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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 webinars 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

#### **Trade-fair budget planner**

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

#### **Lead management**

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

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## **Online training courses (free of charge)**

Follow the practical online training courses live and learn tips and tricks for running a successful exhibit at the fair. You will be able to discuss your questions and learn from best-practice examples. The analytica Team will cover the course costs for all exhibitors registered for automatica.

All participants log into a virtual conference room via a web meeting platform and then follow the trade-fair training course on their own computers via teleconferencing.

Courses take place at the following times:

### **Module 1: Planning your trade fair appearance**

February 21, 2018, 11 a.m. (CET)

### **Module 2: Designing your trade fair stand**

February 28, 2018, 11 a.m. (CET)

### **Module 3: Visitor marketing**

March 07, 2018, 11 a.m. (CET)

### **Module 4: Communication at your trade fair stand**

April 18, 2018, 11 a.m. (CET)

### **Module 5: Trade fair follow-up and evaluation**

April 25, 2018, 11 a.m. (CET)

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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](#).

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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