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## Sound trade-fair know-how and practical support

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Make the most out of the potential associated with participating in automatica. Profit from your exhibit to the greatest extent possible. The “Your key to trade fair success” program includes expert know-how and practical tips to support you during each step. Your key to trade-fair success for automatica's exhibitors: Maximize the success of your exhibit with expert knowledge, practical tips and useful services.

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### Founded trade-fair know-how

#### Brochure “10 steps to trade-fair success”

Your useful handbook and companion for routine tasks—includes plenty of valuable practical tips and concrete answers to crucial questions about participating in the fair with success.

#### Online information portal

All solutions, services and documents for “Your key to trade fair success” are available at all times.

#### Online training courses

Live moderated online training courses give you practical tips on the aspects of planning for, participating in and following up on the fair that are relevant to your success.

#### Checklists on demand

Our reminder service optimizes your planning process. You enter your individual schedule and automatically receive detailed checklists at just the right time.

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### Practical trade-fair support

#### Matchmaking

Make it easier for visitors to arrange appointments with you. Our Matchmaking tool allows you to post when you have time to meet with potential customers at the fair in advance and to manage appointments that have already been made.

#### Trade-fair budget planner

Calculating your fair-related costs made easy! Use our online budget planner to quickly and reliably calculate your expenses.

#### Invitation management

Qualified contacts for meetings: Make specific appointments before the fair even begins.

### **Lead management**

Digital and practical: Capture contact data and other important information for meetings during the fair.

### **Help planning your stand**

Orientation and suggestions: This is how you plan the perfect exhibition stand.

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## **Registering for “Your key to trade fair success”**

If you are planning to exhibit at automatica 2018, you have already made a good choice. Maximize your trade-fair success through professional preparation.

Detailed information, application forms and practical drafts and tools will be available at the “Your key to trade fair success” information portal **as of the summer of 2017**.

The “Your key to trade fair success” program is overseen and organized by our partner MEPLAN GmbH, a subsidiary of Messe München.

### **Your contact for the “Your key to trade fair success” program:**

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#### **Daniel Gundelach**

Marketing & Consulting

Olof-Palme-Straße 1  
81829 Munich

**Tel.:** +49 89 949-28314

**Fax:** +49 89 949-24989

**E-mail:** [consult@meplan.de](mailto:consult@meplan.de)

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