

New trade fair concept: You as an exhibitor are the center of attention

PRODEX implements the digital fair concept of Industry+, which places you as an exhibitor in the center of the fair.

Not the special show, the well-known keynote speaker or the top catering on the networking zone, but you are the attraction.

The digital fair
concept is
free

How does the digital trade fair concept work?

1. Before the fair, you publish what visitors can experience at your booth: new products, application examples, exhibits, etc. = your content

2. Visitors discover your content and plan their visit with numerous online tools

3. Interested visitors come to your booth to experience your content live

The advantages for you

- More visitors at your booth
- You reach new customers, who do not know your company yet
- Visitors prepare for the discussions with you
- Visitors arrange appointments with you in advance
- Easier visitor mobilization thanks to attractive content
- Various statistics on the reach of your content

Publish now what visitors
can experience on your booth:

www.prodex.ch/en/digital-fair-concept

Generate more reach
with your trade
fair presence with
Memtec.plus



New online marketing offer: The digital meeting place Memtec.plus

Would you like to generate more reach?
Stay connected with visitors also after the fair and win new business?

Take advantage of the new online marketing offer from PRODEX and Industry+:
the digital meeting place Memtec.plus.

Online
marketing
offer for only
1908.- CHF
per year

How does the digital meeting place work?

1. Visitors of PRODEX and SWISSTECH register for Memtec.plus and enter their interests

2. You publish content for the interests of users with our support

3. Interested new customers discover your content and contact you

The advantages for you

- 365 days presence in your target audience
- Your content is regularly in our newsletter
- Free video production during the fair
- Get found in Google search
- 15 times more online reach than trade fair presence alone
- Additional visibility on the fair website

Book the online marketing offer Memtec.plus now for only
1908 CHF per year

www.memtec.plus/prodex