



Press services

General press services

Press Center

The Deutsche Messe Press Center is equipped with state-of-the-art technology and is available to journalists from around the world for reporting purposes. The Communications department at Deutsche Messe provides a wide array of services to make journalists' preparation and time at the show as effective and informative as possible.



Press info trays at the Press Center

Journalists employed by specialist publications require 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 duration of the event and are available on request or via OBS.

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



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Online press boxes

Online press boxes are available to journalists and visitors, starting three months before opening day of the show, and feature regularly updated content. All information can be downloaded and is also forwarded to registered journalists via an e-mail subscription service. Exhibitors can supply information for inclusion in this service. All information must be sent in .doc and .rtf format via e-mail and accompanied by an order number. Each press release can be assigned to up to three display categories to ensure targeted distribution to the relevant trade publications.

Prices are available on request and via OBS.

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Press conferences

A whole array 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 who should do the catering? 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.

Note: Hold your press conference at our Convention Center, which is located centrally on the exhibition grounds. You'll find further information and contact details under "Organization of congresses, conferences and other events" on page 31.



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Streaming media/Internet-TV/Video production

The "TV Channel" is Deutsche Messe's official Web TV service. Use it for live webcasts and/or on-demand videos of your press conferences or corporate events. As a fast medium available 24/7, Internet TV is increasingly becoming a key strategic part of the corporate marketing mix. Use it to enhance the attractiveness and effectiveness of your website. You can also use our extremely well-frequented websites www.cebit.de and www.hannovermesse.de as additional online platforms. Whether you want to publicize a press conference, a convention, an awards ceremony, a product presentation, images of your tradeshow stand or some other event, our high-profile websites at www.cebit.de and www.hannovermesse.de will provide you with powerful communication leverage.

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 and we deliver DigitalVideo or Beta recording standards to guarantee high-quality coverage 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 use Windows Media technology from Microsoft as well as the streaming standards from Flash and Real Networks.

You can also leverage your trade fair investment by featuring your showcase in a professionally produced promotional video.

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

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“Hot Topics”

Our “Hot Topics” editorial team is always on the lookout for special highlights at the show – from product launches and innovative services through to special events at exhibition stands. Journalists make particularly intensive use of this tool. Apart from your company’s latest innovations, special services or solutions, the hot topics covered can also include visits by renowned researchers and developers to exhibitors’ stands, novel stand designs, and special stand-based events, such as artistic performances.

The first “Hot Topics” bulletin comes out shortly before the opening day of the show, with additional issues appearing over the first few days of the event. This special service is free of charge to exhibitors.

“Hot Topics” bulletins are distributed to journalists at our Press Center and are also published on our press services website and e-mailed to the main news desks at daily newspapers plus radio and television stations. Please brief us well in advance by e-mail on the themes and information you would like us to include in “Hot Topics”. You can do this by sending us press releases, product descriptions, brochures, descriptions of applications, etc. The “Hot Topics” editorial team will then select the most interesting news items.

Media liaison guide

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

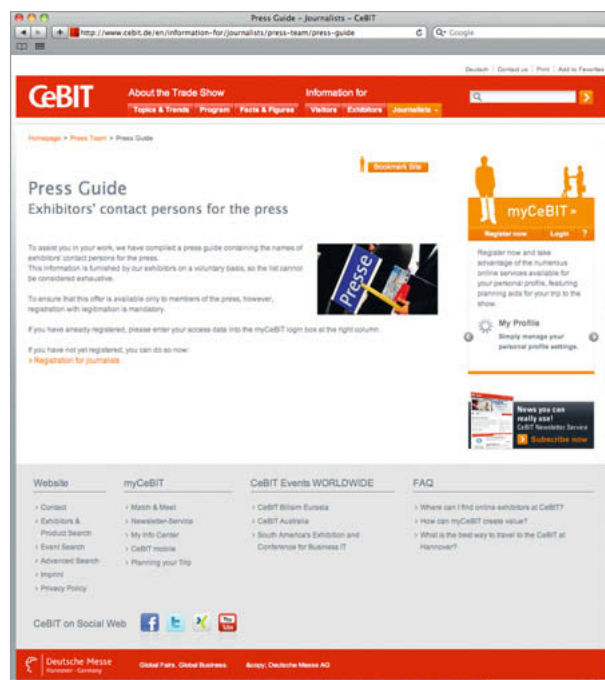
Supply us with the name and contact address of your media spokesperson, and we will make this information accessible to journalists. This service is free of charge for exhibitors.

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“Products and innovations”

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.

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 1,000 characters long and written in a factual tone.

This service is not available for all shows.

Key media contacts

To ensure your press releases and invitations reach your target media, Deutsche Messe has compiled an 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. It is free of charge and available as a PDF or Access file a full six to eight weeks before the trade fair opens.

Tradeshow newspaper

Deutsche Messe’s official tradeshow newspaper 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.

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Additional communication options at CeBIT and HANNOVER MESSE

During CeBIT and HANNOVER MESSE, the Deutsche Messe Press Center and the Radio and TV Center serve as the main media hubs for journalists. All major news agencies and 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 powerful media presence to maximize the media exposure of your trade fair showcase. Deutsche Messe will be happy to support your media liaison work and to help you identify the right media contacts.

Trade fair radio

The radio broadcasting studio of Norddeutscher 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 – ahead of or during the fair. A list of media addresses is available on request.

Trade fair television

Norddeutscher Rundfunk (NDR), Deutsche Welle, HR, SWR, N-TV, ZDF/3sat and other TV stations maintain editorial offices at the Radio and TV Center during the show. Particularly newsworthy information should be supplied to broadcasters well in advance of the event to allow sufficient time for pre-production of more in-depth reports.

HERMES AWARD at HANNOVER MESSE 2012

Innovations are in the spotlight at the world's largest technology showcase. The winner of the 2012 HANNOVER MESSE Hermes Award will enjoy the benefits of an attractive PR package worth a total of 100,000 euros. As an exhibitor at HANNOVER MESSE 2012, 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 on the conditions for participation and the PR package, visit www.hermesaward.com.



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