

*There is no mystery behind a successful AICHEMA participation. But there is also no good reason not to follow a few simple recipes in order to make your presence at AICHEMA a success for your company and for yourself.*



## The right ingredients – and a few simple recipes

**W**hile most of AICHEMA's longtime clients will know all of the following quite well, one or the other first-time exhibitor might appreciate the helpful hints compiled in the brief check list below.

☑ Make use of DEHEMA's offer to distribute day ticket vouchers to your existing clients in advance. The new "visitor flat rate" offers unlimited access to guest day tickets. As you have paid, together with your booth rent, for that flat rate anyway, there is no reason not sending free tickets to your clients as generously as possible. This is one of the most effective tools to get the right people onto the exhibition grounds. And each exhibitor is benefitting from the efforts of the others and vice versa.

☑ Posters are a neat and probably indispensable part of your exhibit, but don't rely on them exclusively. The time an average visitor will read any written message is in the order of very few seconds only. So posters are no substitute for hardware you can touch – at least if your portfolio does contain products which are suitable for display.

☑ It's immediately understandable that your chance to get retrieved by interested attendees among the approximately 4,000 other exhibitors will substantially increase if you make use of the search media we offer. Not only is your regular catalogue entry important, even more essential is the keyword index with its 9,000 keywords which help to classify the information available at AICHEMA through our website and through the on-site information system "Compass".

☑ Create a friendly, open and inviting entrance situation which eliminates, on the part of the attendees, any psychological thresholds to enter your booth. Try to think from the perspective of the attendee, not from your own visual focus.

☑ Don't miss the opportunity to give a lecture in the conference program. This is simply a very valuable completion to the information displayed on your exhibition booth. If you read this and haven't done so in 2009 – keep it in mind for next time and apply early as there is high demand for presentations in the lecture programme.



**Dr. Thomas Scheuring**

Head of Exhibition-Congresses  
DEHEMA e.V.

Phone: +49(0)69/75 64-3 36  
e-Mail: [scheuring@dechema.de](mailto:scheuring@dechema.de)

☑ In order to save labour costs during the stand build-up period you might feel tempted to arrange your stand build-up at the very last day(s). Just don't do it... the nerves you loose can hardly be paid by money.

☑ Arrange your hotel accommodation as early as possible. While the hotels in Frankfurt are a lot better and less pricey than their reputation, they tend to be booked out during major events. In any case, our service agency will be happy to assist you (Phone: +49 (0)69/21 23 08 08 or e-mail: [info@infofrankfurt.de](mailto:info@infofrankfurt.de)). With an efficient public transport system in and around Frankfurt the whole Rhein-Main area is easily within commuting distance, so you are not restricted to the city of Frankfurt alone.

☑ Get your staff reasonably trained before unleashing them on unsuspecting clients. Not everybody from your R&D department will be comfortable to host visitors on your exhibition booth.

☑ In order to make your technical and other orders as easy as possible we offer an online ordering portal for all our services under [www.achema.de](http://www.achema.de). The online user ID you need for the ordering process can be found on your stand confirmation, the rest should be self-explanatory when clicking through the portal pages.

☑ Why not take the chance to offer your top clients some entertainment around AICHEMA? With its combination of culinary highlights and stunning acrobatic performances, the AICHEMA Ball, taking place on May 14 in Frankfurt's historic "Alte Oper", is a perfect occasion.

☑ And, finally, on a more personal note: Don't hesitate to give us a call if something seems to go wrong or you need assistance. We possibly won't be able to solve every problem you might encounter. But I can promise you that all of us at DEHEMA will do our very best to help you. AICHEMA is not only an important event for you, our exhibitors – it is also by far the most important week in the whole year for my staff and myself. And it is quite honestly our job to make this week a success for everybody involved.