



ZOOM LENS EF 24-85

Press services

General press services

Press Center

The Deutsche Messe Press Center is located right next to the Convention Center. Equipped with state-of-the-art technology, it is available to journalists from around the world for reporting purposes. In order to make journalists' preparation and time at the show as effective and informative as possible, the Communications Dept. at Deutsche Messe provides a wide array of services.



Press info trays

Contact:

Maryam Maghsudi
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Journalists employed by specialist publications provide particularly targeted information on companies and their products. Special info trays in the Press Center are available for you to distribute press releases or entire press kits to attending trade journalists. These trays are 34 cm deep, 24 cm wide and 12 cm high. Distribution depends on the date your order is received. Prices vary according to the length of the event and are available on request or via OBS.

We recommend you order at least two info trays, so that journalists have convenient access to your press releases in both English and German.



Internet press boxes

Contact:

Oreste Mallus
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Internet press boxes are available to journalists and visitors starting three months before opening day of the show with regularly updated content. All information is available in downloadable form

and is additionally forwarded to registered journalists via an e-mail subscription service. Clients can supply their order number to have this information sent in the form of .doc and .rtf files via e-mail or by conventional mail on CD-ROM. Each press release can be assigned to up to three display categories, ensuring optimum diffusion among target trade publications.

Prices are available on request and in OBS.

Press conferences

Contact:

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A whole raft of strategic considerations and preparations go into any successful press conference. What is the exact purpose of the conference? Which key journalists will have time to attend on the scheduled date? Where should it take place and where should the right catering come from? Deutsche Messe offers you free, professional advice to help you plan, coordinate and carry out your press conference. Your event will appear in a printed list of press conferences which is constantly updated and distributed at the Press Center on the Exhibition Grounds. A current overview of all press conferences is also displayed on monitors at the Press Center and is available to accredited journalists 24/7 via our press services website.

Streaming media/Internet TV

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The “TV Channel” is the official Web TV service of Deutsche Messe. Use it for a live webcast and/or video-on-demand of your press conference or corporate events.

As a fast medium available 24/7, Internet TV is becoming a progressively strategic component in the corporate marketing mix. Use it to enhance the attractiveness and effectiveness of your website. And take advantage of the numerous visitors frequenting our websites www.cebit.de and www.hannovermesse.de for an additional advertising platform as well.

Whether you want to publicize a press conference, a convention, an awards ceremony, a product presentation, impressions of your tradeshow stand or another event – harness the websites www.cebit.de and www.hannovermesse.de to your commu-

Take advantage of the central location of our Convention Center on the Exhibition Grounds by holding your press conference there. You'll find further information and contact details under “Presentations, conferences and other supporting events,” pages 28 – 31.



nication needs. Extend the reach of your event by arranging for a webcast – live or on demand. You'll find some examples of this at our special demo link: www.tvonweb-messe.de.

We use professional camera crews for our broadcasts, delivering DigitalVideo or Beta recording standards for the ideal presentation of your event. As an alternative we can also provide you with the available audio and video signals used by radio and television crews. For the actual broadcast we apply Windows Media technology from Microsoft as well as the streaming standards from Flash and Real Networks.

We'll be happy to advise you and supply you with the relevant prices.

“Hot Topics”

Contact:

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Our “Hot Topics” writing team is always on the lookout for special highlights at the show. Journalists make particularly intensive use of this tool. Highlights can include your company’s latest innovations, special services or solutions, but also visits by prominent researchers and developers to your company stand, other stand-based events and performances or even novel stand architecture. These “Hot Topics”

Online press guide

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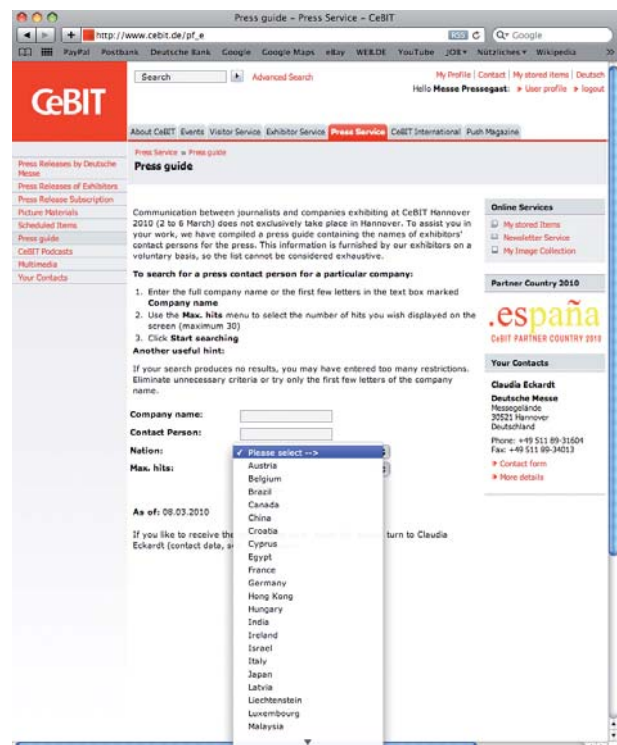
Our online press guide acts as a ready reference for journalists all year round, containing the names and phone numbers of our exhibitors’ media spokespeople. The online press guide can be accessed at our press services website.

Supply us with the name and contact address of your media spokesperson and we will make this information accessible to journalists.

This service is free of charge for exhibitors.

bulletins are distributed to journalists at the Press Center, as well as being published on our press services website and e-mailed to the main news desks at daily newspapers plus radio and television stations.

Please inform us well in advance (for example, by sending us press releases, product descriptions, brochures, descriptions of applications, etc.) The final publication decision rests with the writing team. The first “Hot Topics” bulletin comes out shortly before opening day of the show, with additional numbers issued over the first few days of the event. This special service is free of charge to exhibitors.



Products and Innovations

Contact:

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This information service on the Deutsche Messe press services website is free of charge and designed to alert the trade press to new products and product refinements being showcased at our trade fairs. The information you submit is evaluated and then edited by a team of technical editors.

Key editorial addresses

Contact:

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To ensure your press releases and invitations reach your target media, Deutsche Messe has compiled an

Tradeshaw newspaper

Contact:

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The official trade fair newspaper of Deutsche Messe reports daily on your innovative products, outstanding events at your stand and personal impressions of exhibitors and visitors. This cooperative venture with publishers from the various technology sectors guarantees a competent and professional level of reporting.

This service is not available for all shows.

TIP: By advertising in the official trade fair newspaper, you can reach your target groups more effectively than through any other print medium. Please refer to the chapter entitled "Advertising your trade fair appearance", pages 12 – 21, for more details.

Make the most of the opportunity to publicize your innovative exhibits, services and planned product launches in the right trade circles by submitting short descriptions of these innovations by e-mail, which will then be edited in-house. The texts should be in German and English, no more than 720 characters long and written in a factual tone.

This service is not available for all shows.

up-to-date directory containing the most important addresses of German daily newspapers and business publications, plus radio and television stations. This press distribution list helps you find the right editorial-desk addresses and a suitable contact person for each media outlet. This free address list is available a full six to eight weeks before the trade fair opens.

The image shows the cover of the CeBIT NEWS magazine, issue Nr. 1 | 2, März 2010, powered by COMPUTERWOCHE. The cover features a large globe with the headline "Die Welt im Netz" and a photograph of Angela Merkel and José Luis Rodríguez Zapatero. The magazine includes a "Page 30 ENGLISH Section" and lists articles such as "Bitkom fordert Internet-Minister" (Seite 8), "Fujitsu wettet auf Cloud Computing" (Seite 9), and "Leitthema der CeBIT 2010: Connected Worlds" (Seite 12). The cover also mentions "Home, Speed Home!" and "Halle 13 • Stand C48". At the bottom, it says "Find new solutions, services, cooperation partners all over the world. SIPPO Pavilion at CeBIT 2010, Hanover, Hall 2 Stand D28. sippo.ch" and "SIPPO + Swiss Import Promotion Programme".

Additional communication options at CeBIT and HANNOVER MESSE

Contact:

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During CeBIT and HANNOVER MESSE, the Deutsche Messe Press Center and the Radio and TV Center function as the main media locations for journalists.

Trade fair radio

The radio broadcasting studio of Norddeutsche Rundfunk (NDR), adjacent to Hall 17, reports live from the show on product innovations and promotions. Reporters from Deutschlandfunk, HR, BR, SWR and WDR are also present at the Radio and TV Center. You are welcome to provide reporters with information, either in advance or onsite. A list of media addresses is available on request.

Trade fair television

Norddeutsche Rundfunk (NDR), Deutsche Welle, HR, SWR, N-TV, ZDF/3sat and additional TV stations maintain offices at the Radio and TV Center during the show. Especially interesting information should be supplied to broadcasters during the run-up to the event to allow for advance production of reports.

HERMES AWARD at HANNOVER MESSE 2011

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Innovations are in the spotlight at the world's largest technology showplace. The HANNOVER MESSE Hermes Award carries a prize purse worth a total of 100,000 euros. As an exhibitor at HANNOVER MESSE 2011, you won't want to miss out on the opportunity to compete for a HERMES AWARD and give your innovation a decisive boost.

All major press agencies and many regional and national daily newspapers set up editorial offices there and send out news from the trade fair via print, radio, television and the Internet to the whole world.

Make the most of this diverse and massive media presence to maximize your trade fair appearance. Deutsche Messe supports your media liaison work and helps you locate the right contact partners.



For more information and for registration forms, go to www.hermesaward.com