

# Tips for Your Successful Trade Fair Appearance



SCHRAUBTEC

## Draw attention to your booth and products in advance:

### 1. *On your website*

Include the [SchraubTec](#) logo and the dates on which you will be exhibiting on your website and in your event calendar. Our web banners, available in sizes 728x90 px (leaderboard) or 300x250 px (content ad), will help you attract even more attention

### 2. *In your emails*

Place the email footer directly at the end of your email signature. Feel free to include a direct link to the page of the respective SchraubTec location. This makes it easier for your customers to register.

### 3. *In your newsletter*

You have a newsletter? Great! Then include a link to the SchraubTec registration page and mention your booth at the event

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### 4. *During on-site customer visits*

Upon request, we can send you and your field sales team flyers that you are welcome to distribute.

### 5. *Social Media – SchraubTec Company Pages*

Follow SchraubTec on LinkedIn and Facebook. We regularly post information about the trade fairs there. Like and share these posts within your network

### 6. *Social Media – Share Your Participation on Your Channels*

In our promotional material download, you'll find social media graphics that you can easily post on your own channels. The graphics include space for your company logo. Invite your fans and followers to visit you on-site. In addition to your own hashtags, please use: #schraubtec.

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## Suggested Text for Your Mailing/Newsletter

Dear Mr. Mustermann,

On [insert date], you can experience us live at SchraubTec in [insert location]! Meet experts in fasteners, fastening technology, screwdriving tools, as well as procurement, purchasing, and management of C-parts. Get advice on the latest products and solutions for your fastening tasks.

Here's what you can expect at our booth:

- Example: Product A
- Example: Product B
- 

Alternatively:

On-site, we are happy to provide you with information about the latest trends in [...]

Secure your free ticket now!

[www.schraubtec.com/\[location\]](http://www.schraubtec.com/[location])

We look forward to your visit!

Best regards,

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## Suggested Text for Your Social Media Post

We're attending SchraubTec in [insert location]!

Meet us on [insert date] and get advice on the latest products and solutions for your fastening tasks.

At our booth, you can look forward to [...] and see firsthand how [...]  
Register for free and find more information at:

[www.schraubtec.com/\[location\]](http://www.schraubtec.com/[location])

#schraubtec

Also tag us with  
**@schraubtec**

SchraubTec  
1.163 Follower:innen  
5 Tage • 🌐

SchraubTec wächst: 5 Standorte in 2024

Wir freuen uns sehr, dass wir im nächsten Jahr Zuwachs bekomm ... mehr anzeigen

**SCHRAUBTEC**  
EINFACH GUTE VERBINDUNGEN

[Platzieren Sie hier ihr Logo]

**Wir sind dabei!**  
Sindelfingen | 17. April 2024

NEU: SchraubTec Landshut - Jetzt schon kostenfreies Ticket sichern  
schraubtec.com • Lesedauer: 1 Min.