - Select the most applicable product categories
 - Enter your product innovations
 - Upload your entire product range
 - Are you looking for support for your team?
- Upload your job advertisements and we will publish them for you.

- [My Easyfairs](#) >> „Manage profile“
- free of charge



DIGITAL KICK-OFF AND Q&A DATES

Week 05: Digital Exhibitor Kick-Off Visitor Invitations 1: 31.01.2023 | 10:00 a.m

to the registration via zoom

Week 05: Digital Exhibitor Kick-Off Visitor Invitations 2: 02.02.2023 | 10:00 a.m

to the registration via zoom

Week 07: Digital Exhibitor Q&A Visitor Invitations: 15.02.2023 | 10:00 a.m

to the registration via zoom

Week 09: Digital Exhibitor Kick-Off Lead Generation: 28.02.2023 | 10:00 a.m

to the registration via zoom

The SOLIDS, RECYCLING-TECHNIK and PUMPS & VALVES Invitation Champion Awards

Within the framework of SOLIDS, RECYCLING-TECHNIK and PUMPS & VALVES Dortmund, we will once again present the Invitation Champion Award for each trade show.

What are the criteria for the awards?

- Number of pre-registered visitors via the exhibitor's personal registration link
- Number of actual visitors via the personal registration link of the exhibitor

How do you benefit from the awards as an exhibitor?

Attractive prize* – The top 3 companies of the respective trade show win:

1st place: 5.000€

2nd place: 3.000€

3rd place: 1.000€

*The prizes can only be credited towards participation in the next SOLIDS, RECYCLING-TECHNIK or PUMPS & VALVES Dortmund and cannot be paid out.



TOUCH & COLLECT Scanner (NFC reader)

Use the Touch & Collect scanner to enable your stand visitors to easily download information. Whether details about your company, a single product or a job advertisement, you decide via [My Easyfairs](#) which information is stored. Visitors who have touched your reader with their visitor badge will receive the information as a trade show summary by e-mail at the end of the show day. In return, you will receive the data of all visitors who have touched your reader with their visitor badge. We will send you this list by e-mail at the end of the show. Another advantage: with just a few clicks you can share the collected trade show information with your colleagues!

As part of your EasyGo package, all exhibitors receive an NFC reader. An upgrade for more readers is possible at any time.

[You can find more information here](#)

→ [Explanatory video](#)



YOUR ADVANTAGES AT A GLANCE:

1. company information is passed on quickly and easily
2. avoid costs and save resources
3. modern interactive communication
4. increase in the number of contacts
5. easier follow-up to the trade show



VisitConnect - your digital lead management

Scan the QR code on the visitor badge with your smartphone. This way, you not only record the contact data of your visitors, you can also enrich them directly with notes. After the show, you will receive a list with the visitor data for download.

[Read more here...](#)

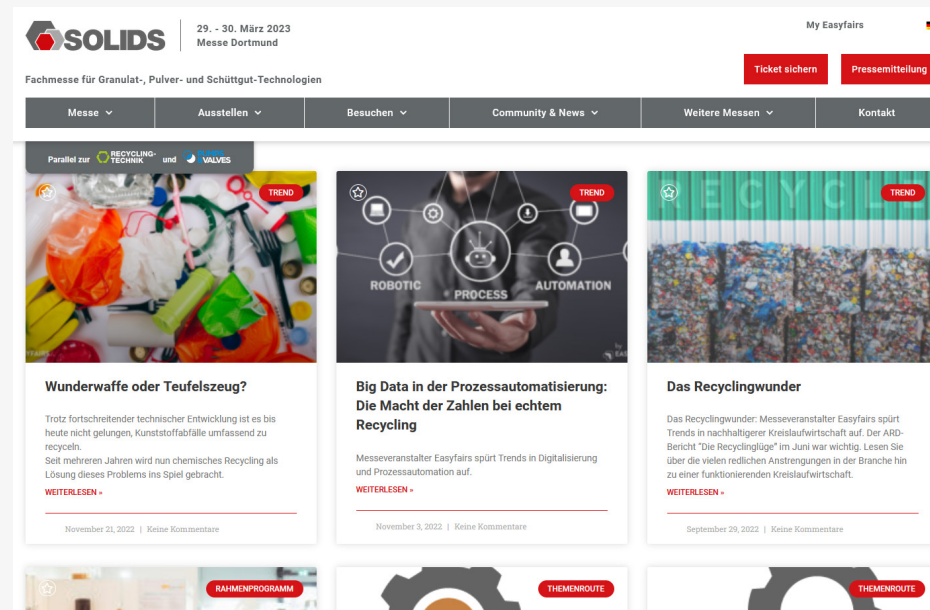
- [Instruction PDF](#)
- The Visit Connect app is free of charge and can be used on an unlimited number of devices.

Blog post

Draw attention to your company with a professional contribution and underpin your expert position.

- Including picture, linking possible
- Application via all social media channels
- Maximum of 2 exhibitor contributions per month
- Editorial decisions are the responsibility of Easyfairs Deutschland GmbH, pure product advertising will not be accepted for the blog.

Price: 500€



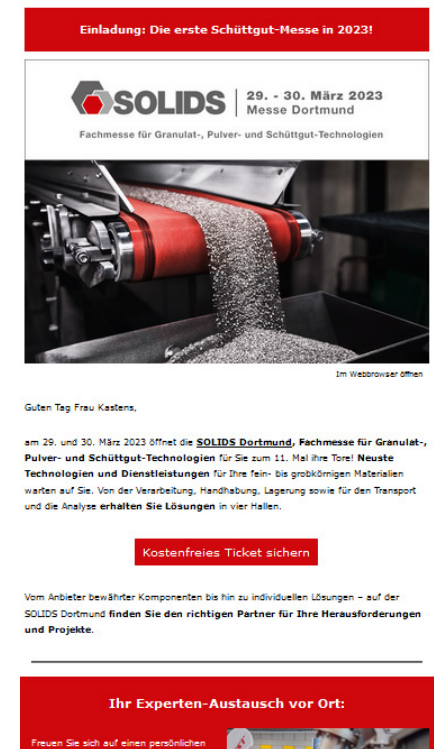
Product advertisement in the visitor newsletter

Reach your target group directly in their inbox!

- Distribution list: 30,000 qualified contacts
- Text dimensions: 350 characters (incl. spaces), image dimensions: 140 x 90 px

Prices:

- 5 weeks before the show = 550€
- 4 weeks before the show = 750€
- 3 weeks before the show = 750€
- 2 weeks before the show = 950€



Free invitation video on social media

Draw the attention of the community of the three trade shows SOLIDS, RECYCLING-TECHNIK and PUMPS & VALVES to your stand in advance with a short video.

Record a maximum 1-minute video in which you as a company invite visitors to the trade show. Show them why it is worth visiting you at your stand. You can see what such a video can look like here:

<https://www.youtube.com/watch?v=e2LnV64hEh8>

We would be happy to assist you with the production or editing of the video. Just get in touch with us.

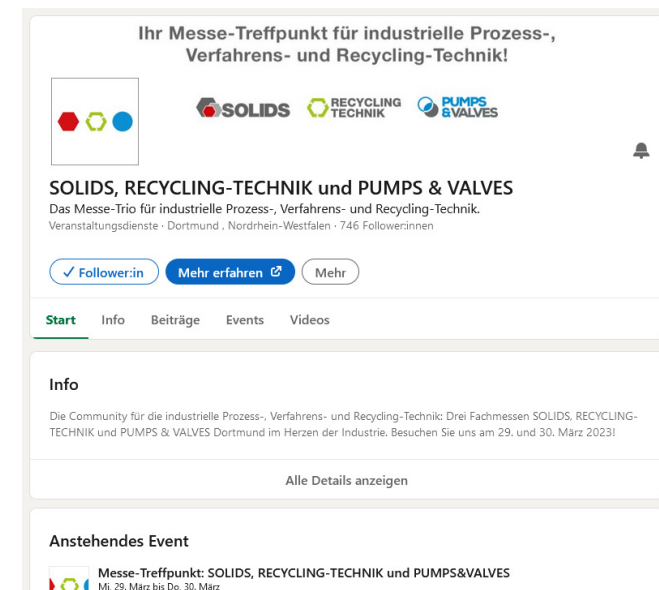
The video will be published on the LinkedIn channel of SOLIDS, RECYCLING-TECHNIK and PUMPS & VALVES Dortmund. Stand out to visitors with an invitation video.

- Simply request by e-mail or send in directly:
thea.rudigier@easyfairs.com
- 1 video per exhibitor
- Content: video, short text, 1 link, hashtags
- free of charge

Free social media post

Social media post on the LinkedIn channel of SOLIDS, RECYCLING-TECHNIK and PUMPS&VALVES Dortmund with product and company presentation.

- 2 pieces per exhibitor, maximum 2 exhibitor posts per month
- Content: short text, picture/video, 1 link, hashtags
- Text dimensions: max. 3,000 (incl. spaces, # tags and links), image dimensions: 1200 x 1200 px
- Simply request by email or send in directly:
thea.rudigier@easyfairs.com



Advertising space directly at the entrance

Be visible to all visitors at first glance upon arrival!

- **North entrance (north side)**

- Dimensions: 11,72m x 5,75m
- Graphic design by the exhibitor

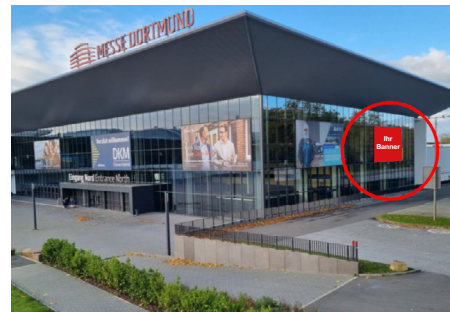
Price: 10.000€ (incl. printing, mounting and dismounting)



- **Entrance North (East side)**

- Dimensions : 11,90m x 5,75m
- Graphic design by the exhibitor

Price: 10.000€ (incl. printing, mounting and dismounting)



- **Entrance West**

- Dimensions : 5,00m x 1,00m
- Graphic design by the exhibitor

Price: 4.000€ (incl. printing, mounting and dismounting)



Advertising space directly at the entrance

Be visible to all visitors at first sight upon arrival!

- **Space for advertising presentation on the exhibition forecourt**

→ Use for 2 full days of the show

Price: on request



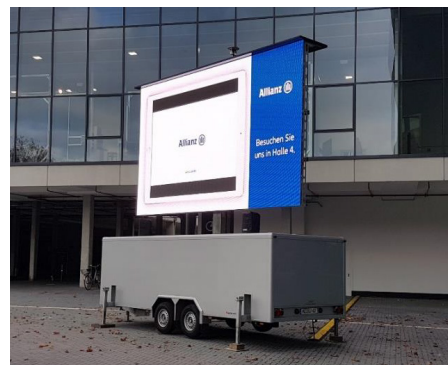
- **Mobile LED wall**

→ Use for 2 full days of the show, incl. floor space

→ Dimensions: 5,76m x 3,36m, 16:9

→ Graphic design by the exhibitor

Price: 14.500€



Indoor Advertising

- **Theme routes**

The theme routes are offered to visitors as a guide to find exhibitors where they can obtain comprehensive information on the focus themes. Visitors use these theme routes independently. As an exhibitor, you have the opportunity to highlight yourself on this focus topic by being included in one of the theme routes.

Theme Routes 2023:



Process Optimization



Digitalization



Sustainability



Explosion protection

→ Via [My Easyfairs](#) >> Order online shop or request by mail:
thea.rudigier@easyfairs.com

- **Press compartments**

Use our press compartments for your exchange with journalists and trade visitors. The trade press stand with the press compartments is freely accessible during the show. In order to pass on specific information about your company, we will provide you with a press box within the trade press stand free of charge. The press material must be prepared and placed in the box by the exhibitors themselves.

→ Order easily, free of charge and online via
[My Easyfairs](#) >> Onlineshop



Indoor Advertising

- **Branding of a visitor lounge**

We present an entire visitor lounge in your company branding!

- Entire visitor lounge branded
- Choice of lounge on request
- Graphic design by the exhibitor

Price: 5.000€

(incl. printing, mounting and dismounting)



- **Banner advertising in the entrance area**

Ensure that no one passes you by with a powerful banner advertisement in the entrance area of the three trade shows.

- Digital print on mesh tarpaulin, mounted in keder frame system, backlit
- Dimensions: 4,00m x 2,25m

Price: 4.750€

(incl. printing, mounting and dismounting)



Indoor Advertising

- **Floorgraphics**

Guide visitors directly to your stand with floor graphics!

- Locations: on request
- Dimensions: 1m x 1m, other dimensions on request
- Graphic production by the exhibitor

Price per graphic: 500€

(incl. production, assembly and disassembly)



- **Footprints**

Show your customers the direct way to your stand!

- Positioning within the halls as signposts in the aisles
- maximum 2 exhibitors per hall

Price per 20 footprints: 2.000€

(incl. production and installation)

- **Shuttle signs**

Shuttle signs are placed everywhere where all visitors pass by. An ideal way to draw attention to yourself.

- Location: Hall gangways, entrance area, forecourt
- Design: double-sided
- Dimensions: 0.84m x 1.18m

Price: 450€

(incl. production, assembly and disassembly)



Indoor Advertising

• Display in the trade show guide

The trade show guide is used by visitors on site for information and navigation in the trade show halls. Be present with an advertisement and draw attention to your stand at the right moment.

→ Distribution of the trade show guide before the trade show by email to 30,000 contacts

→ Distribution of the trade show guide to all trade show visitors on site
Dimensions: 148mm x 210mm plus 3mm bleed

Price:

Full Page - 1.500€

2nd or 3rd cover page - 2.200€



• Sanitary advertising

→ Cover extraordinary surfaces!

→ Adhesive foils on all WC mirrors at the show

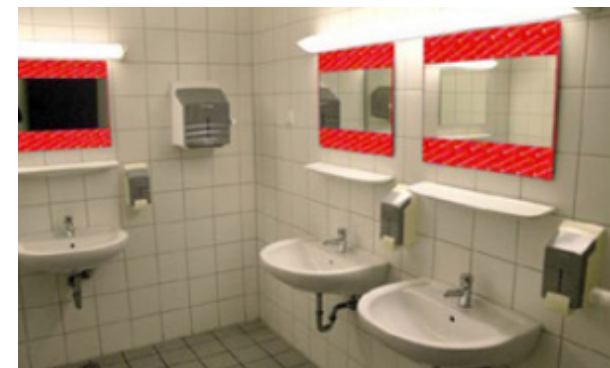
→ 16 surfaces in total:

- 6 surfaces à 250cm x 80cm
- 2 surfaces à 305cm x 79cm
- 2 surfaces à 250cm x 79cm
- 1 surface à 164cm x 79cm
- 1 surface à 170cm x 79cm
- 2 surfaces à 160cm x 79cm
- 1 surface à 258cm x 110cm
- 1 surface à 260cm x 110cm

→ Graphic design by the exhibitor

Price: 5.000€

(incl. production, assembly and disassembly)



Special Advertising

• SolutionCenter presentation

Present your company and your solutions in a presentation in the SolutionCenter.

- 30-minute presentation on one of the SolutionCenter stages
- Equipment (lectern, seating) with technical equipment (laptop, beamer, screen, sound system) included
- Advertising opportunity with company roll-up on the stage during the presentation
- Display of company information during the lecture
- Recording of the presentation with subsequent publication on the advertising channels of the trade fair (Easyfairs Deutschland GmbH holds the rights to the recordings)

Price: 600€

(raw file of the recording available for an extra charge of 350€)



• Flyer distribution

Increase your visibility at the show and distribute flyers outside your stand.

- Production and distribution is the responsibility of the exhibitor

Price: 10.000€ (for exclusive service)

(5.000€ if booked by 2 exhibitors)



• Lanyards

Be visible to every trade show attendee with a branded lanyard. Most visitors wear a lanyard during their visit to the show to keep their visitor badge visible on their body.

- Lanyard with your logo and company name
- Lanyard is worn by every visitor to have the visitor badge visibly on the body
- Exclusively for one exhibitor
- Production is in the responsibility of the exhibitor

Price: 10.000€

(incl. distribution on site)



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