

TEN WAYS TO GET THE MOST FROM FRUIT ATTRACTION

ADVERTISING that you'll be at the trade fair is just as important as actually being there

1. E-mail **digital invitations** to your **entire database of clients**, suppliers, etc, as many times as you need to. It is **free of charge** for your clients and your company.
2. **Create a schedule for sending out invitations and announce that you will be at the event** from moment you receive this email until the day before Fruit Attraction begins, because there are always visitors who make up their minds at the last moment.
3. **Have your appointment diary ready before you come to the trade fair** to take full advantage of your time and presence at the exhibition.
4. Download the **Fruit Attraction** graphic material available on the website www.fruitattraction.ifema.es. Use the Fruit Attraction banner in all your employees' electronic signatures and on your corporate website. Include statements such as "We are exhibitors at Fruit Attraction. Come and visit us", or for example. *"All together supporting the fruit and vegetable sector"*.
5. **Send us press releases about your new products, services and what you will be presenting at the trade fair.** We'll include them in the Fruit Attraction News digital newsletter and upload your news to the website www.fruitattraction.ifema.es .
6. **Create the trade fair culture within your own organisation.** All your employees should feel part of your involvement in Fruit Attraction, not just the commercial and export areas.
7. **Transfer this trade fair culture to your clients and suppliers.** Not only should they know you are at Fruit Attraction, they also need to know about the new products and projects they will find and why **it is to their advantage to visit you on your stand.**
8. Take part in any of the **parallel activities at Fruit Attraction**, for example demonstrations and tasting sessions at Fruit Fusion, presentations in the Innovation Forum, etc.
9. **Make use of all the tools available to you**, such as the International Buyers Programme, Digital Invitations, Promotional Media inside the Hall, Graphic Material, Fruit Attraction News, TV screens at the Trade Fair, Ifema Press Department, etc.
10. **Follow up all the contacts you make after the trade fair**, which is a magnificent showcase for creating a medium and long-term client portfolio.