



# Inspiring the Future of Chemistry and Life Sciences.

Webinar IImac Lausanne 2026 | Strategy, Marketing and Lead-Generation

**ilmac.**

INSPIRING THE FUTURE OF  
CHEMISTRY AND LIFE SCIENCES.



# Welcome to the Ilmac Webinar



# Today's agenda

1. Introduction
  2. Strategy, Marketing and Lead-Generation
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# 1. Introduction

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Founder



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# EXPERIENCE & EXPERTISE

20+ years of professional experience

100+ completed projects

Projects in 15+ countries worldwide

180+ suppliers coordinated

Start-up Mentor and Business Expert  
Strategic Trade Fair Participation

Master of Business Administration (MBA)  
Marketing Management & Business Development

Diplom Betriebswirt (BA)  
Messe-, Kongress- und Eventmanagement

B/S/H/

**INNOCEAN**  
WORLDWIDE

**KMW** K+N  
A COMPANY OF D+S

**HUBER+SUHNER**

**VOSS+  
FISCHER**

Universität  
Basel

**DHBW**  
Duale Hochschule  
Baden-Württemberg

**WERK 1**  
Startups Coliving Covering Events

**XPRENEURS  
INCUBATOR**





2.

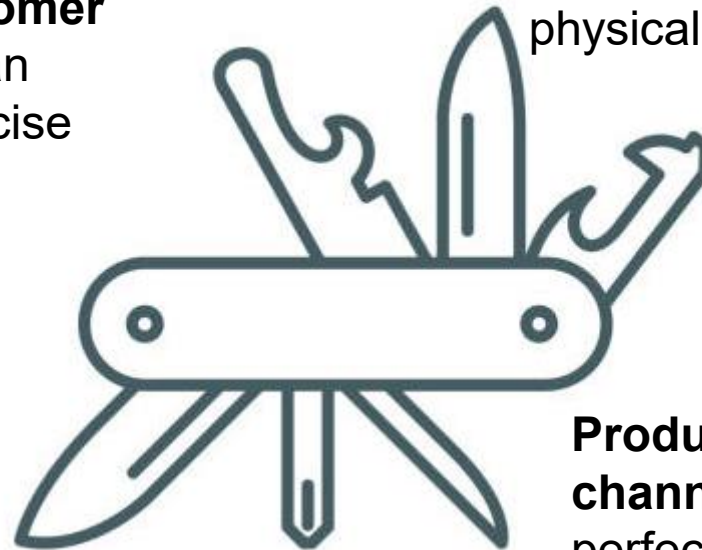
# Strategy, Marketing and Lead-Generation

# POTENTIAL OF TRADE SHOWS

Trade shows are **multifunctional marketing tools** that offer great potential for **supporting a company's objectives**.

**Lead generation and new customer acquisition:** Trade shows offer an opportunity to target a highly precise audience.

**Market insights & competitor analysis:** Nowhere else is competition as fierce.



## **Brand Visibility and Positioning:**

A trade show booth is a company's physical business card.

## **Relationship Management**

**(Networking):** In B2B, the saying goes, "People buy from people."

## **Product launches and feedback**

**channels:** Trade shows are the perfect testing ground for innovations.

## **Talent acquisition:**

Potential applicants browse the fairs both in person and online.

# 3 PHASES OF VALUE CREATION

Pre-Event		Event	Post-Event
<ul style="list-style-type: none"> <li>▪ <b>Strategic Relevance</b></li> <li>▪ <b>Target Audience &amp; Goals</b></li> <li>▪ Select the right Trade Show</li> <li>▪ Cost-Effectiveness &amp; ROI</li> <li>▪ Budget Planning &amp; Cost Structure</li> <li>▪ Project Organization &amp; Roles</li> <li>▪ Projectmanagement</li> <li>▪ Briefings (intern &amp; external)</li> <li>▪ Participation Framework</li> <li>▪ Customer Journey &amp; Touchpoints</li> </ul>	<ul style="list-style-type: none"> <li>▪ Booth Design &amp; Zones</li> <li>▪ Productpresentation &amp; USPs</li> <li>▪ Corporate Architecture</li> <li>▪ Materiality &amp; Sustainability</li> <li>▪ Catering &amp; Hospitality</li> <li>▪ Event &amp; „Showact“</li> <li>▪ <b>Communication &amp; Invitation</b></li> <li>▪ Exhibition Team &amp; Staffing</li> <li>▪ ...</li> </ul>	<ul style="list-style-type: none"> <li>▪ Visitor experience</li> <li>▪ Product communication</li> <li>▪ Booth Team &amp; Conduct</li> <li>▪ Sales talks</li> <li>▪ Leadmanagement-Process</li> <li>▪ Content &amp; Social Media</li> <li>▪ Cooperationen &amp; Influencer</li> <li>▪ Give-aways</li> <li>▪ ...</li> </ul>	<ul style="list-style-type: none"> <li>▪ Follow-up &amp; Lead Management</li> <li>▪ Performance Monitoring &amp; KPIs</li> <li>▪ Learnings &amp; Debriefing</li> <li>▪ Ongoing use of content and contacts</li> <li>▪ ...</li> </ul>

# STRATEGIC RELEVANCE

Trade shows are a **time-limited live marketing tool** that serve as a highly **interactive touchpoint** in the customer journey and accelerate the transition from a general interest in information to a concrete investment decision.

Especially in the B2B sector, trade shows remain essential despite digitalization, as they **enable hands-on product experiences** and facilitate the establishment and maintenance of **personal relationships**, thereby building trust—which in turn increases the likelihood of investment.

For exhibitors, trade shows are a **shortcut to building trust**, a process that can be broken down into **three stages of value creation**.

# TARGET AUDIENCE

Pre-Event

Event

Post-Event

The first step in any successful trade show planning is **defining your target audience** (Ideal Customer Profil – ICP).

„ Who are your ideal customers?“, „ What challenges do they face?“, „ How do they make decisions?“

Understand your customers' challenges and tailor your **trade show communications** accordingly.

**Categorize your leads** based on the defined target audience for on-site trade show conversations and **follow-up actions**:

- **A-Lead:** perfect ICP Fit, e.g. high potential, Industry A, New customer || **Call-to-Action:** e.g. immediate offer
- **B-Lead:** lower ICP Fit, e.g. medium-term interest, Industry B, Existing customer || **Call-to-Action:** e.g. nurture (follow-up information)
- **C-Lead:** no ICP Fit, e.g. network, Industry C, potential supplier || **Call-to-Action:** e.g. Newsletter

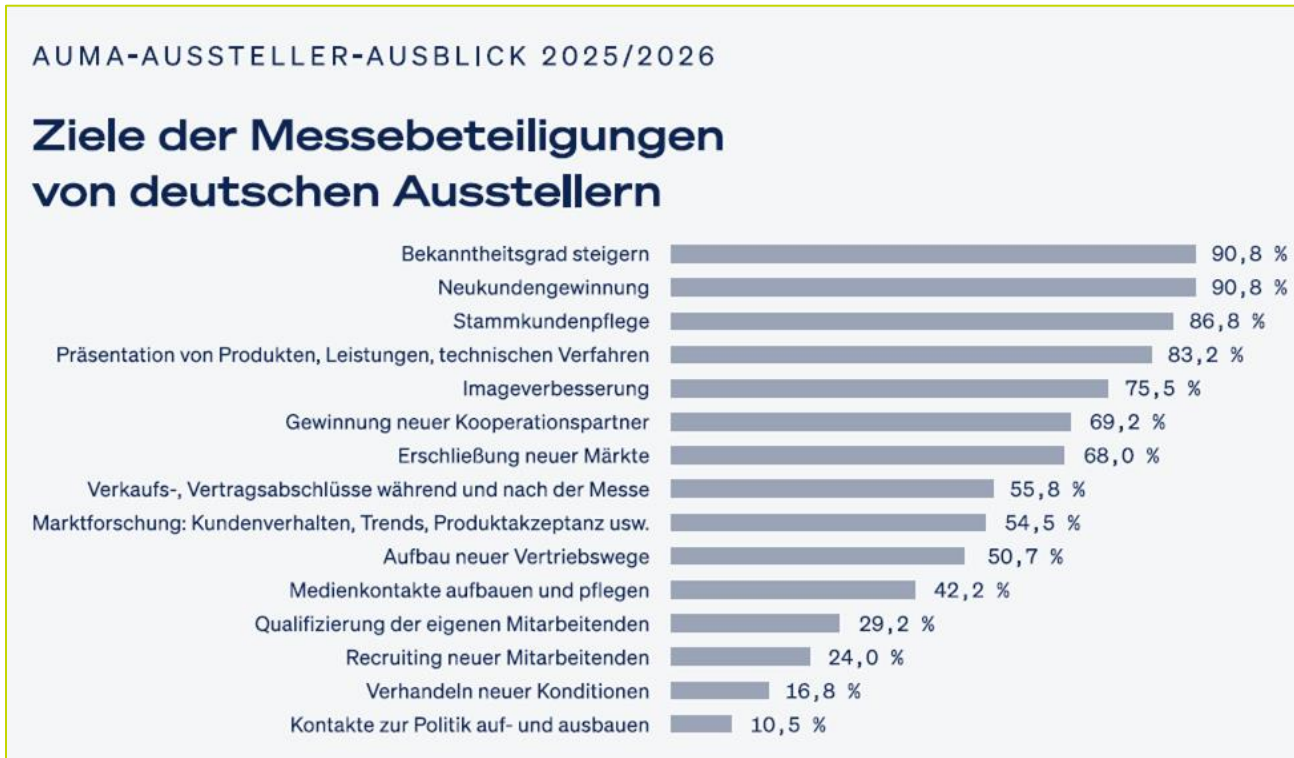
Lead categories can influence ROI calculations and should be **reflected in the trade show objectives**.

# GOAL DEFINITION

Pre-Event    Event    Post-Event

Multiple objectives can be pursued, but they **must be prioritized**. Objectives influence the other aspects of trade **show participation**, including communication, booth design, staff training, and more.

When defining objectives, **visitor goals should also be taken into account** (customer centricity).



# GOAL DEFINITION

Pre-Event

Event

Post-Event

Define clear goals before planning your actions.

Distinguish between **quantitative and qualitative goals**:

## Quantitative goals:

- Visits of 500 trade visitors
- Generation of 100 qualified leads
- Scheduling 20 client meetings after the trade show
- 50 new subscribers have signed up for the newsletter
- **Acquire 5 new customers with a minimum order volume of [ CHF / € ] within 6 months.**

## Qualitative goals:

- Communicating key messages and your company's USP
- Increasing awareness of a product
- Maintaining existing customer relationships
- **Brand image: By the end of Q4, aided brand awareness among the [industry] target audience is expected to rise from the current 15% to 25% as a result of our trade show presence and accompanying LinkedIn campaign.**

## SMART criteria:

**Specific** – formulate as concretely and specifically as possible

**Measurable** – determine qualitative and quantitative metrics

**Achievable** – the goals must be appropriate and appealing

**Relevant** – Feasibility of the task within the given time frame and resources

**Time bound** – Set time-bound goals



For more goals and how-to information, see the [\*\*IImac Success Guide for Exhibitors\*\*](#)

# COMMUNICATION & INVITATION

Pre-Event

Event

Post-Event

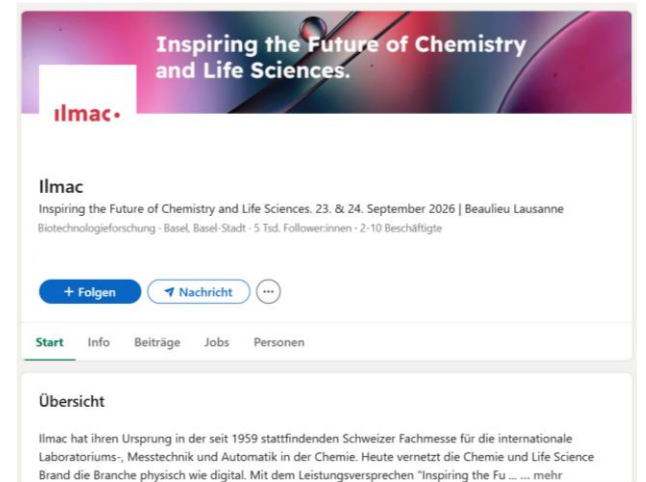
**Extensive, proactive communication** through digital channels helps raise awareness and builds excitement for the trade show.

Well in advance of the trade show, you can incorporate your initial online advertising efforts into **your daily office routine**. For example, you can use banners in your email signature, on your website, or on your social media channels.



**IImac Bannergenerator:** Create a professional invitation banner in just a few clicks.

IImac shares exhibitors' highlights and innovations with a mailing list of over **35,000 industry contacts**. Be sure to subscribe to the IImac channel 😊  
**42% of visitors are first-time visitors**



Be sure to use #IImac | #IImac2026 in your LinkedIn posts.

Always include **your booth number and hall**.

# COMMUNICATION & INVITATION

Pre-Event

Event

Post-Event

The key to success often lies in a **personal invitation**.

Vouchers are an excellent way to encourage your customers to take action.

(1) Use the Prio Code (**voucher code**) to send this (2) as a **personal email**.

The invitation can serve as a first step in **lead generation** and help you (3) **schedule appointments**.



## Prio Code (voucher code):

You can obtain your unique Prio Code through the Exhibitor Service Center (ESC).

This allows **your customers and partners to visit the trade show for free**.



## Incentive for commitment:

Ilmac rewards the most active visitor marketing efforts.

The company that generates the most visitors (in each of the 9/18/36 m<sup>2</sup> categories) using its codes will win a restaurant gift certificate of its choice.



# WEBSITE TOUCHPOINT

Pre-Event

Event

Post-Event

Trade shows are an important **touchpoint for customers**. That's why it's worth creating a separate page on your **website dedicated to your upcoming trade show appearances**. There, customers can see all your activities clearly at a glance. This provides a clear structure and makes it **easier for customers to plan their journey**.

Start **following up on leads** immediately after sending a personal invitation:

Ask your (potential) customers directly if they will actually be attending the trade show, and **set a specific date to make the commitment more binding**.

The **appointment scheduling feature** can also be integrated into the separate subpage for the trade show. This facilitates **digital engagement with (potential) customers** right from the start.



The **IImac 365 digital community platform** offers, among other things, the **ability to schedule appointments**









You can also promote the **free IImac voucher codes** on your website.

# PRE-EVENT SUCESS CHECKLIST

Pre-Event

Event

Post-Event

-  **Target audiences and objectives** have been defined
-  **Existing customers** were personally invited
-  **Potential customers** were directed to your website through LinkedIn, among other channels
-  **All customers** were provided with coupon codes
-  **Appointments** are scheduled
-  **Other visitors** learned about you through LinkedIn posts and will visit you at the trade show

## Next Webinar dates



09.  
Juni  
2026

**June 9, 2026** – Ilmac final sprint: Last-minute tips for attracting more visitors to your stand (with exhibition manager, team, and stand builder)



08.  
September  
2026

**September 8, 2026** – Leads that count: Successful lead generation at Ilmac (with team and lead expert from Ilmac 365 – webinar will be held in German and English)



**Sign up now!**

<https://forms.mch-group.com/formcycle/form/provide/2180/>

### Incentive for your Webinar participation:

- 1 participation: You receive a free showroom listing on Ilmac365 worth CHF 300.–
- 2 or more participations: You receive a showroom listing and an advertising banner on your exhibitor profile on Ilmac365 worth a total of CHF 800.–

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## YOUR FEEDBACK VIA MENTIMETER (GERMAN)



<https://www.menti.com/alhyv27kbboj>

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**Thank you for your participation.**

**We look forward to IImac Lausanne 2026 with you!**

For further questions, please contact: [info@ilmac.ch](mailto:info@ilmac.ch)

Important information for exhibiting companies:  
[www.ilmac.ch/eventplanner](http://www.ilmac.ch/eventplanner)



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