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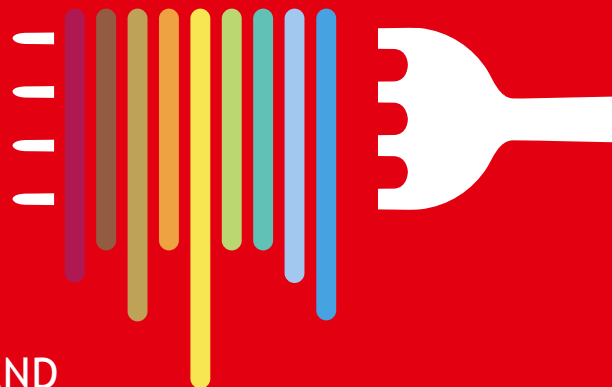
TASTE THE FUTURE

ANUGA IN COLOGNE:

09.–13.10.2021

ANUGA @HOME:

11.–13.10.2021 & ON DEMAND



CHECKLIST FOR EXHIBITORS OF ANUGA @HOME

The following checklist offers you an overview of those things you shouldn't forget and when important deadlines are due. It shows you all important appointments and dates for Anuga @home (11.-13.10.2021) at a glance.



Digital platform Anuga @home

The exhibitor onboarding of Anuga @home has been running since 16.08. Since that day onwards, you can log in using your access data from the Ticket Shop, take a browse and make preparations - so that you are ready to take off when the trade fair opens. We will send you the URL for logging in together with the exhibitor ticket codes.



Onboarding-phase

From 27.09. onwards visitors can also access Anuga @home. Ensure that your exhibitor presence is completed by then.

IN THE RUN-UP TO ANUGA @HOME (UP UNTIL 10.10.2021)

Initial preparations	Our tip
Register for Anuga @home as fast as possible in order to make use of all functions and enter all data in advance. To this end, please send us your completed application forms per e-mail to anuga@koelnmesse.de .	The application forms can be found online at: https://www.anuga.com/for-exhibitors/your-digital-trade-fair-presence/your-digital-trade-fair-presence-application/
Start working on the digital platform directly and familiarise yourself with the most important functions and your own exhibitor profile.	You will receive the access data automatically, shortly after receiving your registration confirmation. Should you have any queries, the project team will be glad to assist you.
Take advantage of our exhibitor onboarding webinars, in which we explain and outline the functions of Anuga @home to you so that you can get the most out of your digital trade fair appearance. You still have the possibility to take part in one of the webinars up until 30 September 2021.	You can register for one of our exhibitor onboarding webinars here: https://www.anuga.com/lp/anuga-home-registration-form-onboarding-seminars/?_ga=2.121367560.1005473288.1629877769-359980454.1628495813
Who is responsible for the entire organisation? Define contacts and draw up a timetable with deadlines.	Regularly check your to-do list and keep an eye on important dates.
Prepare mailings or newsletters to draw the attention of your customers and business partners to your digital trade fair presence.	Invite your customers to discover the digital format of Anuga this year.

Checklist for exhibitors

Send out your customer invitations in good time. From 30.08.2021, we will place ticket codes free of charge for visitors at your disposal, which will enable your customers to secure themselves free access to Anuga @home in the Ticket Shop.	Further information regarding redemption can be found at https://www.anuga.com/trade-fair/tickets/?_ga=2.85164057.1205177425.1629973190-248070712.1605005641
Involve your team in the planning from an early stage and ideally compile an attendance list for the duration of Anuga @home to ensure that employees are always online when your customers try to reach you.	Your employees should be reachable and should invite the visitors to view your company profile. Our recommendation regarding the minimum employee capacities: Video/Audio Showroom: Min. 1 person (in order to welcome visitors directly). Networking: Min. 1 person (in order to proactively participate and address visitors). The person that is responsible for the Showroom can take care of this, as long as he has off-times. 2 individuals are however more advantageous. Due to the global reach of Anuga @home in different time zones, we recommend that you have your Showroom manned from 08:00 a.m. until 8:00 p.m.
Plan the employee capacity for your Product Stage presentations in due time.	The Product Stage slots are pre-produced, but you should nevertheless make sure that the chat that is open parallel to the Product Stage presentation is also manned. Make sure that at least 1 person from your company participates in the chat to answer questions directly or to react to subsequent meeting requests. Your Product Stage presentation is available on-demand on the evening after the initial broadcast and the respective chatroom is accessible at all times. So, keep an eye on the chat too after the initial broadcast.
Set concrete aims and measures	Our tip
Anuga @home offers you manifold options to address new target groups in addition to your regular customers.	Present your company, your products and brands in your Showroom - with the aid of the services offered in the media shop. Link to the media shop: https://www.anuga.com/for-exhibitors/your-digital-trade-fair-presence/media-shop/
Showcase your brand/products as well. For example, book a Products Stage Slot that will appear in the programme.	Corresponding offers can be found at: https://www.anuga.com/for-exhibitors/your-digital-trade-fair-presence/product-stage-presentation/

Checklist for exhibitors of Anuga @home

Advertise your trade fair participation on your own website and in your e-mail signature. Make use of the Anuga advertising materials, which you can individualise yourself.	Further information can be found here: https://www.anuga.com/for-exhibitors/your-digital-trade-fair-presence/media-shop/
Define target groups for your „network“.	Lay down keywords that allow your sales team to search for people.
Start the active communication for your digital trade fair presence with social media and e-mail campaigns.	Always include a link to the visitor registration. https://www.anuga.com/trade-fair/tickets/
Prepare your data in good time so that your contents are available for the official opening of Anuga @home on 11.10.2021. Make sure your visuals, your contents and your employee authorisations are processed in good time. Contents can be exchanged up until 24.09.2021. You can provide all contents that are to appear on the digital platform as a central service tool via the Anuga media shop. This will then appear on Anuga @home. Furthermore, there is going to be a soft opening for visitors as of 27.09.2021 to allow the visitors to familiarise themselves with the platform and the functions.	The visitors can already view your exhibitor profile during the soft opening. So, we recommend you to have completed your exhibitor profile by then.
Prepare the upload of your contents for the Product Stage in good time. To this end, you have to complete the online registration form and send in the video. https://www.anuga.com/for-exhibitors/your-digital-trade-fair-presence/product-stage-presentation/	Registration for the Product Stage presentations and submission of the items: By 10.09.2021 (until midnight). In the case of short-term bookings, we would kindly ask you to contact your Sales Manager.
Prepare your internal sales briefing for employees. Get to know the different functions of the digital platform.	Make sure that your employees are registered on the platform before the opening of the trade fair and have familiarised themselves with the different functions.
Lay down roles and areas of responsibility in your back office (i.e. presenter in the public Showroom, screening of the visitors, initial contact).	Greeting your visitors in a friendly manner is the best way to start a successful meeting.
Make sure that every employee implemented in the digital section has posted a profile photo.	A friendly profile photo reduces people's inhibitions to contact one another and enables us all to get an initial impression of our discussion partner.

Checklist for exhibitors of Anuga @home

DURING ANUGA @HOME (11. - 13.10.2021)

What is important during the event?	Our tip
Make sure enough team members are available to take up contact with visitors.	Important leads will slip through your hands if a Showroom is not manned. Make sure the correct e-mail address is noted in the Media Shop under the point contact person for the back office. This can be altered up until 24.09.2021. Later on, the assigned contact person can add further contact persons for Anuga @home via the back office.
All people, who have come into contact with your company in various ways via Anuga @home are listed in the back office of your exhibitor profile. Make sure that these people are actively contacted by your sales department for instance in order to increase your sales opportunities.	Actively address the contacts listed in the back office of your exhibitor profile and make use of these sales opportunities.
Choose appropriate campaigns and offers to activate your visitors and generate leads.	For example, actively advertise special offers.
Actively involve yourself in Anuga @home.	Visit public talk shows for instance to establish new contacts. Contact participants per text chat or audio/video message. Join in chats in the specialised programme and increase your visibility among the visitors.
Search for relevant contacts and companies via the visual „network“.	Use the keywords that you previously laid down.
Contact interested participants via the chats of the specialised programme.	Use the various contact functions for this purpose in a targeted manner.

AFTER ANUGA @HOME (AS OF 13.10.2021)

This is how to make the most of your trade fair participation!	Our tip
Your contents will still also be available for all participants after 13.10.2021. Programme items are available „on demand“. Collect valuable leads also after Anuga @home.	Include the links to your programme items in your communications also after the event.
Jog your (new) customers' memories about your company also after the event. The back office of your Anuga @home Showroom offers extensive visitor statistics including customer data that you can use ideally for your follow-up and also save for future usage.	Send „thank you“ e-mails with a summary, contact information and the links to own video contents to customers, contacts and new leads.

We are looking forward to the digital format Anuga @home.