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Of course it is also possible without social media – but with is always better. Whoever do not need to have to buy fans, but to have them, should also maintain social media activities in addition to the traditional communication channels. No sooner said than done: From the end of April 'steinexpo – the original' can also be followed on Facebook.

The anticipation of the 9th steinexpo from 3-6 September 2014 has recently been fuelled by its own presence on Facebook. Here, you can follow the preparations and activities of the exhibition team, the history of the trade fair are told by means of photographs, and friends of the fair post their comments and photos. If you want to have a somewhat livelier impression of the fairgrounds, then go on the virtual scenic flight around the stone quarry where the show will be hosted. Thrills and spills of a special kind are promised by the exciting Truck Trial finals, which will again take place alongside the exhibition. Over several performances, an almost symbiotic relationship has developed between the organisers of this special Truck Championships and the steinexpo, which has the makings of a solid event friendship.

Regularly check back on Facebook for more exciting and vibrant images, because the event's social media presence is intent on gaining as much momentum as the demonstration exhibition itself. All who are curious about and/or experts on the steinexpo, we cordially invite to roam the site and join us in writing the story of the trade fair on the internet. Trade Fair Director Dr. Friedhelm Rese is excited about the successful start of the page and confesses: "In that very moment when we decided to present the trade show on Facebook, our team almost instantly agreed that a vibrant presentation on Facebook basically is a must for a live exhibition such as the steinexpo. This is the impetus that drove us."

<https://www.facebook.com/steinexpo>

www.steinexpo.de

Source: GEOPLAN GMBH