



Checklist for interzum @home exhibitors

The following checklist offers you an overview of all the things you should keep in mind, including important deadlines. The checklist shows you all the important dates and information related to interzum @home (4 to 7 May 2021) at a glance.

The run-up to interzum @home (to 3 May 2021)

Initial preparations	Our tip
Register for interzum @home by 20 April 2021 at the latest so that you can use and populate all the functions before the trade fair begins. Fill out the registration documents and send them by e-mail to interzum@koelnmesse.de .	You can find the registration documents by following this link: Registration documents interzum @home 2021
Start using the digital platform now in order to populate your data via the self-service section.	You will automatically receive your access data shortly after your registration has been confirmed. The project team will be happy to answer any questions you may have.
Who is responsible for all the organizational tasks? Designate contact partners and set up a schedule, including deadlines.	Check your to-do list regularly and keep track of important dates.
Prepare mailings or newsletters to draw attention to your digital trade fair presentation.	Invite your customers to discover the digital variant of interzum this year.
Send the invitations to your customers well ahead of time. Starting in April 2021, we will provide you with ticket codes for visitors. Your customers can use them at the ticket shop to enable access to interzum @home free of charge.	Additional information on how to redeem the ticket codes is available at www.interzum.com/fair/tickets/ from the end of March 2021.

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<p>Include your team in your planning activities in good time. It's best to set up an attendance sheet so that you always have employees online when your customers are trying to reach you.</p>	<p>Your employees should be accessible and invite visitors to take a look at your company profile. Here's our recommendation regarding staffing capacity:</p> <p>Video-audio showroom: min. 1 person (for directly greeting visitors)</p> <p>Networking: min. 1 person (for participating proactively and addressing visitors)</p> <p>This function could also be taken over by the person who manages the showroom. If this person has any off-times he or she remains connected with the showroom via the picture-in-picture function. However, two people would be preferable.</p>
<p>Plan the staffing capacity for your product stage contributions early on.</p>	<p>The product stage contributions are pre-produced, but you should make sure that the chat, which is opened up in parallel with the product stage contribution, is also attended by someone who responds to visitors' inquiries.</p> <p>At least one person should represent your company in the chat in order to directly answer questions or respond to subsequent requests for a meeting.</p> <p>Your product stage contribution will be available on demand directly after its premiere, and the associated chat will be accessible at all times — so make sure you also keep an eye on the chat after the premiere.</p>
<p>Plan the staffing capacity for your round tables early on.</p>	<p>We recommend having at least two employees active during the round table (one person gives presentations and guides visitors through the meeting, and one or more additional people provide support, moderate questions in the chat and respond to requests for access)</p> <p>Before the opening date, actively invite visitors to participate in the round table.</p>
<p>Plan the staffing capacity for the team that manages a virtual café at an early stage.</p>	<p>A virtual café can be found by visitors during the entire trade fair. Plan to have at least one person on site all the time to manage the virtual café, respond to inquiries and simply be present so that visitors aren't entering an empty space.</p> <p>Have you planned an additional activity? If so, consider expanding the staffing capacity in the virtual café during this period of time.</p>

Define specific targets and measures	Our tip
<p>Define the key products for your presentation on the digital platform. What products or services are you offering? What are your keywords that you always want to be listed at the top in a full-text search?</p>	<p>interzum @home offers you a wealth of opportunities to address new target groups in addition to your regular customers.</p>
<p>Design the presentation of your company tile, which will appear in the list of exhibitors.</p>	<p>You can emphasize the interaction possibilities by integrating the icons into the design of the tile.</p>
<p>Book additional services that will present your brand/products to perfection. For example, you can book an additional product stage contribution.</p>	<p>You can find corresponding offers in this category at: www.interzum.com/for-exhibitors/your-digital-trade-fair-presence-2021/</p>
<p>Think about what content should be presented as part of your company profile. The best approach is to focus on bestsellers and new products.</p>	<p>The more interesting you make the presentation of your company, your products and your services, the longer the participants will stay and the more sales opportunities you'll have. But don't show them everything! Instead, invite your visitors to actively contact you in order to find out important details.</p>

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Final preparations	Our tip
Advertise your trade fair presentation on your own website and in your e-mail signature. Use the free advertising materials for interzum @home, which you can adapt to your individual requirements.	You can find further information here: www.interzum.com/for-exhibitors/visitor-management/free-advertising-material/
Define the target groups for your “network”.	Define catchwords that your sales team can use when searching for individuals.
Launch active communication about your digital trade fair presentation by means of social media and e-mail campaigns.	Always include a link to the visitor registration site.
Make preparations to upload your content for the official launch of the trade fair on 4 May 2021 in good time. Make sure your visuals, your content and your employees’ access rights have been set up well ahead of time. In addition, there will be a soft opening for visitors. This will give them an opportunity to become familiar with the platform and its functions.	Your content must be entered into the interzum @home website by 4 May 2021. During the soft opening your visitors can take a look at your exhibitor profile.
Make preparations to upload your content for the product stage in good time. To do this, you need to fill out the online registration form and send it in together with the video.	Please note the following deadlines: <u>Product stage form</u> : by 15 April 2021 (by midnight) Submission of the video: by 20 April 2021 (by midnight)
Bear in mind that a round table scheduled on a specific day and a time slot of the trade fair is part of the official event programme of interzum @home.	<u>Register your round table</u> and coordinate your desired time slot with us. Make sure you have briefed your employees and prepared your content (e.g. a live presentation via pptx/Desktop sharing) before the date/time slot you have selected.
When you book a virtual café, bear in mind that it will be open continuously during the trade fair’s official opening times. If you’re interested, you can contact the project team of interzum @home.	Make sure your employees have been briefed and that you have prepared the content you will be presenting live at the tables of your virtual café (e.g. product presentation XY every half hour) by 3 May 2021 (by midnight)
Prepare your in-house sales briefing for your employees. Get to know the various functions of the digital platform.	Make sure your employees have registered at the platform before the trade fair begins and that they have familiarized themselves with its various functions.
Define individual roles and areas of responsibility (e.g. hosting the public showroom, screening the visitors, making initial contacts).	A friendly digital greeting to your visitors is the best entry into a successful meeting.
Make sure that each one of your employees has updated his or her profile and uploaded a profile picture.	Initially, all of us on the interzum @home platform will be travelling incognito. A friendly profile picture makes people less hesitant to make contact with others and gives all of us a first impression of the person we are communicating with.

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During interzum @home (4–7 May 2021)

What important things should you keep in mind during the event?	Our tip
Make sure that enough team members are available for visitors to contact at any time.	If your showroom is understaffed, you'll lose important leads.
Actively invite visitors to events and meetings.	Use the various invitation options that are available on the platform.
Choose the appropriate activities and offers to activate your visits and generate leads.	For example, you can actively advertise special offers.
Be an active participant in interzum @home.	For example, you can take part in public discussions in order to make new contacts. Contact participants via text chats or audio/video messages. Join chats in the specialist program in order to enhance your visibility to the visitors.
Search for relevant contacts and companies using the visual "network".	Use the keywords that you defined in advance.
Contact interesting participants in the chats of the specialist programme.	Make targeted use of the various contact functions.

After interzum @home (from 8 May 2021)

How to make the best use of your trade fair presentation	Our tip
Your content will also be available to all participants after 8 May 2021. Your contributions to the programme will be available on demand. You'll be able to gather valuable leads even after interzum @home is over.	Continue to integrate the links to your programme contributions into your communications after the trade fair is over.
Make sure your customers (both new and old) remember you even after the trade fair.	Send your customers, contacts and new leads "thank you" e-mails that include a summary, contact information, and links to your own video contributions.

We are already looking forward to the digital interzum @home