

SOFW
eEVENTS

SOFW eEVENT serial
WeCONNECTING industries

Exhibitor brochure

Status January 25, 2021

1. Why should you exhibit at our eEVENTS?

‘Cause we know your business and pass it on.

- your **specific target group:**
Get the contact details of your presentation and trade fair visitors
- high range: Use our global **SOFW database** with over 20,000 high quality contacts to **expand your network**
- money saving: Very **cost-effective** and resource saving way of **communication**

If not now,
when?



Our expert's advice



Be proactive!

The world is becoming even more digital. But digital sells differently. Don't forget to prepare your staff for the new challenges. At a digital event, you won't see the customer walking past your stand and be able to talk to him – as an exhibitor, **you** have to be much more active.

Think very carefully in advance about the tasks your stand staff will have. Approach visitors actively and don't just wait for them to make contact.

‘Cause that won't always happen!

2.



But what to do ...

before

■■■ prior to the event?

Save the date

■■■, appoint your stand supervisors and inform them of the **place, date and time**.

Develop a trade fair concept

It is important that **your team is prepared**.

Think about which products or services you want to offer, which target group is relevant to you and, above all, how you want to address them. Perhaps you are also planning an extra exhibition campaign? Don't forget to assign tasks to your team.

Prepare for the event, it would be a shame if you don't achieve your trade fair goals and the opportunity passes you by.

Create your exhibition stand

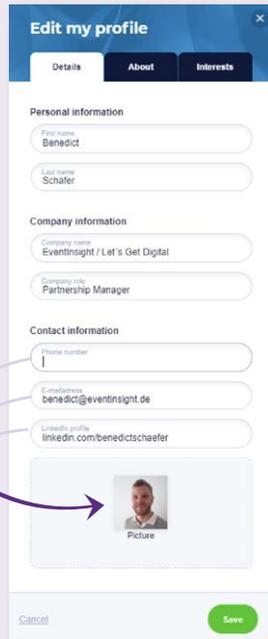
Whether it's adapting the corporate design, importing product brochures or company videos, design your exhibition stand **individually** and tailored to your **target group**.

Complete your profile

Two weeks before the event, your staff will be given

access to the system.

Add your profile picture and complete necessary contact details and your interests.



The screenshot shows a mobile application interface for editing a profile. The title is 'Edit my profile' with a close button (X). There are three tabs: 'Details', 'About', and 'Interests'. The 'Details' tab is active. The form is divided into sections: 'Personal information' with fields for 'First name' (Benedict) and 'Last name' (Schafer); 'Company information' with fields for 'Company name' (Eventinsight / Let's Get Digital) and 'Company role' (Partnership Manager); and 'Contact information' with fields for 'Phone number' (empty), 'E-mail address' (benedict@eventinsight.de), and 'LinkedIn profile' (linkedin.com/benedictschafer). There is a 'Picture' field with a placeholder image of a man. At the bottom, there are 'Cancel' and 'Save' buttons.

Become interactive

All **visitors** will receive their access data 3 days **before the event**. Click through the list of participants, make initial connections and arrange appointments.

Our expert's advice



Strategy is everything!

Think about the **goals you want to achieve** with your trade fair presentation and plan how you want to achieve them.

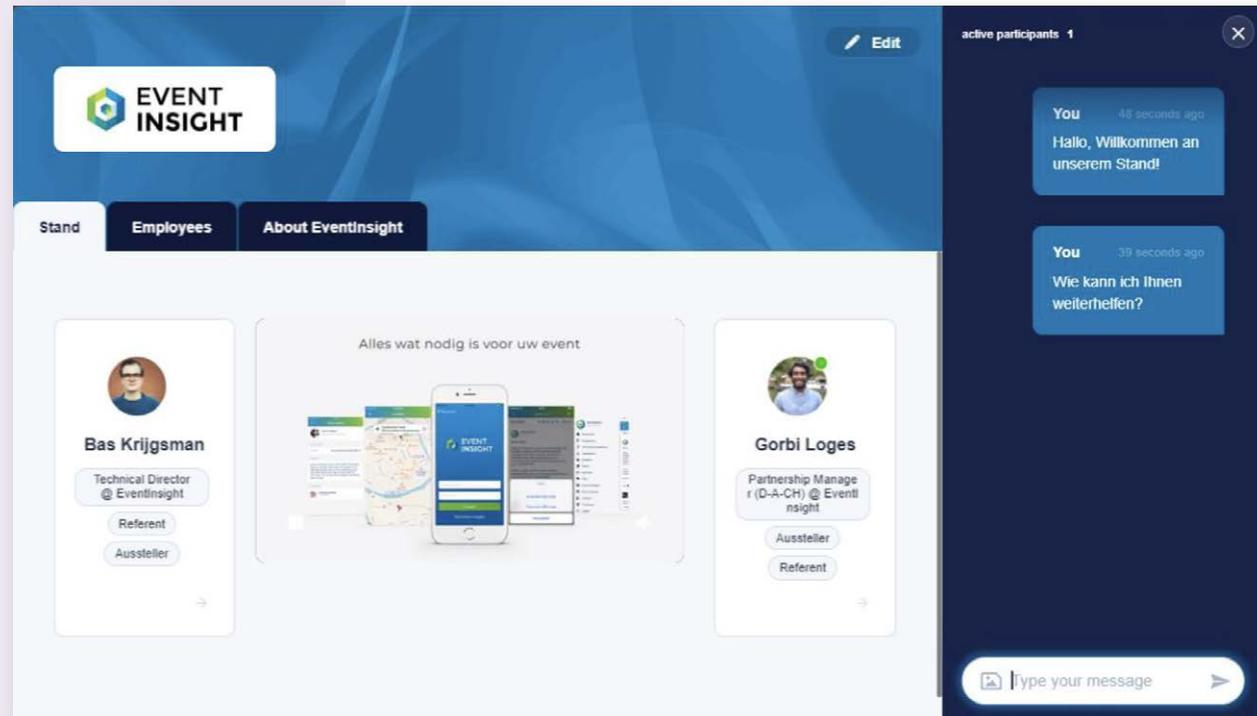
■ ■ ■ two weeks before the event?

Where is my stand?

- click on the exhibitor area in the lobby
- enter your company name in the search box
- click on your stand
- now you have arrived at your virtual exhibitor stand

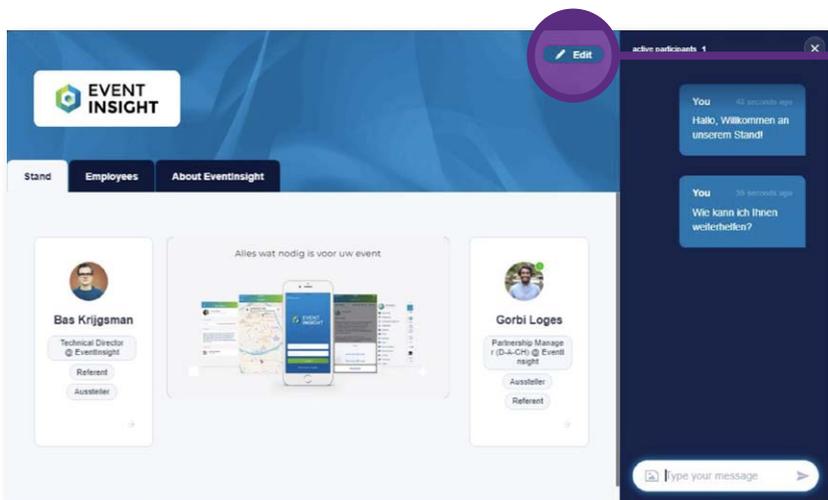
Today your registered stand personnel will receive their accesses. Log in, complete your profile data and design and fill your company stand.

Importantly, all your staff members will be able to set up and edit the stand.

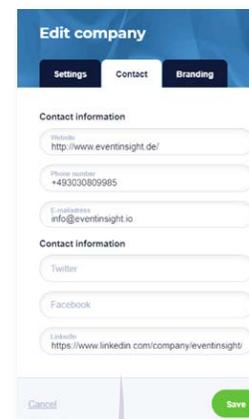
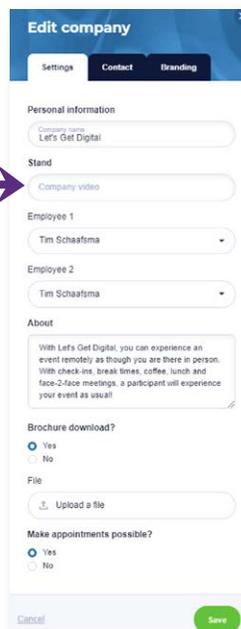


How do I customise my stand?

Click on the **EDIT** button in the upper right corner



A **pop-up window** with several tabs will open



Fill in the possible fields with content about your company and your products

Our expert's advice



Be individual!

Adapt the company profile to your corporate image and the more content you include, **the more attractive** your stand will be.

3.



But what to do ...

D-day

■■■ on the event day

08:30 hrs

It's time to prepare for the event. Visitors can enter the platform from 09:00 hrs.



Check in and get started

Enter your **personal login details** and **join the event.**

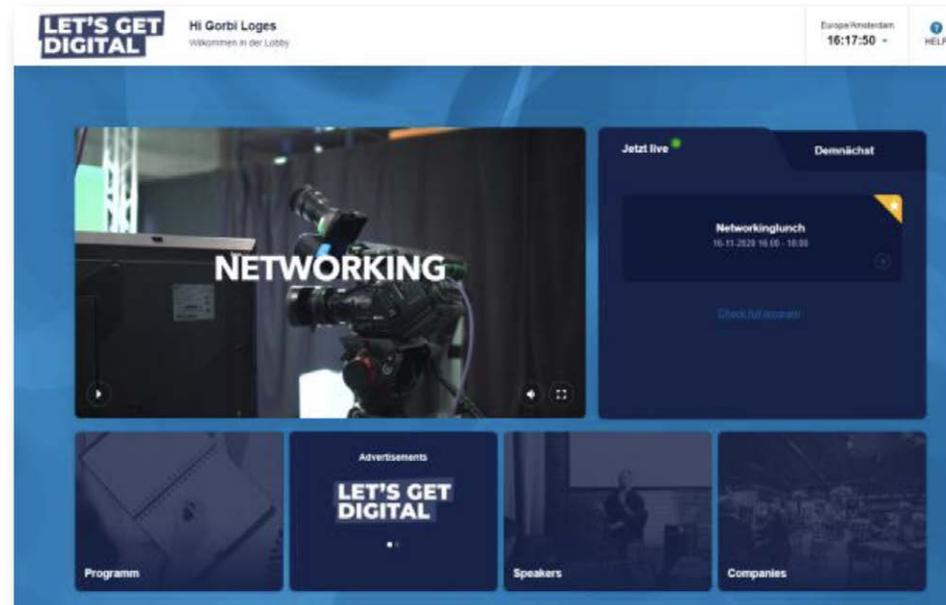
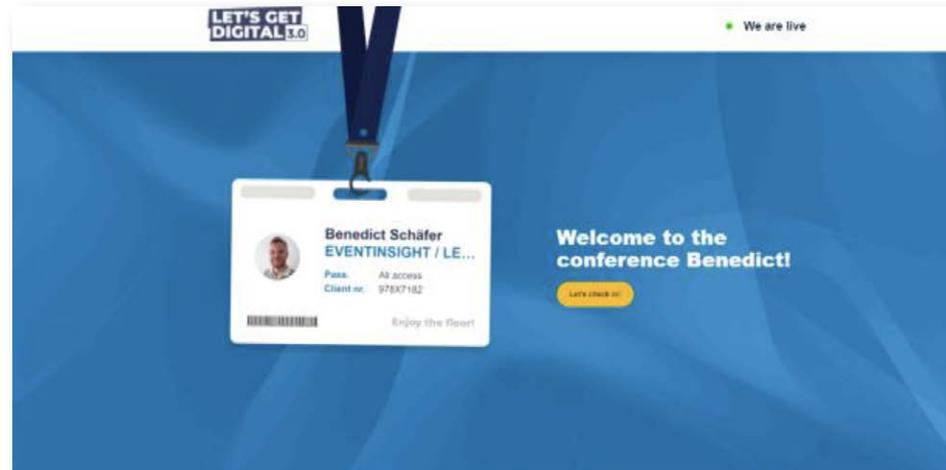
Accept the privacy settings

Remember that you can **change** the privacy settings of your profile **at any time.**

Check the features

Ensure that all your links on the stand are **working** and test the chat, camera and microphone functions with your colleagues.

Is everything working?!



Our expert's advice

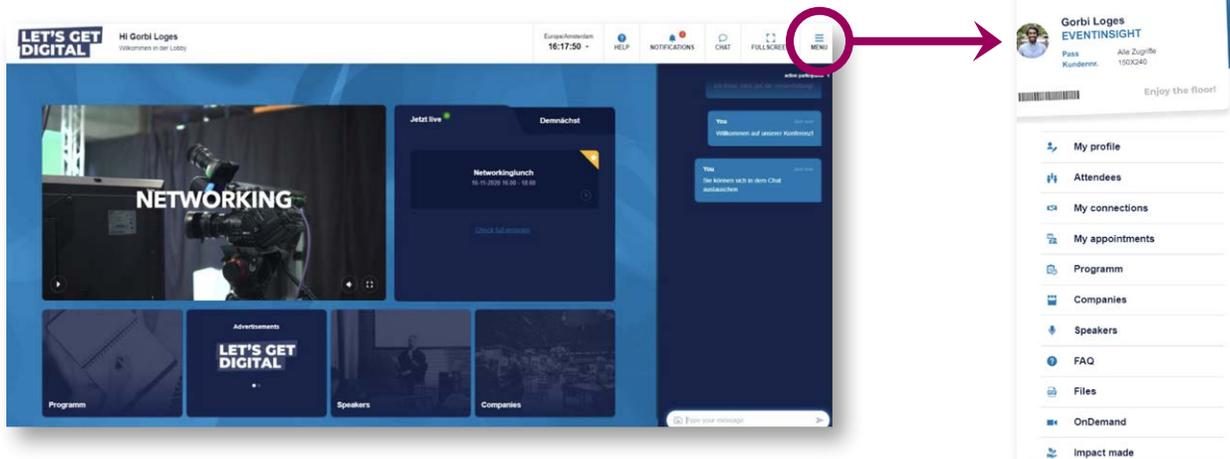


Be there in time!

Even if it's still 1.5 hours until the event. Be there in time to **check** all settings and functions once again. If everything fits and you still have time, you can get a coffee and relax. But if not, you still have enough time to react and fix the problem **in time** for the start of the event.

Where was what again?

The **navigation** is actually **self-explanatory** and during the last two weeks you have certainly familiarised yourself with it. If not, you can use the **lobby icons** or the **menu button** in the upper right corner to access your profile, participant information, your appointments and much more.



Our expert's advice



Prepare yourself!

Don't just get familiar with the platform on the day of the event. Look around beforehand and remember where **you can find everything**. Then you can concentrate on more important things on the big day.

■■■ live on air

On your marks,
get set ... Go!

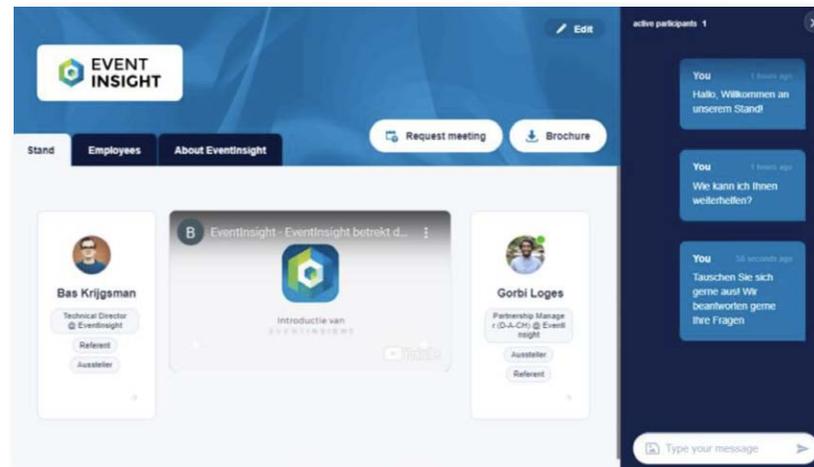
Now it's up to you

to get the most out of it for you and your company. Strengthen your existing relationships and **expand your network** with new high-quality contacts.

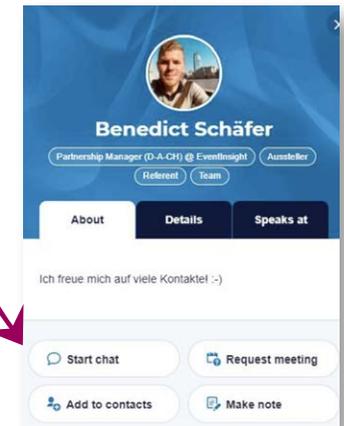
But what possibilities do I have?

- write into the **lobby chat**
- use your **company chat**
- contact the attendee directly
Arrange a **1-on-1 meeting** or start a **video call**.
And don't forget to add the person to your contacts.

Company chat



1-to-1 contact



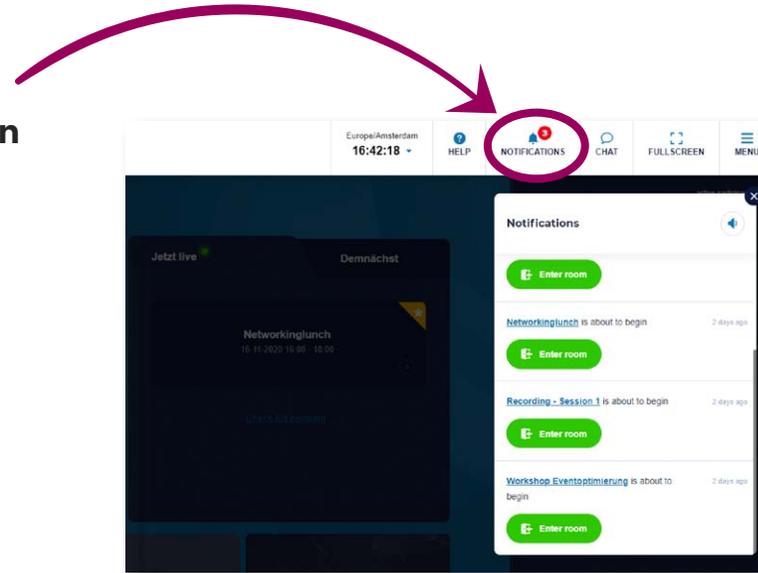
- take part in the **networking carousel**

New people, new input? Experience speed dating in a new way. We connect you with the most diverse participants. Get to know each other for 5 minutes and **meet people** you might never have met in this way.

- check your **matchmakings**

During the event we will send you 3 different contact suggestions from people who share the **same interests** as you.

By the way, you will of course receive a **notification** when a new request arrives.



Our expert's advice



Show the world what you can do!

You want **new contacts**, then you have to do something about it. One thing is clear, reaching new customers digitally is much more difficult and time-consuming than at a live event. **But** your range is also greater. So, **don't wait** to be approached, and think about how **you** want to reach out in advance.

4.



But what to do ...

afterwards

■■■ after the event?

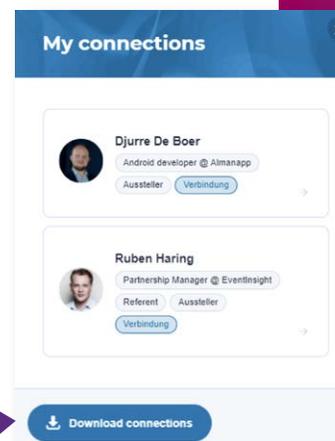
Now it really gets started

You thought it was all over now? Wrong! **Now the real work begins.**

But allow yourself a little breathing space. All lectures, files and functions will be available to you until 14 days after the event.

What data will I receive?

- your **contacts**
Export an Excel file with all your made contacts
- your **visitor stand** numbers at the stand
- the **length of time** visitors spend at your stand
- who **downloaded documents** your
- the participants in your **lecture**



Our expert's advice



If you don't follow up now, it was all for nothing!

Follow-up work is super important. Now **deepen the contacts** you have made and respond to the conversations you have had. See who attended your lecture, downloaded special product brochures and **highlight your expertise.**

5. But what do you get?

A virtual stand. A 20-minute lecture. Global attention for your company and your products. Discussion panels on your topic round off the whole thing.

Curious now?

■■■ then write us for your personal offer: **eVENTS@sofw.com**

Let's eMEET!

By the way, visitors
have free entry

6. With the SOFW eVENT serial,

... we offer you a target group-optimised platform for **your best possible SUCCESS**, but you have to be proactive.

Get active now!



Mark your calendar.

April 15, 2021

10:00–18:00 CET

Personal Care: **SpringTIME to innovate**

Latest product developments in the Personal Care and Fragrance Industry
Active ingredients
Multifunctional products
Natural/organic/renewable ingredients

November 11, 2021

10:00 – 18:00 CET

Personal Care: **SkinNEWvation**

Microbiome Friendly & Probiotic Cosmetics
Facial Care
Skin Cleansing, Soaps & Hand Disinfection
Moisturising Care
Skin Analysis

March 25, 2021

10:00–18:00 CET

Home Care: **The future of cleaning**

Eco-friendly preservation
Cleaning and disinfection
Sustainable Packaging
Virucidal active cleaners
Biosurfactants – Biobased raw materials

June 17, 2021

10:00–18:00 CET

Personal Care: **Here comes the SUN – TakeCARE**

SPF
Blue Light Filter
Self-Tanner
Sun Protection Products
Testing and Regulations

November 25, 2021

10:00–18:00 CET

Personal Care: **Rapunzel, don't let your HAIR down!**

Shampoos & Conditioners
Beard Care
Hair Styling & Colorations
Hair Pigmentation
Heat Protection
Anti-dandruff
Anti-grease
Anti-greying



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