

GUIDE

MARKETING KIT

A guide to your company's
marketing leading to FoodTech

FOODTECH

YOUR MARKETING MATTERS

Your company's marketing efforts play a key role in attracting visitors to FoodTech. It is through your communication that potential visitors become aware of FoodTech.

1

MCH365 – COMPLETE YOUR ONLINE COMPANY PROFILE

Promote your company, products, events, and more to visitors on the FoodTech's website.

It's free and easy to do.

2

SHARE YOUR PARTICIPATION ON SOCIAL MEDIA

Show what visitors can experience at your stand.

'Tag' FoodTech in your posts so we can engage with your content.

3

INVITE YOUR CUSTOMERS TO FOODTECH

Share your company's invitation code across your platforms, such as social media, website, email signature, etc., This helps ensure the right visitors come to your stand.

It's free,

and you will not be charged for used invitation codes.

4

PROMOTE YOUR PARTICIPATION

Use your "Visit Us at Our Stand" banner on social media, in your email signature (with a link to your MCH365 profile), available in the Exhibitor Manual.

5

NEWS FOR SHARING

Feel free to send us videos and texts about your latest news – we love to share them on our social media channels.

Please send your content to tlj@mch.dk.

COMPLETE YOUR ONLINE COMPANY PROFILE

We encourage you to complete your online company profile. Promote your participation at the FoodTech to visitors, the press, and others by publishing news, articles, and case stories directly on FoodTech's website. This is a unique opportunity to brand and position your company – 365 days a year.

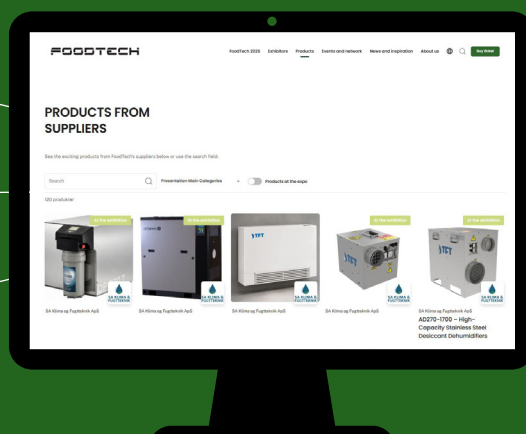
It's completely free of charge.

WE PROMOTE YOUR COMPANY ALL YEAR ROUND WITH MCH365

CREATE
EVENTS

SHOWCASE
PRODUCT NEWS

TELL
SUCCESS
STORIES



DRIVE
TRAFFIC

SHARE
DEVELOPMENTS

PUBLISH
ARTICLES

BUILD
NETWORKS

ALL YOU NEED TO DO IS...

...COMPLETE YOUR COMPANY PROFILE

Tell visitors about your company, your products, and your advantages. Personalize your profile with your own color scheme and header banner.

...SHOWCASE YOUR PRODUCTS

Let visitors know what you have to offer. Present your products with both images and videos.

...KEEP YOUR CONTENT UPDATED

We promote your content to visitors throughout the year, giving you a unique opportunity to highlight your latest initiatives and developments.

LOG IN HERE: [MCH-365.COM](https://mch-365.com)

Your username and password have been sent from 365@mch.dk. They can also be contacted for support.

SOCIAL MEDIA POSTS

Using Facebook and LinkedIn to promote your participation at the trade fair is quick and easy. These platforms are great for increasing awareness of your company and spreading the word about your presence at FoodTech. This helps ensure that both new and existing customers visit your stand.

We have compiled a selection of suggested texts from and about FoodTech, which you are welcome to use on LinkedIn, Facebook, your website, and more – or simply as inspiration.



PROMOTIONAL VIDEO

A short highlights video from the previous exhibition that you can share on LinkedIn, Facebook, your website, or elsewhere. You can find the video [here](#)

SUGGESTED TEXT FOR PROMOTIONAL VIDEO

“Preparations for FoodTech are well underway, and we look forward to welcoming you at stand (XXXX) at MCH Messecenter Herning from 27–29 October 2026. Watch highlights from FoodTech 2024 and get a preview of what you can look forward to.”

We also recommend creating a short video of your own, explaining what visitors can experience at your stand during FoodTech and sharing it on your social media channels—we know this works well.

SUGGESTED TEXTS FOR FACEBOOK / LINKEDIN

You may use these texts as they are, modify them, or combine them. Attach an image, video, or a “Visit Us at Our Stand” banner. You can find images from FoodTech 2024 [here](#)

SUGGESTED TEXT 1

We are exhibiting at FoodTech 2026 – the place where the food industry meets to explore the technological solutions of the future. Visit us at stand XXXX and discover how our technology can help solve some of the food industry's current challenges. Use invitation code XXX for free admission to FoodTech. Get your ticket here: uk.foodtech.dk

We recommend linking directly to your product on MCH365.

SUGGESTED TEXT 2

Explore the Technological Solutions of the Future at FoodTech. Visit us at stand [XXX] and discover how our solutions can contribute to improved operational reliability, enhanced process control, and more efficient production within the food industry. Talk with one of our experts about the challenges currently facing the industry and learn how our technology can become part of the solution for your business.

*Use invitation code **[CODE]** for free admission to FoodTech.*

SUGGESTED TEXT 3

We look forward to exhibiting at FoodTech!

From 27–29 October 2026, you can meet us at stand [XXX], where we will be ready to present our latest solutions and technologies for the food industry.

Stop by for an informal conversation about how we can help optimize processes, increase efficiency, and create value in your production.

MCH Messecenter Herning

Stand [XXX]

Use invitation code XXX for free admission to FoodTech.

Get your ticket here: uk.foodtech.dk

SUGGESTED TEXT 4

Shall We Meet at FoodTech?

27.-29. oktober 2026

MCH Messecenter Herning

Our team will be ready at stand [XXX], and we look forward to welcoming you for inspiring discussions about the future of food production.

Visit us to learn more about our solutions, gain inspiration for new projects, and experience technologies that can make a difference in your business.

We look forward to inspiring exhibition days and many valuable conversations.

*Use invitation code **[CODE]** for free admission to FoodTech.*

USE YOUR INVITATION CODE

You have the opportunity to invite an unlimited number of visitors to FoodTech by sharing your personal invitation code with your network. You can find your personal invitation codes in the Exhibitor Manual. Our experience shows that a personal invitation makes a big difference – so take advantage of the opportunity to connect directly with the people you like to meet at your stand.

USE YOUR INVITATION CODE THROUGH:

- Social media
- Newsletters
- Website
- Emails
- Partner and supplier networks
- Events and networking meetings

63%

OF VISITORS BECAME AWARE OF FOODTECH THROUGH A PERSONAL INVITATION FROM EXHIBITORS.

Source: Facts & Analysis 2024

In the Exhibitor Manual, you can continuously monitor who has claimed a ticket using your invitation code.

You will **not** be charged for any used invitation codes, so feel free to share them widely with everyone you would like to visit your stand.

THE DESTINATION FOR FOOD TECHNOLOGY

LET'S GO

VISIT US AT STAND «STANDNR.»

MCH

FOODTECH
27 - 29 OCTOBER 2026, HERNING, DENMARK

FOODTECH

EMAIL SIGNATURE

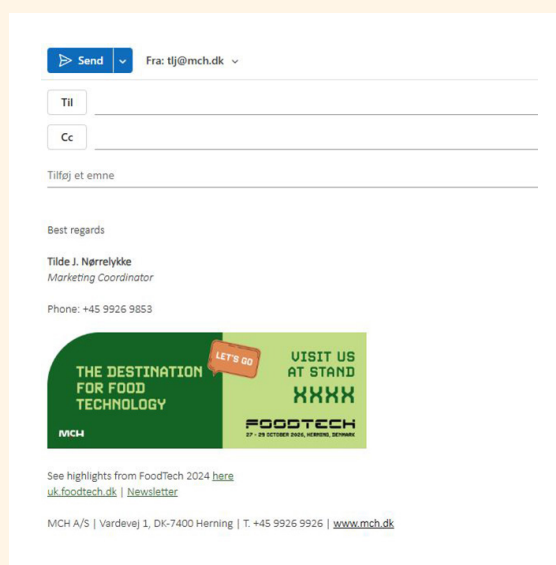
You are probably already using an email signature with your contact information.

Make your participation at FoodTech more visible by inserting the “Visit Us at Our Stand” banner to your email signature.

"BESØG-OS-PÅ-STAND" BANNERET

- Insert the web banner into your email signature.
- Then click the banner and add a hyperlink.

(We recommend linking to your company profile on MCH365, so visitors can learn more about your participation at FoodTech.)



Here you can see an example of how it might look like.

CHECKLIST TO YOUR COMPANY'S MARKETING LEADING TO FOODTECH



REMEMBER TO... TAG FOODTECH

Tag @FoodTechHerning on Facebook and @FoodTech – Processing & Packaging on LinkedIn, as well as other relevant people in your posts. If relevant, you can also tag @MCH A/S on LinkedIn and @MCH Messecenter Herning on Facebook.



REMEMBER TO... USE HASHTAGS

Use hashtags in your Facebook and LinkedIn posts, such as: #FoodTech26



REMEMBER TO... SHARE

Feel free to post about your participation at FoodTech multiple times – this helps you reach your target audience more effectively.



REMEMBER TO... COMPLETE YOUR MCH365 PROFILE

Filling out your MCH365 profile gives you year-round visibility—and it's free.



REMEMBER TO... SEND US YOUR NEWS

By sending your news to tlj@mch.dk, we can help promote your participation through our channels.



REMEMBER TO... INVITE

Share your invitation code with your network to ensure the right visitors stop by your stand.



REMEMBER TO... SHARE YOUR "VISIT US AT OUR STAND" BANNER

Showcase your participation in your email signature, on social media, and on your website by sharing your "Visit Us at Our Stand" banner.

DO YOU HAVE ANY QUESTIONS?

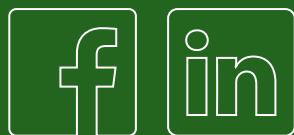
Feel free to contact Tilde
– she will be happy to help.

LET'S GO!



MARKETING-KOORDINATOR

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**FOLLOW US ON
FACEBOOK OG LINKEDIN**

 Facebook @foodtechherning

 LinkedIn @FoodTech – Processing & Packaging