



ZOOM LENS EF 24-85

Press services

General press services

Press info trays

Contact:

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Journalists writing for specialist publications use press kits as a source of strategic 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 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:

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Internet press boxes are accessible to journalists on the Deutsche Messe press services website a full three months before the start of the trade fair and are updated on a daily basis. All information is available for downloading and is also forwarded via an e-mail subscription service to registered journalists. This means you can supply media re-

presentatives with all the relevant information on your company. Be sure to include your e-mail and URL addresses so that journalists can make direct contact with you.

Due to the constant updating process, there is no deadline for submitting this material. Any number of texts can be transmitted digitally at any time, in English or German, but must not exceed 10,000 characters. Photos must be sent separately as jpg files.

Prices are available on request.

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.

Webcasting your press conference

Contact:

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If you are holding a trade fair press conference in Hannover, it is a good idea to extend the reach of your event by arranging a webcast.

A webcast includes:

- Live coverage of your press conference via one or two cameras in ISDN/DSL bandwidth.
- Presentation of the press conference on the official tradeshow website, our press services website and/or your own website.

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 24–27.



- Synchronized webcasting of PowerPoint charts along with the video (your presentation must be ready 1 week before the press conference).
- Your press conference is available after the live webcast as a video-on-demand via the Internet. Journalists can go back and view the conference at their leisure or see it for the first time if they were not able to attend. The webcast is accessible even after the trade fair has closed – an option that is heavily used.
- DVD recording of your press conference.
- DVD/CD archiving (WMT/Real).

Prices are available on request.

Image trailer

Contact:

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Capture the highlights of your trade fair appearance – e.g. impressions of your stand, product demonstrations, key innovations – in sound and pictures. As your trailer appears on the official tradeshow website, you also have a perfect advertising platform at your disposal.

Production of a trailer includes:

- Shots of individual sequences
- Editing down to about 1–2 minutes
- Sound mixing of live sound/appropriate background music (no Gema fees!)
- Design of a pop-up window in your own CI
- Digitalization for the Internet in Microsoft media technology (ISDN + DSL bandwidths)
- Uploading onto video server
- Inclusion of the trailer on the appropriate trade fair site (on request)
- Master DVD

Cost: Min. EUR 850 plus statutory VAT.

“Hot Topics”

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Our “Hot Topics” writing team is always on the lookout for special highlights at the show. These 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”

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 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.

Online press guide

Contact:

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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 free of charge 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.

The screenshot shows the DOMOTEX Press Service website. The header includes the DOMOTEX logo, the title 'The World of Flooring', and the event details 'Hannover, 17 - 20 January 2009'. A navigation menu on the left lists various services like 'Press Service', 'Press E-Mail Service', and 'Graphic Materials'. The main content area features a 'Welcome to the DOMOTEX Press Service' message, explaining that the service provides press releases, products, and innovations. It also includes a registration prompt and a 'Register now' button. On the right, there is a login section with fields for 'Email or Username' and 'Password', and a 'My Image Library' section. The footer contains copyright information for Deutsche Messe AG.

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.

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.

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.

up-to-date directory with around 200 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.



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 10 – 19, for more details.

Additional communication options at CeBIT and HANNOVER MESSE

Contact:

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During CeBIT and HANNOVER MESSE, the Deutsche Messe Press Center is packed with journalists from all over the world. 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.

Trade fair radio

The radio broadcasting studio of Norddeutsche Rundfunk (NDR) adjacent to Hall 17 broadcasts live from the fair on product innovations and promo-

Trade fair television

The TV stations Norddeutscher Rundfunk (NDR), Deutsche Welle, Hessischer Rundfunk, SWR, N-TV, ZDF/3sat plus a number of radio stations have their reporters and camera teams onsite at the Exhibition Center for the duration of the trade

TV Channel

The TV Channel is the official Web TV service of Deutsche Messe. Use this channel for a live web-cast and/or video-on-demand of your press conference or corporate events. This allows journalists to take part in your event, even if they are unable to be there in person. You can choose to have the material included on the official trade-

tions. You are welcome to provide their editorial office with information, either in advance or onsite.

fair. Deutsche Messe is happy to put you in touch with a member of the NDR news desk. Particularly newsworthy press releases should go to NDR in the lead-up to the trade fair to allow for coverage to be arranged or even produced in advance of the event.

show website, the closed press services website and/or your own website. All presentations are archived and available for downloading for up to four weeks after the event.

Prices available on request.

HERMES AWARD at HANNOVER MESSE 2009

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Innovations are in the spotlight at the world's largest technology showplace. With a prize purse of 100,000 euros, the HANNOVER MESSE Hermes Award is one of the world's most lucrative international technology prizes, guaranteeing the winner strong media coverage. As an exhibitor at HANNOVER MESSE 2009, you won't want to miss out on the opportunity to compete for a HERMES AWARD and give your innovation a decisive boost.

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

