

TAKE PART TODAY – SEND US YOUR EXHIBITOR GREETING FOR THE „WE ARE BCB 2019!“ VIDEO CAMPAIGN

WHY SHOULD YOU TAKE PART?

1. Take advantage of our world's-largest BCB social media channels
2. Get yourself noticed by potential customers before the trade fair even starts
3. Participating doesn't cost you anything at all

WHAT SHOULD YOU DO?

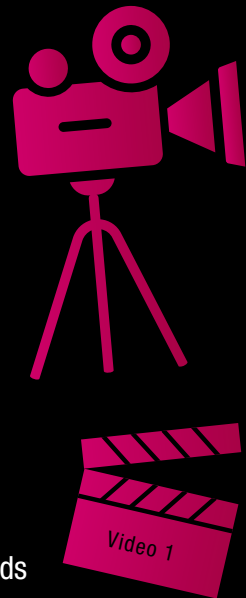
1. Simply send us a short email saying “Yes, I want to take part”
2. Email us your video greeting via WeTransfer to: video@barconvent.com

WHAT SHOULD OUR VIDEO LOOK LIKE?

1. Your video should be short and to the point, and run for no more than 30 seconds
2. It should be in landscape format
3. The language should be English
4. It should appear 'authentic' – i.e. feel free to record it using a smartphone
5. It should be informative. In other words, make sure that your video answers the following questions posed by visitors:
 - a. Why should I visit your booth at BCB 2019?
 - b. What new products and innovations will you be presenting at BCB 2019?
 - c. Who will be interested in your solutions?


If you're ready to join us, we look forward to receiving your brief video greeting [#WeAreBCB](#)

Cheers,
Your BCB Team




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