



Your successful appearance on the platform

Company profile - show everyone who you are!

Design your content and videos individually: Personal address is received positively by visitors, especially in a virtual context!

For example, you can use the **header video** (Premium + Exclusive package) to:

- introduce yourself and your team
- Invite visitors to your lectures and roundtables
- to promote your own events in your house
- To show product innovations

Tip: You can also adjust all content in your profile during the event. For example, upload a video on the first day that actively welcomes your visitors. Please note that the upload can take some time - so it makes sense to upload videos at the end of the day of the fair.

Employee list on the company profile

Not all employees who take part in the event need to be listed on your company profile. In the onboarding process, your employees can choose whether or not they want to link their participant profile with the company profile. This selection can also be changed during the event.

Direct videocall (Premium + Exclusive package)

In their personal settings (profile picture top right), your employees can choose at any time whether they are available for calls via the direct video call or not. If they have specified "available", they appear in the company profile.

Products in the company profile

Make sure you use the number of products contained in your exhibitor package, as these are also listed in the "Products" section and thus generate additional visibility.



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Interaction during the event - it's in your own hands!

Use the database available to you (best matches + list of participants) and address interesting visitors proactively. Unlike at the on-site trade fair, you cannot just rely on the visibility of your trade fair stand, but should actively seek communication yourself. Your advantage: For the first time you can see exactly who the visitors are and can approach them specifically!

List of participants

In the list of participants you can search for keywords (e.g. "Sales"), but also for product groups, and thus find potential new customers.

Tip: When addressing visitors in the chat, always make sure that your emails are personal and individual and not advertising or mass emails - advertising messages are perceived very negatively by visitors and are usually not answered.

Best matches

The best matches, based on your onboarding information (= creating your personal profile), are 50 people who best match your search criteria, are suggested from all participants. Use what you have in common to get into conversation quickly!

Tip: By changing your details in the onboarding (personal settings - change profile) you can also modify your best hits!

Tip: To prevent all employees of your sales team from getting the same best hits, it is advisable to select different product groups or regions during onboarding in order to receive as many different suggestions as possible and to avoid duplication!

Roundtables (Premium + Exclusive package)

Round tables offer you the opportunity to offer your own webinars within the event. The choice of content is entirely up to you. You can use the roundtables for product presentations, workshops or press conferences, for example. By placing them in the official agenda, the roundtables have extremely high visibility and also draw visitors' attention to you and your products.

Tip: Be creative in your choice of content and try new things too. For example, invite the customer to come to you by streaming live from your production, send sample packages to selected customers in advance and specifically invite them to the tasting or distribute vouchers for samples during your talk ...



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Visibility - Draw attention to yourself!

There are numerous options on the platform that you can use to attract potential customers:

- in the **congress**: Participate in the chat and draw attention to your company and yourself personally through constructive contributions!
- in **round tables**: place your own content in the event program!
- at the **novelty stand**: Remember to also call for the voting for your products for the Best New Product Award!
- Registration for the novelty stand here:
<https://www.biofach.de/en/exhibitors/participation/product-novelty>
- with the **Foodies & Beauty boxes**: bring your product to the buyer!
information here: <https://www.biofach.de/en/exhibitors/participation/product-novelty>
About the **products in your exhibitor profile**: Benefit from the additional links in the product list!
- through targeted **networking**: Use your network by referring to each other!
- via **exclusive marketing services** such as short videos in the lecture program: all information can be found in your online exhibitor area!
- Don't forget: You can invite visitors to the eSPECIAL yourself and thereby draw attention to yourself - you can find the **e-codes** for this in the ticket center.