



WE ASSURE  
**VISIBILITY OF  
NUTRIFAIR**

### **PRINTED ADVERTISEMENTS IN INDUSTRY MAGAZINES**

- Effektivt Landbrug
- Landbrug Nord, Syd, Fyn & Øst
- LandbrugsAvisen
- Maskinbladet
- Hyo & Bovi
- Mælkeproducenten
- Svineproducenten
- Grovvarenyt
- RYK årsberetning

### **DIGITAL ADVERTISING**

- Banner advertising on media sites and via Google
- Google AdWords campaign
- Social media (Facebook & LinkedIn)
- Newsletters

### **PR ACTIVITIES**

- Press releases and press lounge at the fair
- Pre-fair event for exhibitors and industry media

### **MARKETING THROUGH EXHIBITORS**

- Invitations to attend, which can be sent out to customers and potential customers.
- Email signature, with a note about own stand at the fair.
- Exhibitors are encouraged to send us news for inclusion in press releases, as well as on the NutriFair website and social media profiles.

### **MESSE APP**

Visitors can use the MESSE C app to put together their own program or select their own favourite exhibitors. We have also made it easy for them to navigate the fair, or to read more about exhibitors and their products. The app will be ready closer to the date of the fair and can be downloaded via Appstore and Google Play. Search for "MESSE C".

### **FOLLOW NUTRIFAIR**

- Facebook and LinkedIn
- Fair website:

**[WWW.NUTRIFAIR.DK](http://WWW.NUTRIFAIR.DK)**