



Newsletter nr. 3

Dear exhibitor,

The last weeks of preparation have arrived. Hall #1 is fully booked and hall #2 still has just some few spaces left. We're proud that so many people are able to find our trade fair and we're getting bigger year by year.

We're promoting the trade fair in various (trade)magazines and through various channels. Of course we as an organization and you as an exhibitor benefit from a lot of positive publicity. Therefore please also mention the trade fair (@vakbeursfoodsPECIALITEITEN / #vakbeursfood2019) on your social media, newsletters, brochures etc. Use the link registration.vakbeursfoodsPECIALITEITEN.nl for registration visitors.

We would like to inform you on a number of important matters.

Cinema, show your production film!

As promised, we're going to surprise **the visitors even more** at the 30th edition. One of the things that will stand out is "the cinema". A space where a quiz is held (**by Switzerland Cheese Marketing**) three times a day (with six main prizes: a trip to Switzerland for two people) and outside those times there's room to show educational/promotional films of your products/services. Visitors can receive background information on a product/service that they can transfer to their own customers.

If you have a suitable film that we're allowed to show to the visitors, we would like to receive a URL where the film can be seen or a download link to download the film. The exhibition team will judge whether the film will fit with the purpose of the concept.

Badge scanner included in standard exhibitor package

Last year the badge scanner was already a great success. We've decided to offer every exhibitor one free license this year.

With the badge scanner it is no longer necessary to typing over business cards, everything goes directly in an Excel file. The Invitado Leadscanner App write up exactly which visitors have visited your stand. Every visitor receives a badge upon arrival. By scanning the QR-code on the badge with your phone or tablet, information about the visitor is shown in the Leadscanner App and the visitor can be saved as a lead.



Additional licenses can be ordered via the web shop, www.expohoutenvakbeursfoodspecialiteiten.nl.

Checklist

Use the checklist below to have everything arranged on time.

- Send your [activity form](#); deadline 20 August
- Sign up [novelties](#); deadline 20 August*
- Advertising in glossy magazine "[Lekkernijver](#)"; deadline 27 August
- Sign up [Goodie bag](#) action; deadline 1 September
- Order extra stand material via the [web shop](#)
- Pay invoice reservation Vakbeurs Foodspecialiteiten
- Invite customers, relationships etc. to visit the trade fair, click here for [pictures](#)
- Need a hotel stay?

*before this date you are guaranteed that your novelty will be included in Lekkernijver, registration remains possible up to a week before the trade fair.

Questions?

If you have any questions, please contact us via the following number: +31 (0)348-419771.

With kind regards,
the exhibition team

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