

**T**here is no simple recipe to make your participation at the world's leading chemical process industry event a success. However, there are a few ingredients which are essential in order to safeguard a successful presence at ACHEMA – and there are several "Don'ts" as well.

While it goes without saying that ACHEMA's longtime clients know all of the following quite well, one or the other first-time exhibitor might appreciate some helpful hints. For them the brief check list below has been compiled.

Make use of DECHEMA's offer to distribute day ticket vouchers to your existing clients in advance. Only those being used up will be invoiced, so use them as generously as possible. This is one of the most effective tools to get the right people onto the exhibition grounds – and each ex-

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. And the world soccer championships shortly after ACHEMA 2006 won't improve the situation. Our service agency will be happy to assist you under Phone + 49-(0)69-21 23 08 08 or e-mail: info@tcf.frankfurt.de.

## Do's and Don'ts...

*...when exhibiting at ACHEMA*

hibitor is benefitting from the efforts of the other ones and vice versa.

Posters are a neat and probably indispensable part of your exhibit, but don't rely on them exclusively. They 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 traced out by interested attendees among the approximately 4,000 other exhibitors will dramatically increase if you

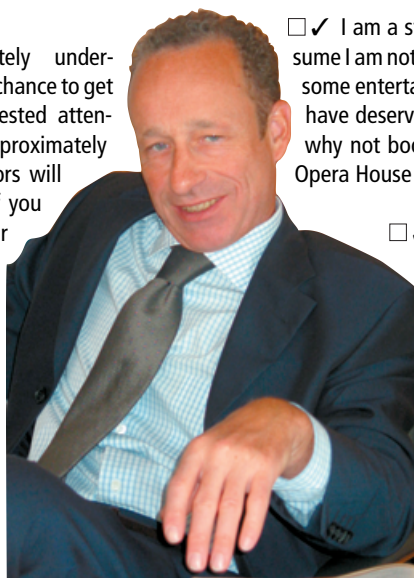
make use of the search media we offer. Not only is your regular catalogue entry important, even more essential is the keyword index with its 9,000 keywords which help to classify the information available at ACHEMA.

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.

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 customer 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.

I am a strong believer in "work hard, play hard" – and I assume I am not the only one. Take the chance to offer your top clients some entertainment around ACHEMA. Or maybe your staff might have deserved something special after a week of hard work. So why not book a table at the ACHEMA Ball in the old Frankfurt Opera House on Thursday, May 18?

And last not least: Don't hesitate to give us a call if something seems to go wrong, or you need assistance, whatever your problem may be. I cannot promise you that we will be able to solve every problem you might encounter. But I can promise you that all of us at DECHEMA will do our very best to help you. The ACHEMA is not only an event of major importance for you, our exhibitors – it is also by far the most important week in the whole year for my staff and myself.



**Dr. Thomas Scheuring**  
Head of Exhibition-Congresses DECHEMA e.V.