

Press services

# Use our Press Service Channels to gain top media attention at the INTERSCHUTZ 2010!

Make sure that your company receives the media coverage it deserves. This is no problem, thanks to the extensive press services available at INTERSCHUTZ 2010. For example, you can deposit product information in our distribution boxes – either online or in the Press Center. You can also benefit from numerous other support services, including free listings in our databases. Journalists from all over the world use these facilities to tune into the latest industry trends. In addition, we will gladly assist with the preparation of press conferences. In this way you can make sure that your innovations hit the headlines.

## Listing in the online press guide

### Contact:

Claudia Eckardt  
Tel. +49 511 89-31604  
claudia.eckardt@messe.de

With the online press guide at their fingertips, journalists from all over the world will be able to communicate directly with the person(s) responsible for press liaison within your company. Stored on the INTERSCHUTZ press server, your contact details can be viewed at any time by registered journalists.

**Orders:** OBS service area: press services

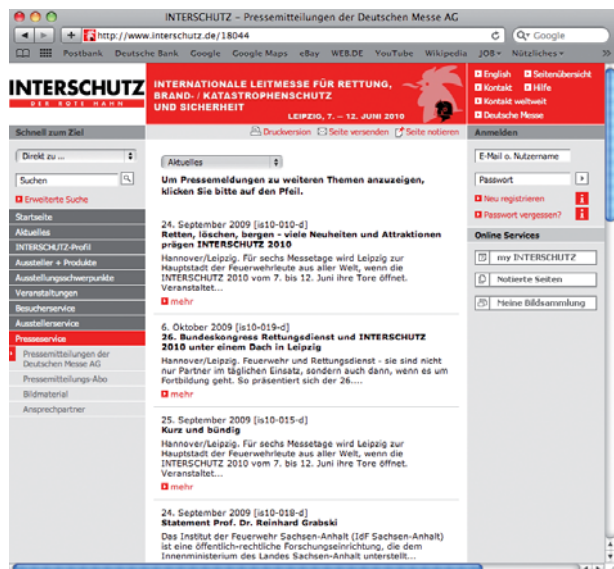
**Price:** free of charge

## Internet press boxes

### Contact:

Oreste Mallus  
Tel. +49 511 89-32303  
globis@messe.de

Available via [www.INTERSCHUTZ.de](http://www.INTERSCHUTZ.de), these online press distribution boxes are activated three months before the start of INTERSCHUTZ 2010 and are continuously updated. The information can be downloaded by users at any time. In addition, it is distributed by e-mail to registered journalists.



**Orders:** OBS service area: press services

Texts: max. 10,000 characters;

DOC or RTF format only

Images: max. 1.2 MB (2,500 pixels),

JPG format only

**Prices:** texts EUR 100 (per language);

images EUR 70 (per image)

## Press info trays at the Press Center

### Contact:

Susanne Sattler  
Tel. +49 511 89-31605  
susanne.sattler@messe.de

Journalists from all over the world will visit the Press Center during INTERSCHUTZ 2010 at the heart of the Exhibition Grounds. Take this unique opportunity to deposit information on your company in rented distribution boxes. We recommend that you prepare this information in English and German.

**Orders:** OBS service area: press services

**Price:** EUR 57 per press box



## Press conferences

### Contact:

Susanne Sattler  
Tel. +49 511 89-31605  
susanne.sattler@messe.de

We can help you plan, coordinate and stage your press conferences. We will also ensure that the relevant press conference schedules are widely circulated on the Internet and at the Press Center.

**Price:** free of charge



## Internet broadcasts and image trailers

### Contact:

Andrea Staude  
Tel. +49 511 89-31015  
andrea.staude@messe.de

The Internet is the medium of the future. It is the ideal place to publicize your company and its

product innovations – either live or on demand. You also have the option of putting your impressions and highlights to an audiovisual image trailer.

**Orders:** OBS service area: press services

**Price:** will be quoted upon request

## Products and innovations

### Contact:

Susanne Sattler  
Tel. +49 511 89-31605  
susanne.sattler@messe.de

Your product descriptions will be edited by our trained editorial staff and reviewed in terms of their innovative content. Following this, your information

on your products and innovations will be stored on our online press server. This information can be accessed by journalists eight weeks in advance of INTERSCHUTZ 2010 – during and after the show as well.

**Orders:** OBS service area: press services

**Price:** free of charge

## “HOT TOPICS”

### Contact:

Andrea Staude  
Tel. +49 511 89-31015  
andrea.staude@messe.de

Innovative products, new trends and advanced applications are the lifeblood of daily newspapers, business journals, radio and TV stations. These media are also interested in human interest stories – e.g.

visits by well-known business leaders, artists and show stars. Inform us in good time about any interesting news items. We'll then edit this material and publish it in our Hot Topics press release, which is targeted primarily at the news media. Printed versions will also be available at the Press Center.

**Orders:** OBS service area: press services

**Price:** free of charge

## Key editorial addresses

### Contact:

Susanne Sattler  
Tel. +49 511 89-31605  
susanne.sattler@messe.de

A detailed list containing the names and addresses of German and international trade media will help

you to distribute information and invitations to your chosen target groups.

**Orders:** OBS service area: press services

**Price:** free of charge