

bauma expands its digital presence

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Facebook, Twitter and Co.

- Website relaunch in June
- bauma is now present on Facebook, Twitter, LinkedIn and YouTube

In time for the next exhibition, bauma has expanded its digital presence. Besides a new website, the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment is now also active on social media. The next bauma takes place at the Messe München trade-fair center from April 11 to 17, 2016.

Website relaunch

The bauma website underwent a complete relaunch in June of this year and now features a new responsive design. It features a more transparent navigation, so exhibitors and visitors can find all important fair-related information with just a few clicks. In addition, the new website also guarantees comprehensive availability using all mobile terminal devices.

bauma on social networks

In keeping with the motto "good things come to those who wait", bauma is now represented in various social networks such as Facebook (www.facebook.com/baumaOfficial), LinkedIn (www.linkedin.com/company/bauma-official), Twitter (twitter.com/baumaOfficial) and YouTube (www.youtube.com/baumaMunich). What innovations and solutions will be presented? What hot trends and topics are moving the global industry? What manufacturers and brands will be represented at the fair? Those who are interested will find the latest updates here on a regular basis.

Visitor registration

Tickets to bauma are now available online at www.bauma.de/tradefair/visitors/purchase-ticket. Visitors who register in advance not only save money, they also automatically take part in the bauma raffle. That applies to

visitors who redeem vouchers. Another advantage of registering in advance is that visitors do not have to wait at the counters when they get to the fair and may proceed directly to the turnstiles and into the fair.

Exhibitor database online

Another tool that helps visitors prepare for the fair is the exhibitor list at <http://exhibitors.bauma.de/en>. Those who are interested can go to the "Hall Plan" to get an impression about the halls and the outdoor exhibition site. The "Exhibitor Search" gives users detailed information about the exhibitors and their products. Visitors can also put together a "Reminder List" to ensure they are perfectly prepared in advance.

Source: Messe München; IFAT