



## Use our Press Service channels to gain top media attention at the CeBIT HANNOVER 2010

Dear Exhibitor,

Deutsche Messe offers you a whole range of press services to help you raise your profile and maximize the impact of your participation. In the run-up to the show there are a variety of ways you can publicize your presence at the CeBIT HANNOVER 2010 in the media. Please take a look at the following services, many of which are free of charge:

Listing in the Press Guide online : Our CeBIT 2010 Press Guide online contains all the relevant exhibitors data to enable quick and direct contact between the press and exhibitors. This service is free of charge.

**Deadline: 26<sup>th</sup> February 2010**

Contact: Ms. Claudia Eckardt phone: +49 511 8931604 or mailto: [claudia.eckardt@messe.de](mailto:claudia.eckardt@messe.de)

Press info trays at the Press Center: The Press Center is used by 3,000 accredited journalists at CeBIT 2010, who will be happy to use press releases and other printed matter you supply. Our Press Center gives you the perfect place for distributing such material. (per info tray 67,- € + V. A. T.)

Contact: Ms. Heike Breuste, phone: +49 511 8931606 or mailto: [heike.breuste@messe.de](mailto:heike.breuste@messe.de)

Internet press boxes: At [www.cebit.de/pressservice](http://www.cebit.de/pressservice) you can publish your latest press releases and photos. These are e-mailed on a daily basis to the journalists around the world who are on our mailing list. (up to 10,000 characters 100,- € + V. A. T.; per picture 70,- € + V. A. T.)

Contact: Mr. Oreste Mallus, phone: +49 511 8932303 or mailto: [globis@messe.de](mailto:globis@messe.de)

Are you planning a press conference? We will assist you with scheduling and organizing your press conference, and provide an ideal setting for anywhere from 4 to 1,200 attendees, plus any multimedia equipment you might need. We will also include your press conference in listings which we publish in print and online for the benefit of journalists.

Contact: Ms. Janina Schwarzkopf, phone: +49 511 8931011 or mailto: [janina.schwarzkopf@messe.de](mailto:janina.schwarzkopf@messe.de)

Venue booking: Corina Sillmen, Tel.: +49 511 89 31279 or [corina.sillmen@messe.de](mailto:corina.sillmen@messe.de)

An international list of trade publications can help you to communicate your message and send your invitations to the right target groups. Such a list is available from Deutsche Messe on request, as well as a current media list for Germany.

Contact: Ms. Heike Breuste, phone: +49 511 8931606 or mailto: [heike.breuste@messe.de](mailto:heike.breuste@messe.de)

HOT TOPICS - A service for the daily and business press, radio and television:

Always on the lookout for interesting products, the above media will be highly interested in knowing about particularly innovative or special products you have on offer, and we look forward to receiving a brief product description from you for publication within HOT TOPICS.

Contact: Ms. Andrea Staude, phone: +49 511 8931015 or mailto: [andrea.staude@messe.de](mailto:andrea.staude@messe.de)

Streaming & Trailers: Broadcast your event online - either by streaming or video on demand. Capture the highlights of your trade fair appearance. (Prices on application)

Contact: Ms. Andrea Staude, phone: +49 511 8931015 or mailto: [andrea.staude@messe.de](mailto:andrea.staude@messe.de)

CeBIT-Channel: We will publicize your event on the official CeBIT website at [www.cebit.de](http://www.cebit.de) giving you a broad advertising platform. (Prices on application)

Contact: Ms. Andrea Staude, phone: +49 511 8931015 or mailto: [andrea.staude@messe.de](mailto:andrea.staude@messe.de)



“news aktuell”: To get your press releases on the news ticker and directly to the editorial systems of the media, the dpa subsidiary news aktuell, Germany's leading press service, offers distribution packages at attractive trade fair terms.

Your texts and photos will reach news agencies, the daily press, independent journalists, trade and magazine editors and insiders of the industry. At the same time, your press releases will be published at [www.presseportal.de](http://www.presseportal.de) Germany's leading database for press releases.

For more information about our services please contact: news aktuell GmbH, Ms. Stefanie Plückhahn, Tel. +49(0)40-4113 32577, [info@newsaktuell.de](mailto:info@newsaktuell.de)

This is just a brief summary of the services we provide. You will find a full set of information about placing ads in our trade fair publications plus details about our TV and radio services in the Press section of the Service catalogue 2010. If you would like us to send you another copy of the Services catalogue 2010 by e-mail, please let us know.

Easy ordering with Online Business Service (OBS) [www.obs.messe.de](http://www.obs.messe.de)

We wish you great success at CeBIT 2010!  
Deutsche Messe  
CeBIT Press-Team