



TOP TIPS
FOR YOUR EVENT

29. Symposium Feines Essen + Trinken
9 and 10 May 2019

STAND DESIGN

Atmosphere

An **open stand design concept** will facilitate market place communication.

In order to create an open market place atmosphere, do not use closed-in walls.

Presentation

Put your product(s) in the centre of your stand presentation and make it / them stand out.

Don't consider the Symposium to be a standard trade fair. It's all about experiential and **practical presentations**. Animate retailers to enjoy your products and at the same time provide guidance – what are the special features, how can they be presented at PoS or how diverse is the use.

Lots of industry partners present lots of different products at the Symposium on Fine Food + Drink, so you need to present your products in an **eye-catching and impressive way and create a pleasant ambiance at your stand**. Try and **think of something unusual** for your presentation.

Make sure you have sufficient quantities of your products for on-site tastings.

Product tastings

Please do not offer any catering other than your registered products/product groups. If you want to offer additional product tasting or support them with other products, please speak to our conference organiser Söllner Communications. The agency will happily support you by providing contact details for other participating industry partners.

Please ensure that your stand is manned throughout the entire event and that your products are available for tasting.





COMMUNICATION

The success of your participation in the Symposium on Fine Food + Drink stands and falls with the employees that represent your company. Prepare your colleagues intensively for the Symposium on Fine Food + Drink and the particularities of participation.

The symposium is primarily about personal conversations, even in the market place, so we recommend that you:

Be active in the market place, do not just stay by or behind your stand and use the market place and the conversation platform it offers you.

Divide your team up according to their strengths and spread yourselves around the event.

Speak to trade partners frequently and directly – use the opportunity for direct conversations!

GENERAL INFORMATION

Please share all information with any participating employees to ensure everything operates smoothly.

Please also take note of this document:
Event information

This will give you further details about:

- Employee registrations
- Market place set-up and take-down
- Shuttle bus
- Supporting documents in relation to your participation.



CONTACT

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