

# MARKETING-KIT

HI TECH & INDUSTRY SCANDINAVIA

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01

## YOUR MARKETING MATTERS

Your company's marketing efforts have a major impact on visitors. Through your marketing, visitors are made aware of the trade fair.

02

## BOOST YOUR MARKETING FOR HI TECH & INDUSTRY SCANDINAVIA WITH THIS SOCIAL MEDIA PACKAGE

Get ready for HI Tech & Industry Scandinavia and promote your participation at the trade fair with a special social media package.

The package contains images, video and text from and about the HI trade fair, which you are very welcome to use on LinkedIn, Facebook, your website etc. – or simply as inspiration.

Here we present suggestions on how you can use the contents of the package.





## ATMOSPHERIC VIDEO

Short atmospheric video from the latest trade fair in 2021, which you can share on your LinkedIn, Facebook, website or elsewhere.

### VIDEO TEXT SUGGESTION

Preparations for the HI Tech & Industry Scandinavia are well underway, and we look forward to seeing you at stand (xxxxx) on 3-5 October 2023 at MCH Messecenter Herning . See highlights from the 2021 HI trade fair and get a taste of what to look forward to



VIDEO TEASER FROM  
HI TRADE FAIR 2021



## SoMe-POSTS

Using Facebook and LinkedIn to promote your participation at the trade fair is quick and easy. They are great media to raise awareness of your company and to spread the word about your participation at the trade fair. This will ensure that both new and existing customers visit your stand.

### TEXT SUGGESTIONS FOR FACEBOOK/LINKEDIN POSTS:

You may use them as they are, add to them or rearrange them. Attach a photo, video, or a 'meet us banner'.

01

MEET US at HI Tech & Industry Scandinavia on 3-5 October - The industry's meeting place

We look forward to showing you our product news and finding out how our solutions can match your challenges

☕ Freshly brewed hot coffee is ready

See you at stand >>xxxx<<

02

SEE YOU at HI Tech & Industry Scandinavia? ☺.

We hope to see you at our stand >>xxxxx<<.

We will provide a good atmosphere and look forward to inspiring you and sharing our knowledge.

You are very welcome to contact "Seller name/Website" if you want to know more about our participation at the trade fair

Read more about the trade fair here:  
<https://www.hiindustryexpo.com/>

03

Only 3 weeks to go until HI Tech & Industry Scandinavia on 3-5 October

Come and visit our stand >>xxxxx<< and have a look into the future with us

We will show you the way

SEE YOU at HI Tech & Industry Scandinavia on 3-5 October?

In addition to a rewarding meeting with us, you can also explore the trade fair's many events that focus on developments in the industry

We look forward to seeing you!

04



## TO-DO LIST

### REMEMBER TO:

- Tag [@HI Tech & Industry Scandinavia](#) on Facebook and LinkedIn + other relevant people in your posts. If it makes sense, it may also be an idea to tag MCH A/S on LinkedIn and MCH Messecenter Herning on Facebook.
- Use hashtags in LinkedIn posts e.g.:
  - #hi23

### Smileys that may be relevant



## E-MAIL SIGNATURE

You probably already use an e-mail signature with contact details. Use your e-mail signature to promote your participation at the trade fair by inserting the "Meet us at stand" banner in your e-mail signature.

- Insert the web banner in your e-mail signature
- Then click on the banner and add a hyperlink (You can profitably link to your own profile at MCH365)

BELOW YOU CAN SEE AN EXAMPLE OF HOW THIS COULD LOOK



The image shows a simulated email interface. On the right side, there is a circular red icon of an envelope. The email body contains the following text:

De bedste hilsner / Best regards

**Kathrine Kristensen**  
*Marketingkoordinator*

Phone: +45 9926 9913  
Mobile: +45 4414 3750

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At the bottom, there is a red banner with white text:

**MEET US AT  
STAND J1234**

**hi**  
Tech & Industry  
Scandinavia  
3-5 Oct. 2023

**MCH**

# DO YOU HAVE ANY QUESTIONS?

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PLEASE REACH OUT - WE ARE HAPPY TO HELP :)



Kathrine Kristensen

*Marketingkoordinator*

✉ [kkk@mch.dk](mailto:kkk@mch.dk)

☎ 99 26 99 13