

Use our Press Service channels to gain top  
media attention at didacta 2009!



Hannover 10. – 14.2.2009

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 didacta 2009 in the media.

Listing in the **Press Guide online**: Our didacta Press Guide online contains all the relevant data to enable quick and direct contact between the press and exhibitors. This service is free of charge. (Order Form 8.20)

Deadline: 2009-02-02

Contact: Claudia Eckardt, Tel.: +49 511 89-31604

**Products and innovations** Use this special service to highlight your innovative goods or services to interested journalists from around the world. Submissions will be posted up to and during the show. (Order Form 8.30)

Deadline: 2009-01-28

Contact: Susanne Sattler, Tel.: +49 511 89-31605

**Press info trays** at the Press Center: The Press Center is used by accredited journalists at DOMOTEX HANNOVER, 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. (Order form 8.10) **(per tray 52,00 Euro + V.A.T.)**

Contact: Britta Geisenhainer, Tel.: +49 511 89-31011 or [britta.geisenhainer@messe.de](mailto:britta.geisenhainer@messe.de)

**Internet press boxes**: You can publish your latest press releases and photos in our press members only area of our website. Journalists can search these internet press boxes beginning three months before the start of the show. The boxes are updated daily. (Order form 8.60) **(up to 10,000 characters 100,00 Euro + V.A.T.; per picture 70. 00 Euro + V. A. T.)**

Contact: Oreste Mallus, Tel.: +49 511 89-32303 or [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, 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: Andrea Staude, Tel.: +49 511 89-31015 or [andrea.staude@messe.de](mailto:andrea.staude@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. (Order Form 8.40)

Contact: Andrea Staude, Tel.: +49 511 89-31015 or [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. (Order Form 8.93) **(Prices on application)**

Contact: Andrea Staude, Tel.: +49 511 89-31015 or [andrea.staude@messe.de](mailto:andrea.staude@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: Susanne Sattler, Tel.: +49 511 89-31605 or [susanne.sattler@messe.de](mailto:susanne.sattler@messe.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 in the Press section of the Service catalogue 2009. If you would like us to send you another copy of the Services catalogue 2009 by E-mail, please let us know. Easy ordering with Online Business Service (OBS\*) [www.service.messe.de](http://www.service.messe.de).

**We wish you great success at didacta 2009!**

Deutsche Messe  
didacta 2009  
Press-Team