

## How can you as an exhibitor optimally prepare yourself for Interzoo.digital?

Our checklist with tips and recommendations will help you before, during and after the digital trade fair with the successful planning of your presence from 1 to 4 June 2021.

### Prior to Interzoo.digital (until 1 June 2021)

BOOKING AND INITIAL PREPARATIONS		OUR TIP
<input type="checkbox"/>	You can ensure your participation in Interzoo.digital until 17 May 2021.	<p>Contact our sales team T + 49 9 11 86 06-80 44 E sales@interzoo.com</p> <p>You will find the different participation packages here: <a href="https://www.interzoo.com/en/exhibitors/participation-digital/application">https://www.interzoo.com/en/exhibitors/participation-digital/application</a></p>
<input type="checkbox"/>	Book optional advertising and sponsoring opportunities for more visibility (e.g. header-banner, product & company channel, café sponsor).	<p>You'll find the offers here: <a href="https://www.interzoo.com/en/exhibitors/participation-digital/application">https://www.interzoo.com/en/exhibitors/participation-digital/application</a></p>
<input type="checkbox"/>	Who is responsible for all organisational matters? – Define project managers and create a schedule with deadlines.	Check your action plan regularly.
<input type="checkbox"/>	Train your exhibition team and create a duty roster for Interzoo.digital to ensure that a certain number of your employees is always online to communicate with visitors.	Some of your staff should always be on the go via the chat function and invite visitors to your company profile.
<input type="checkbox"/>	Familiarize yourself with the design of your exhibitor profile. This is done easily and conveniently via a self-service link.	<p>Instructions for designing the exhibitor profile and a template can be found at <a href="https://www.interzoo.com/en/exhibitors/participation-digital/exhibition-presentation">https://www.interzoo.com/en/exhibitors/participation-digital/exhibition-presentation</a></p>
<input type="checkbox"/>	Use our tutorials, which will be made available to you at the beginning of April, to get to know the functions of the platform.	<p>The tutorials will be available on interzoo.com from the beginning of April. <a href="https://www.interzoo.com/en/exhibitors/participation-digital/exhibition-presentation">https://www.interzoo.com/en/exhibitors/participation-digital/exhibition-presentation</a></p>

# Checklist and Tips

DEFINE SPECIFIC GOALS AND MEASURES		OUR TIP
<input type="checkbox"/>	Define central products for presentation on the digital platform. What products and/or services do you offer? What are the keywords you always want to list as "top" for the full-text search?	Please note the number of product highlights and brands that can be presented depending on the exhibitor package booked.
<input type="checkbox"/>	Specify which content are to be presented in your company profile. Place the focus on best sellers and new products.	The more interestingly your company, products and services are presented, the longer the duration of the participants 'stay and the sales chances increase.
<input type="checkbox"/>	Structure the display of your company tiles with which you're included in the list of exhibitors.	By integrating the icons in the design, you emphasise the possibilities for interaction.
<input type="checkbox"/>	Set up an agenda for your public Expo Room in your company profile.	Integrate the button for the public Expo Showroom conspicuously in the graphics of your company tile.
<input type="checkbox"/>	Even if no physical give-aways are possible, you can prepare special offers, special deals or other "goodies". On the platform, you make your offers available to visitors in the goodie bag.	If you did not book this marketing measure when you registered your exhibitor package, please contact our sales department afterwards: <a href="mailto:sales@interzoo.com">sales@interzoo.com</a>
<input type="checkbox"/>	From mid-April: send out invitations to customers. We provide you with unlimited voucher codes in the TicketCenter free of charge. You can already arrange appointments with your customers.	Always include a link to free visitor registration in the TicketShop <a href="https://www.interzoo.com/en/visitors/tickets/voucher">https://www.interzoo.com/en/visitors/tickets/voucher</a>

THE HOT PHASE		OUR TIP
<input type="checkbox"/>	Advertise your presence at "Interzoo.digital" on your own website and in the E-mail signature.	Use our logo Interzoo.digital. Available for download: <a href="https://www.interzoo.com/en/press/downloads">https://www.interzoo.com/en/press/downloads</a>
<input type="checkbox"/>	From the beginning of May: Start with active communication to your digital trade fair presence with social media and E-mail campaigns. ("Meet us at Interzoo.digital").	Always install a link to visitor registration in the TicketShop: <a href="https://www.interzoo.com/en/visitors/tickets/ticketshop">www.interzoo.com/en/visitors/tickets/ticketshop</a>
<input type="checkbox"/>	Define target groups for your "Network".	Define keywords according to which your sales team can search for people.
<input type="checkbox"/>	From mid-May: Arrange actively appointments on the digital platform.	Registered visitors can access the platform from mid-May and create their personal profile.
<input type="checkbox"/>	Prepare your internal sales briefing for employees. Familiarise yourself with the various functions of the platform.	Make sure that your employees know their way around on the platform.
<input type="checkbox"/>	Define roles and responsibilities (e.g. presenter in the public Expo Showroom, screening of visitors, initial contact).	A friendly digital greeting of your visitors is the best way to get started in a successful meeting.
<input type="checkbox"/>	Make sure that every employee has saved a profile picture.	Interaction on the online platform is more personal with a profile picture.

# Checklist and Tips

<input type="checkbox"/>	Make sure that all content has been uploaded.	The more informative your company profile is, the more easily the visitors can obtain information.
<input type="checkbox"/>	Make sure that your employees are already in the "soft opening phase" on the platform and familiarize themselves with the functionalities. In this way you ensure that all questions are clarified before the event and that your team can get started on the first day.	You'll find additional information here: <a href="https://www.interzoo.com/en/exhibitors/participation-digital/exhibition-presentation">https://www.interzoo.com/en/exhibitors/participation-digital/exhibition-presentation</a>

## During Interzoo.digital (from 1 to 4 June 2021)

WHAT 'S IMPORTANT DURING THE EVENT?		OUR TIP
<input type="checkbox"/>	Make sure that enough contacts from your team are available at all times for making contacts.	Don't lose important leads through an unoccupied Expo Showroom.
<input type="checkbox"/>	Select suitable actions and offers to activate your visits and generate leads.	For example, actively advertise special offers (Goodies).
<input type="checkbox"/>	Actively contribute to Interzoo.digital ein. Visit public virtual cafés to make new contacts. Contact participants via a text chat or audio/video messaging.	You'll find additional information here: <a href="https://www.interzoo.com/en/exhibitors/participation-digital/application">https://www.interzoo.com/en/exhibitors/participation-digital/application</a>
<input type="checkbox"/>	Search for relevant contacts and companies with the visual "Network".	Use the keywords you have defined beforehand.
<input type="checkbox"/>	Contact interested participants in chats of the conference programme to attract attention.	Specifically use the various contact functions for this purpose.

## After Interzoo.digital (from 5 June 2021)

HOW TO MAKE THE BEST OF YOUR PARTICIPATION		OUR TIP
<input type="checkbox"/>	Your content will continue to be available to all participants after 4 June until 30 June 2021. Programme contributions are available on demand. You can also collect valuable leads after the digital event.	You can also integrate the links to your programme contributions in your communication after the event.
<input type="checkbox"/>	Send "Thank You" E-mails with a summary, contact information and the links to your own video contributions to customers, contacts, and new leads.	Already prepare the mailing template before the event.
<input type="checkbox"/>	Plan a follow-up with precise measures for all relevant contacts with which a personal exchange took place at the digital event.	Use the awareness of Interzoo.digital!