

Make the most of your time at drupa

Your first time at drupa can be an overwhelming experience. With so much going on over such a huge space, there's a dizzying amount of information to take in, and it can be easy to miss the best opportunities.

So how do you get maximum bang for your drupa buck? We asked drupa veterans for their tips on how to have a really productive visit.

Here's what they told us:



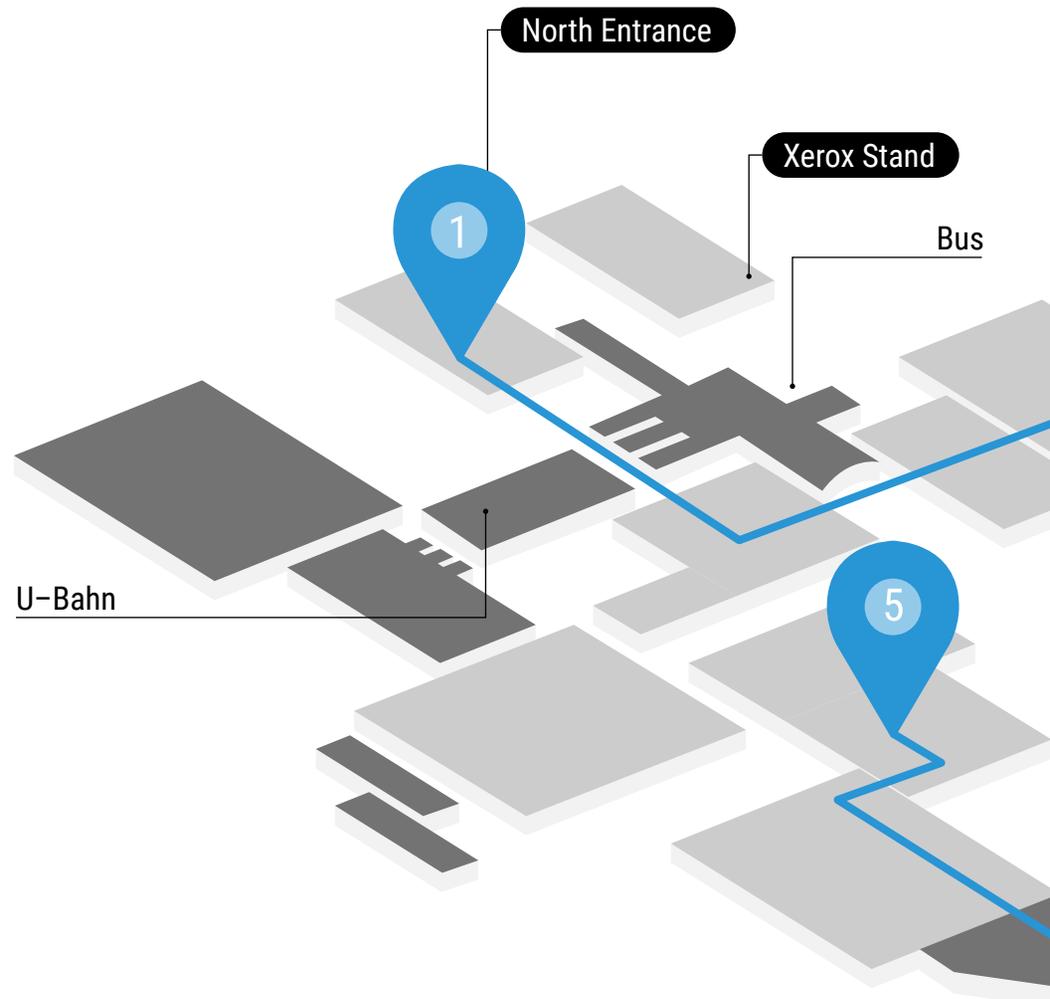
Plan your route

Don't waste time at the show figuring out where to go or how to get there. Before you get to the Messe, make sure you've planned your route around the massive exhibition space. Prioritise the stands you need to visit and plot the shortest route possible, so you can fit more into your day – and still have the energy to enjoy Düsseldorf by night.

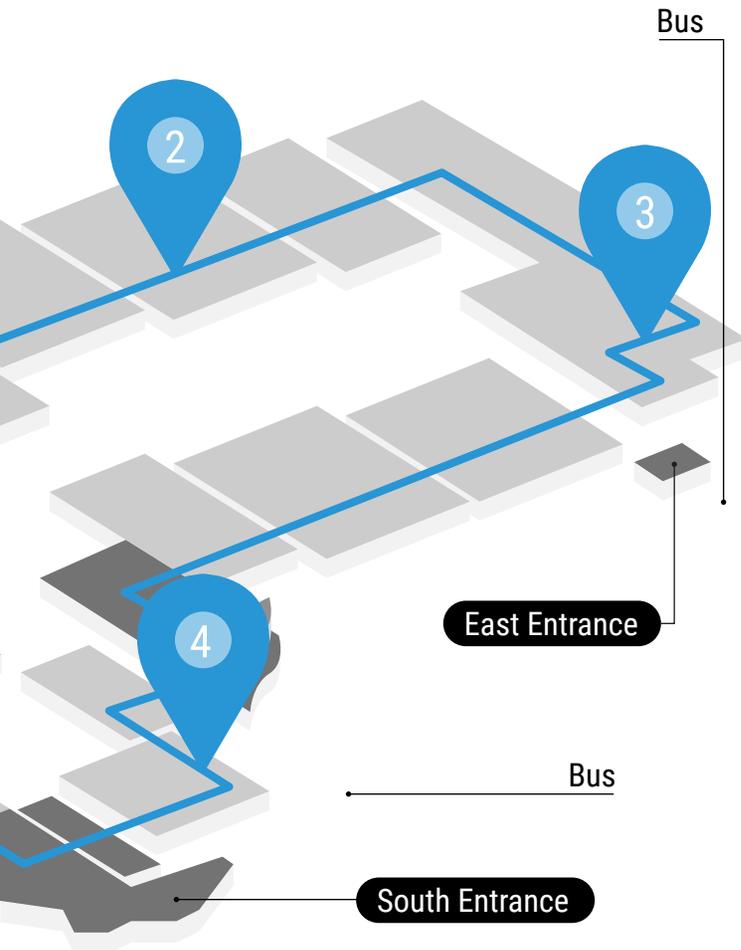


Don't try to see it all

drupa has so much to offer, it's easy to get distracted, so make sure you stay focused on the areas that will have the biggest impact once you're back in your business. That way, you know you'll be talking to the right experts – the ones who can help you find smarter solutions for your most pressing challenges.



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Take a backpack

Even with a prioritized list of places to go and a short route to get to them all, you'll still be inundated with all kinds of goodies from all kinds of exhibitors. If you want to get your huge haul of loot home without crippling yourself, be sure to invest in a backpack!



Pace yourself

Long days in the Messe and long nights exploring Düsseldorf can start to take their toll if you don't come prepared. Remember: if you want to be productive, you need to be comfortable. So keep plenty of food and water (and even a spare pair of shoes) in that trusty backpack of yours.



Keep one eye on your social feeds

Social media feeds are the best way to keep your finger on the pulse of the show. With a constant flow of up-to-the-minute information, you'll always know what's hot (and what's not), so you can identify great opportunities as they happen.



Check in for the weekend

And lastly, if you want the best chance of beating the crowds, the weekends are usually quieter, so think about planning your visit to include a weekend in Düsseldorf.