



# EXHIBITOR MASTERCLASS

WEBINAR 29.09.2021



# PRESENTERS



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# PRACTICAL INFORMATION

## BUILD UP / BREAKDOWN



Build up	Hall open	Access for
Monday 15 November	12:00 - 20:00	Official contractors. <b>SPACE ONLY</b>
Tuesday 16 November	08:00 – 21:00	All exhibitors. ALL stand construction / dressing must be completed
Breakdown	Hall open	Access for all exhibitors
Thursday 18 November	17:30 – 21:00	Removal of displays/ exhibits must not commence until all visitors have left the hall.
Friday 19 November	08:00 – 12:00	<b>SPACE ONLY STANDS ONLY</b>



## SHOW OPENING HOURS

Day	Hall opening hours	Show opening hours
Wednesday 17 November	08:00 – 18:00	10:00 – 17:00
Thursday 18 November	08:00 – 20:00	10:00 – 17:00

# DELIVERIES

- **No deliveries** can be accepted before 12:00 on Monday 8 November 2021 (for dry goods)
- Deliveries can only be accepted 08:00 – 16:00
- A representative of your company needs to accept the delivery. If you are not able to receive your goods, the venue will accept it, but will charge you for this.
- Cold/frozen storage is not available before 12:00 Monday 15 November
- All deliveries to be sent to:

Eco Life Scandinavia & Nordic Organic Food Fair 2021

Stand number

Company name

MalmöMässan

Massgatan 6

21532 Malmö

Sweden



# COVID GUIDELINES

## **If you feel ill, please stay home**

We kindly ask you to respect everyone's health and safety. If you feel ill – including mild cold symptoms or a high temperature – please stay at home.

## **Vaccinations**

Proof of vaccination, negative PCR test or proof of recovery from Covid-19 is not necessary to enter the event itself. Travelers from outside the Nordics will need to provide this proof. Please refer to the official Swedish Police website for up-to-date details regarding travel: <https://polisen.se/en/the-swedish-police/the-coronavirus-and-the-swedish-police/travel-to-and-from-sweden/>

## **Face coverings**

We encourage all visitors and exhibitors to wear face covering during the event.

## **Hand hygiene**

Hand sanitiser stations will be available everywhere on the exhibition floor.

## **Cleaning**

All surfaces are treated with hospital-grade disinfectants. The most frequently touched surfaces will be disinfected at regular intervals.

## **Social distancing**

The number of people present in the hall will be controlled at all times, in accordance with local guidance. We request you maintain a distance of at least 2 metres from other people

## **Temperature checks**

Automatic temperature screenings before you enter the event will be in place.

## **Directional Walkways**

On paths where there is enough room for people to walk in both directions, please keep to your side as indicated by the directional arrows.



# GOOD TO KNOW

- **MalmöMass Service** – located at the back of the hall. For all queries relating to: electrical, shell scheme stand, fascia board, furniture, carpets etc.
- **Jonas Service Desk** – for data app queries
- **Waste** – as a sustainable show all exhibitors should remove their waste and dispose of at appropriate waste facilities outside of the venue or to use the recycling facilities on site
- **Sampling** – if you want to offer samples of your products, you must have completed health & Safety and Risk Assessment forms in your Exhibitor Manual and adhere to regulations
- **Wash-up areas**
- **Toilets** – outside the entrance to the hall



# ONLINE EXHIBITOR MANUAL

The 5 sections at the top of the site will help you navigate your way through.

- **My Profile**

Your stand details, size, a scam warning and link to your online directory listing (if you have completed it).

- **Compulsory Forms**

The 4 forms you MUST complete.

Plus: Space Only form, if you're a space only exhibitor.

- **All Forms & Deadlines**

A list of all the forms and their deadlines.

- **Stand Info & Orders**

Operational forms. Including furniture, electrics, hotels and shipping.

- **Marketing Tools & Forms**

Free and paid for promotional opportunities.

**Your logins were sent from ops@divom.co.uk.**

**Please check your junk/spam folder.**

The screenshot shows the website's navigation bar with the following elements:

- Logo for "eco life SCANDINAVIA" and "nordic organic food FAIR".
- Navigation links: "Contact Us", "Nordic Organic Food Fair", "Eco Life Scandinavia".
- Primary navigation menu items: "MY PROFILE", "COMPULSORY FORMS", "ALL FORMS & DEADLINES", "STAND INFO & ORDERS", "MARKETING TOOLS & FORMS".
- Header text: "My Profile".
- Personalized greeting: "Hello Caroline, it's nice to see you!".
- User details: "Stand number: R57", "Stand type: Stand Only", "Stand Dimensions: x".

# FLOORPLAN



1. Organisers Office
2. Wash-up zone
3. MalmoMass Service
4. Jonas Service Desk
5. Toilets

6. B2B Matchmaking Lounge

7. Sales Stand
8. Press Office

# DATA CAPTURE APPS - ENGAGE SCANNER

- Details emailed 1 week before the show
- iOS and Android  
Download “Engage Scanner” on your phone and tablet via the App Store and Google Play

You can capture leads, view data immediately, make notes and set questions through the app.

Additional data capture apps: €69 per app

Data Pens: €215 per pen

You’ll receive an email the week before the show with download, activation, and instructions for use.



# Top Tips



- **Plan ahead**

Do you want to develop leads? Grow your database? Launch a new product? Decide in advance and plan which staff will man your stand. Ensure they know what you want to achieve.

- **Tell people you'll be there!**

The simplest and most obvious tactic is, amazingly, the least practiced: tell the world what you're up to!

*"Research has shown that 83% of the most successful companies at events (in terms of business generated and leads collected) were ones that contacted their prospects and customers before the show."*

[Source: CEIR]

- **Social Media**

Don't forget to follow the show on social media and be sure to use the hashtags #ELS21 and #NOFF21 when you're there.

- **At the show**

- ✓ Brief your stand staff. They make the difference between a good event and a great event. A highly motivated team sets you apart from the other stands and makes an impact.
- ✓ Be approachable. We've all seen them. The people with crossed-arms-and-frowns. The newspaper readers. The people eating lunch with their backs to the aisle. The staff who are so busy chatting with each other they ignore the visitors on their stand. Smiles, eye contact, questions... it may be common sense but it's not common practice!
- ✓ Make the most of the data scanning app to collect valuable leads. It's quicker than collecting business cards!
- ✓ Get media coverage. Invite journalists to visit your stand. Keep a supply of literature/samples in the Press Office (too many exhibitors miss this resource!).
- ✓ Make your stand appealing. If you have space, comfy furniture encourages people to drop in. Bright, eye-catching displays of products and posters encourage people to find out more.
- ✓ B2B matchmaking. Make the most of your time by planning meetings with buyers in advance. This launches soon!



# MARKETING / PR OPPORTUNITIES

Take advantage of the things we can do to promote you for FREE!

'Marketing Tools & Forms' in your manual has a whole host of free publicity opportunities for you.

- Invite your contacts
  - E-invites – we'll send to you beginning of October
  - Nominate VIPs
    - Submit your VIP nominations through your online exhibitor manual and we'll invite them on your behalf
- Social media
  - @EcoLifeScandi and @NordicOrganic
  - Hashtag #ELS21 and #NOFF21
  - Follow/mention/drive traffic to stand
- Plus, we offer free press releases, blog posts, meet the brands, social media shoutouts and more

**nordic organic food FAIR**  
MalmöMässan | Sweden  
17-18 November 2021

Your invitation to Nordic Organic Food Fair 2021  
Scandinavia's biggest **natural & organic** trade event

NOW INCLUDING: **Vegan** SCANDINAVIA, **Free From** SCANDINAVIA, **eco life** SCANDINAVIA

CO-LOCATED WITH: **nordic organic food FAIR**

TRADE ONLY

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**eco life**  
SCANDINAVIA  
MalmöMässan | Sweden  
17-18 November 2021

Your invitation to Eco Life Scandinavia 2021  
Scandinavia's biggest **natural & organic** trade event

NOW INCLUDING: **Vegan** SCANDINAVIA, **Free From** SCANDINAVIA, **HEALTH & BEAUTY** SCANDINAVIA

CO-LOCATED WITH: **nordic organic food FAIR**

TRADE ONLY

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**NATURAL**  
**HEALTH & BEAUTY**  
SCANDINAVIA  
MalmöMässan | Sweden  
17-18 November 2021

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TRADE ONLY

# MARKETING / PR OPPORTUNITIES



- **Marketing Download Centre**

- We've made digital banners in English, Swedish and Danish that you can use on your email signature, website and social media.

Go to the 'Download Digital Banners' section at the bottom of the Marketing Tools & Forms page of your manual.

Or, visit [exhibitormanual.ecolifeshow.com/download-digital-banners/](http://exhibitormanual.ecolifeshow.com/download-digital-banners/)

- **Press Office**

- This area will be un-manned during the show. All exhibitors are welcome to include press/visitor information here (space is allocated on a first come basis).
- The stand will be open to both press and show visitors, so you may wish to consider bringing around 15-20 press/information packs.
- All packs will be displayed on shelving, so bear this in mind if you are preparing USB sticks (we'd suggest attaching them to/including them in something that can be easily displayed)
- Avoid using sealed envelopes
- If you're using corporate folders, think about ways that you can highlight any new products/recent developments on the cover
- The Press area will be open to receive your press/visitor information from around 2pm onwards on 16 November 2021



# INNOVATION ZONE / AWARDS

The number one reason buyers visit Eco Life Scandinavia and the Nordic Organic Food Fair is to source new products.

The showcase allows visitors to view the best new products on the market. If you're promoting new or re-branded products, the showcase is a must.

Visitors vote for their favourite product in each category and the winners will be announced the **Natural & Organic Awards Scandinavia 2021**, taking place in the Organic Theatre, Wednesday 17 November, from 17.00.

If you opted for the Awards Showcase at the time of booking your stand, complete the form and you will not be charged. If you would like to add this opportunity, complete the form and we will invoice you accordingly.

Pre-order online: €220 per product.



# DON'T MISS...

- **Natural & Organic Awards 2021**  
Wednesday 17 November - from 18.00
- **Order your badges in advance** to save time
- **New Products Showcase** – don't forget to drop your products off (from 2pm on Tuesday 16)
- **Food/product waste** – drop your products off at the VIP area at the end of the show for charities to collect
- **B2B Matchmaking** – launching soon. Make sure your exhibitor listing is complete in your manual



# QUESTIONS?

Write your question in the chat, or email us on [info@ecolifeshow.com](mailto:info@ecolifeshow.com)





# THANK YOU!

[info@ecolifeshow.com](mailto:info@ecolifeshow.com)

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[nordicorganicexpo.com](http://nordicorganicexpo.com)

