

**Use our Press Service channels
to gain top media attention!**

Deutsche Messe offers a broad 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 number of ways you can publicize your presence in the media.

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

Deadline: 26/May/2011

Contact: Claudia Eckardt, phone: +49 511 89 31604 or claudia.eckardt@messe.de

Trade Fair-Highlights Please inform us about your remarkable projects, innovations and offers, so that we can inform the media with the Trade Fair-Highlights.

Contact: Andrea Staude, phone: +49 511 89 31015 or andrea.staude@messe.de

Press info trays: Display your press releases and other printed matter at the press center. Journalists at Real Estate North will be happy to use the information for their coverage. **(per tray 52.00 Euro + V.A.T.)**

Contact: Melanie Osthaus, phone: +49 511 89 31603 or melanie.osthaus@messe.de

Internet press boxes: Publish your latest press releases and photos on the website of Real Estate North. Journalists begin using the Internet press boxes for research three months before the fair. The boxes are updated daily.

(up to 10,000 characters 100.00 Euro + V.A.T.; per picture 70.00 Euro + V. A. T.)

Contact: Oreste Mallus, phone +49 511 89 32303 or globis@messe.de .

Press conferences: We will assist you with scheduling and we will also publish your press conference in listings, also within the press section on the website of Real Estate North.

Contact press dates: Melanie Osthaus, phone: +49 511 89 31603 or melanie.osthaus@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: Andrea Staude, phone: +49 511 89 31015 or 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. We will supply the list on request, as well as a current media list for Germany.

Contact: Melanie Osthaus, phone: +49 511 89 31022 or melanie.osthaus@messe.de

Please refer to the Press section of the 2011 service catalogue. All services should be ordered using Online Business Service (OBS) <https://obs.messe.de>.

We wish you great success at Real Estate North 2011!

Your Press Team