

# A GUIDE FOR EXHIBITORS AT ELMIA SUBCONTRACTOR

## YOUR BUSINESS IN FOCUS

Jönköping  
9-12 nov  
2021  
Welcome!

If you have any questions or concerns you are welcome to contact  
**Siv Karlsson**  
Tele: +46 36 15 22 06  
E-mail: [siv.karlsson@elmia.se](mailto:siv.karlsson@elmia.se)

**BUSINESS**  
*unusual*

This timeline will help you to prepare so your company can get the most out of the fair and not miss any important deadlines. You can find more tips and contact information at the fair website.

### Tell people you will be exhibiting at the fair

Add the fair's logo or ready-made banners to your advertisements, emails or other communications. You will find them at My Pages.



### How visitors can find you

Ensure that the visitors will find you and your products and services at the fair. Fill in all the information for the fair catalogue and product register under My Pages at the fair website.



### Make headlines

Highlight your news and attract the press and visitors – they are very curious about what will be presented at the fair. Send us your news via My Pages.



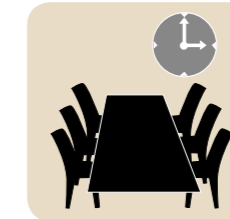
### Make new contacts

Connect is the arena for meetings between buyers and suppliers from all of Europe. Find more information about the matchmaking event and registration at our website.



### Book a safe meeting

At the fair you can meet companies, organizations and customers from the whole subcontracting industry. Book a safe meeting with them in one of our conference rooms with good distance. Contact us to find a room according to your needs.



Elmia  
Subcontractor

NOW

NOW – NOV

DEADLINE •  
Stand equipment  
NOW – 27 AUG

DEADLINE •  
Information  
NOW – 13 SEP

NOW – NOV

AUG – OCT

SEP – OCT

OCT

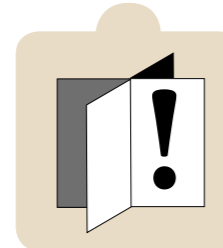
NOV

9-12 NOV



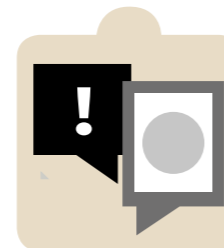
### Book your hotel

Being out in good time increases your chances of staying close to the fairgrounds.



### Be seen during the fair

An inviting stand at the fair is an effective way to get visitors to notice you and your company. If you have not already placed an order, contact us and we will be pleased to help you with everything from stand design to stand construction. After the 27th of August there will be a surcharge.



### Stand out at the fair

Elmia offers you and your company a superb opportunity to be seen. See the entire range of offerings at the fair website.



### Activate leads scanning

Use our service leads scanning to easily follow up your business contacts during and after the fair. With this service you can scan the visitors badge in your stand to see when your invited guests arrive and to save this information for contact after the fair.



### Invite your customers

Ensure that the people you want to meet really do come to the fair. At My Pages you will find several ways that you can invite your customers and follow up which of them actually visited the fair.



### Share a pep talk with your staff

Motivated and informed staff give visitors a good welcome to your stand, so share a pep talk before the fair where you can raise your staff's energy and enthusiasm and focus on your goals for the fair.