



Increase the number of visitors to your company's stand and boost commercial effectiveness of participation.

Use free-of-charge tools that DairyTech team has prepared for you:

1. EMAILS WITH PROMOCODE TO YOUR CUSTOMER BASE



Visiting DairyTech is **fee-based**.

You can send your customers a unique **PROMOCODE** they can use when registering for an exhibition to attend it for free.



PROMOCODE provides an opportunity to visit the exhibition for free.

The number of tickets they can get using the promocode is not limited.

Please send a request to your personal exhibition manager or to the exhibition brand manager to get a PROMOCODE:
Natalia Levina, Natalia.levina@ite.group

BONUS: exhibitor who will bring the largest number of visitors to DairyTech (and they will register using the company's promocode) will get marketing options for 2025 free-of-charge:



1/2 advertising page in the printed exhibition guide DairyTech 2025



SAVE THE DATE

Dear colleagues and partners!

Our company _____ invites you to meet us at stand **No. _____** at the 22nd International exhibition of equipment for milk and dairy production **DairyTech 2024!**

The exhibition will be held January 24-26 in Russia, Moscow, at Crocus Expo, Pavilion 1, Hall 4.

DairyTech – is the first exhibition in Russia where is the only international exhibition in Russia encompassing the full range of equipment for milk processing and dairy production.

Our company will take part in the exhibition for the ____ time.

Get your free ticket>> using a unique promocode that needs to be indicated when registering _____, and you will be able to see our products alive at our booth:

- Please indicate here what kind of products will be showcased at your booth.

Looking forward to meeting you at our booth **No. _____!**



22nd INTERNATIONAL EXHIBITION OF EQUIPMENT FOR MILK AND DAIRY PRODUCTION

24-26.01.2024

CROCUS EXPO, MOSCOW, RUSSIA
DAIRYTECH-EXPO.RU

OPENING HOURS:
24-25 JANUARY 10:00-18:00
26 JANUARY 10:00-16:00

CROCUS EXPO ADDRESS:
MEZHDUNARODNAYA 16,
KRASNOGORSK,
KRASNOGORSK AREA,
MOSCOW REGION

By car: The crossing of Moscow MKAD (Moscow Automobile Ring Road) (65-66 km, outer side) with Volokolamsk highway.

By public transport: "Myakino" metro station (exit to Crocus Expo).



Please find full range of products at our website: _____

Contact details: _____

2. YOUR PARTICIPATION AT DAIRYTECH 2024 ANNOUNCEMENT ON YOUR WEBSITE



Make up an announcement of your participation at DairyTech 2024: indicate your stand number and PROMOCODE, describe products you are going to showcase at the exhibition



Post the announcement on your company's website

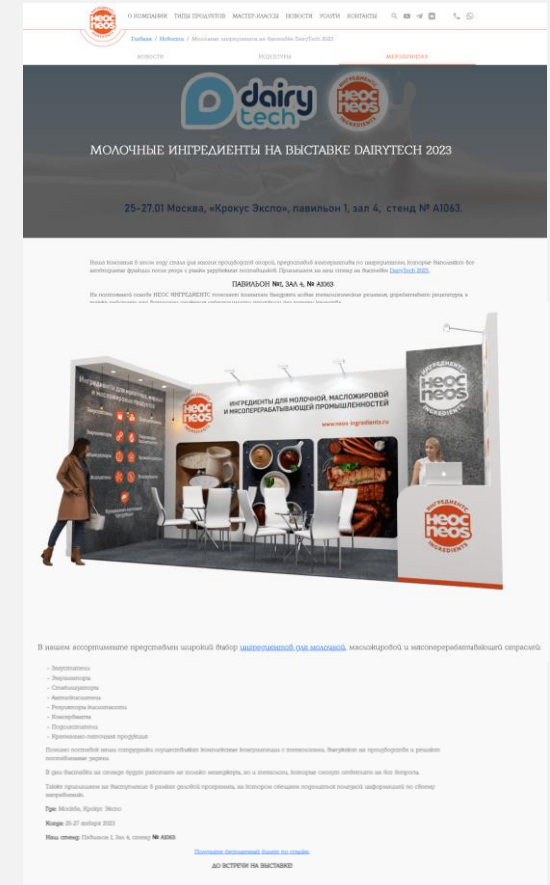
3. EXHIBITOR'S BANNER ON YOUR WEBSITE



Download GIF-format banners at dairytech-expo.ru



Place the banner on your company's website with a link to the registration



4. YOUR COMPANY'S NEW AT DAIRYTECH-EXPO.RU



Send us your company's news, information about your recent developments, special offers to be posted on exhibition website



You can send news, photos (2 pcs at least) and your company's logo to the exhibition brand manager:
Natalia Levina
Natalia.levina@ite.group
 or to your personal manager



Your news will be posted on the exhibition website in the "News" section and will be used in the emailing to the visitors base

The most interesting news will be also published in the **Exhibition Digest**.

WHY POSTING NEWS AT THE EXHIBITION WEBSITE:

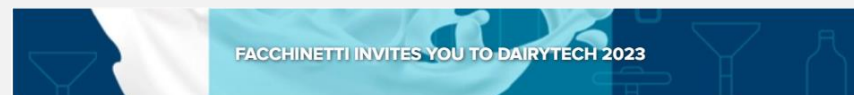
- Posting news at the exhibition website is a **free-of-charge** option for DairyTech 2024 exhibitors and it is a not-to-be-missed opportunity to tell visitors audience about your company and your products before the event.
- Every year thousands of visitors come to the exhibition for the first time, they many be not aware of your company and your products or services. Introduce your company to the new DairyTech audience and make them visit your stand!
55% of DairyTech 2023 visitors came to the exhibition for the first time.
- Information about exhibitors and their novelties are used in the emailings to exhibition the visitors base – that consists of **30 000+** dairy industry professionals.
- "News" section is one of the most visited on the exhibition website: in 2023 there were **92 000+ views** of this section.

PIECE OF ADVICE:

- Please try not to use the text you have on your website. Make up a fresh and exiting text that will catch visitors' attraction and bring them directly to you at DairyTech 2024. Tell them shortly the most important information about your company, competitive advantage, your products or your recent developments.

NEW

The most exiting exhibitor's news will be posted on Exhibition Digest and send out to the exhibition visitors base (30 000+ dairy industry professionals)



The official representative of Facchinetti SRL invites you to visit its booth at the 21st international exhibition of equipment for milk and dairy production DairyTech 2023

The exhibition will be held from 25 to 27 January 2023 in Moscow, at the Crocus Expo, pavilion 1, hall 4.

Unique and serial equipment for the cheese industry

The company has been producing equipment for the dairy industry for over 40 years and has been selling its equipment in Russia since 2003. Machines are often built according to customers' special request, while there are also series of standard equipment.

All machines are designed and manufactured in Italy and provided with international certificates in order to comply with the quality and established standards of the Facchinetti company.

Wide experience and high qualification of Facchinetti engineers allow the company to develop and produce unique equipment according to the customer's request. Often the success of new machines and lines is the result of a fruitful collaboration between Facchinetti and the customer.



Since 2019, Facchinetti RUS has been the exclusive representative of Facchinetti SRL in Russia and the CIS countries. The company sells equipment, carry out warranty service, supply spare parts and accessories for it, supply Italian starter cultures, enzymes and ingredients for making cheese and dairy products.

The automatic line for slicing and packing cheese into portions of a fixed weight will be displayed at Facchinetti RUS booth.

You will be able to communicate with Italian technologists and get advice on cheese and dairy products production. Our specialists will help you to select the necessary ingredients and equipment for cheese production, cheese rubbing, cleaning and washing, as well as slicing and packaging.

DairyTech 2023 will take place on January 25-27 at Crocus Expo

Facchinetti equipment will be displayed at booth A3101

Get a free e-ticket with a special promo code **dNEWS**

Example of exhibition news posted on dairytech-expo.ru



5. INVITATION TO YOUR STAND IN EMAIL SIGNATURE



Download exhibition logo at dairytech-expo.ru



and place it in the email signature with a link to registration and your **PROMOCODE**

6. POSTS IN SOCIAL MEDIA



Download banners for social media at dairytech-expo.ru



and post them in your company's profiles providing your stand number and a link to the registration with your **PROMOCODE**

You can download announcement and invitation template, banners and exhibition logo here: [Promote your stand](#).

You can also make a request for templates, banners and logo to your personal exhibition manager or the exhibition brand manager: Natalia Levina Natalia.levina@ite.group



Wishing you successful exhibition!

**SEE YOU
AT DAIRYTECH 2024!**