

Tips for your successful trade show appearance

Create awareness for your booth and your products ahead of the trade show:

1. *On your website*

Include the [LAB-SUPPLY logo](#) and the dates on which you will be exhibiting on your website and in your event calendar. Our web banners in the sizes 728×90 px (leaderboard) and 300×250 px (content ad) provide additional visibility.

2. *In your emails*

Place the [email footer](#) directly at the end of your emails. Feel free to include a link to the registration page of the respective LAB-SUPPLY event. This helps your customers reach the registration more quickly.

3. *In your newsletter*

Do you have a newsletter? Great! Then include a link to the LAB-SUPPLY registration and highlight your booth at the event.

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Promote your booth and products in advance:

4. *During on-site customer visits*

If you wish, we can send you and your sales team **flyers** that you are welcome to distribute. A digital version of the flyer is available in the promotional materials download section.

5. *Social media – posts from LABORPRAXIS*

Follow **Laborpraxis** on **Facebook** and **LinkedIn**. We regularly post information about LAB-SUPPLY there. Feel free to like and share these posts within your network.

6. *Social media – share news about your participation*

In our promotional materials download section, you will 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 meet you on-site.

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Suggested text for your social media post

We'll be at LAB-SUPPLY in [insert location]!

Meet us on [insert date] at the regional trade show for instrumental analytics, laboratory technology, laboratory chemicals, and life sciences from LABORPRAXIS – free entry!

At our booth, you can look forward to [...]: We'll show you on-site how [...]

Register for free and find more information here:

[www.lab-supply.info/besuchen/\[location\]](http://www.lab-supply.info/besuchen/[location])



LABORPRAXIS
Jetzt · ☺

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Tag us with
@laborpraxis

