

## Exhibitor info no. 1: kuechenherbst.online is back – opening of the VMP/additional functions/media data

Dear Sir or Madam,

as a registered exhibitor you will receive a summary of important information and upcoming dates for your kuechenherbst.online 2022 today.

### The online kitchen trade fair

#### **kuechenherbst.online - online from 15 September 2022**

The meeting point of the kitchen industry for the presentation of new products, networking, communication and good business are the events in exhibition centers and in-house exhibitions in East Westphalia, which are coordinated for mid-September: the so-called "Kitchen Autumn".

Cross-industry, company-independent, digital, spatially and temporally unlimited, "kuechenherbst.online" started and has already gathered over 190 exhibitors and brands under its virtual umbrella for the first edition in 2020. The industry has found each other and is presenting itself impressively together.

#### **kuechenherbst.online before, during and after the presence fair**

kuechenherbst.online is designed for visits before, during and after the face-to-face trade fair. In this way, visitors can get an idea of the diversity before they travel to East Westphalia and plan their trip to suit their visit wishes. During the ongoing presence trade fairs, visitors can optimize their visit planning from their smartphone at any time. After his visit, he can simply look back on his visits or recommend visiting the online fair to his colleagues and employees who stayed at home. So everyone can be a part of the kitchen autumn.

### Opening the backend to post your content

Now prepare your digital trade fair presence and post your content. You can now log into the VMP (Virtual Exhibition Platform) and configure your stand:

VMP Login

The access data are the same as for your personal exhibitor management system.

If you have any questions, please contact us:  
Phone +49 89 244 193 200 or [mehler@trendfairs.de](mailto:mehler@trendfairs.de)

### Opening the backend to set your content

#### **Detailed instruction videos / tutorials**

We have created videos for you on various topics in the backend area, which will give you a simple introduction to creating the content. Click in and let yourself be guided.

## Support platform

Here you can contact us at any time if you need help or have questions about the creation of your content.

You can find these under:

<https://support.trendfairs.de/en/>

Contact us:

<https://support.trendfairs.de/en/customer/create-ticket/>

## Media data

An essential part of your success in the virtual kuechenherbst.online are the advertising media, which you can use to communicate your brand presence to visitors in a memorable way. For example, use the premium information to highlight your entry in the list of exhibitors. Or a post in one of our trade visitor newsletters (distribution list: 12,000).

### Your advertising media for kuechenherbst.online 2022

If you have any questions or individual offers, you can contact Ms. Lea Röhling, [roehling@trendfairs.de](mailto:roehling@trendfairs.de).

**Bookings for the advertising media start on Wednesday, 6 July 2022 at 9 am.**

## Additional functions for your virtual exhibition stand

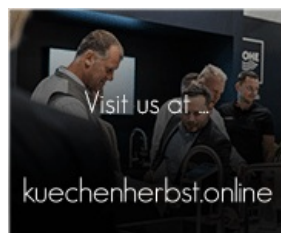
When you registered your stand, you could already book additional services for your kuechenherbst.online:

The bookable additional functions again at a glance:

- Function „Leave business card“ - EUR 125
- Function „Leave email“ - already included free of charge
- Function „Video call“ - EUR 125
- Function „Live chat“ - EUR 125

If you would like to book additional functions, please send us an e-mail at [mehler@trendfairs.de](mailto:mehler@trendfairs.de). We are happy to book this for you and activate the function in your backend.

## Free banners for your trade fair presence



Promote your kuechenherbst.online as an exhibitor: Advertise your participation in the online trade fair, for example, on your website, in signatures of your e-mails, in your company brochures, in newsletters and via your sales team: the trade fair logos are available for download [here](#).

Suitable banners for your website or newsletter as well as for your email signatures can be downloaded [here](#) free of charge.

We look forward to further trade fairs with you!

Best regards,  
Ulrike Rohde and the entire trendfairs team

## wir sehen uns.

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Diese E-Mail wurde an {{ contact.EMAIL }} versandt.  
Sie haben diese E-Mail erhalten, weil Sie Aussteller auf einer der trendfairs Messen sind.

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