



**Planned by professionals
 for professionals!**



Business sector panel

We have invited representatives from leading companies and organisations to participate in a panel covering all the sections of the fair. Together with the fair organisers, the business sector panel will participate in the development and planning of activities, conferences and courses at the fair.

In other words, EFFICIENT PRODUCTION 08 is planned **by** professionals **for** professionals. All fair activities will be targeted at the companies of the metal, plastic and wood industries and fulfil the requirements and wishes that decision makers and employees of the business sector have during a fair visit.

An overview of the members of the business sector panel is available on the fair website at: www.aktivproduktion.dk.



**Success via
 targeted marketing**

**Generate greater benefit from
 your fair participation**

Even the strongest idea will fall to the ground if nobody hears it. EFFICIENT PRODUCTION 08 will be marketed in a massive and targeted manner in relation to the decision makers of the metal, plastic and wood industries:

- Advertising campaign in trade papers
- Advertising campaign in relevant newspapers
- Ongoing advertising, fair supplement and editorial profiling in Jern og Maskinindustrien (The Iron and Machine Industries)
- Professional press efforts ensuring mentioning in relevant newspapers and trade papers
- Arrangement of press conferences - before and during the fair
- Direct-mail campaign directed at relevant visitor groups
- Marketing via website: www.aktivproduktion.dk where exhibitors' mentioning of novelties will be profiled
- On-line catalogue on the fair website

The advertising will comprise both general advertisements for EFFICIENT PRODUCTION 08 and special advertisements for the individual sections.

ELECTRONIC REGISTRATION OF VISITORS

All visitors at EFFICIENT PRODUCTION 08 will be registered electronically either via pre-registration/printing of access cards on the fair website or by registration at the fair.

As a service for exhibitors at EFFICIENT PRODUCTION 08 it will be possible for you immediately after the fair:

- To receive data on the visitors stating interest in your company's product area(s) AND who on registration have accepted our reforwarding of information (jf. Act on Processing of Personal Data).

EXHIBITOR SEMINAR

As an exhibitor you will be invited to an exciting exhibitor seminar where you will receive tools and inspiration for marketing of your company's participation and profiling at the fair.

EXHIBITOR/CUSTOMER EVENING

As an exhibitor at EFFICIENT PRODUCTION 08, you also have the opportunity to participate in a festive evening with a three-course menu and entertainment, and you may invite your customers to participate. A unique opportunity to network and cultivate relationships with customers.