

# Guide to trade fair press relations

## How important are the press at a trade fair?

A trade fair is ostensibly a meeting place for companies and their customers. But the press and their multitude of journalists also play a significant role at a trade fair. Specialist journalists as well as representatives from daily newspapers and TV programmes follow what goes on at the fair with interest, so that they can report about innovations, new products and companies on a wide scale. They research new products, seek out contact with companies and capture the market trends and moods.

## What opportunities does this present for your company's success?

For your company, the aim is to capitalise on the attention of the press to raise the awareness of your target group and the general public for your company, products and services. The press widely disseminates information about innovations, services and your company itself, which means that press relations are one of the most efficient marketing measures for you in the context of a trade fair.

## Which services does Koelnmesse offer?

As a basic service supporting you in your press relations, Koelnmesse offers you an online press compartment on the trade fair website and a physical press compartment in the trade fair press centre for your press information.

This gives journalists easy access to your press material – weeks in advance on the trade fair website and during the fair in the press centre. Planning and providing your press information at an early stage is a key factor for success. We recommend filling your online press compartment with the most important advance information no later than eight weeks before the fair.

This gives journalists the opportunity to steer visitors' interest towards your products and company in the run-up to the event.

You can add further information and make updates right up until the trade fair. For the press compartment in the press centre, you do not need to provide your press folder until one day before the event.

The online press compartment is available to you for up to twelve weeks for follow-up coverage.

The cost of the basic service is 169.00 Euro for the entire period – before, during and after the trade fair.

## Which content is recommendable for the press folder?

- A **contents page** at the beginning of the press folder with an overview of the individual items, optimally in the order listed.

- **New products:** Introduction to the product, its special/new features, differentiation from previous products and competitors' products, target group, price level, image material.
- **Company news:** Takeovers, production sites, partnerships, patents, social involvement, growth, staff development, development of stock market price etc.
- **Key people:** Management, founders, owners, promoters of innovation, press contacts. Contacts, company history, founding, important milestones, development and market position, turnover development, outlook etc.
- **Image material** in the form of prints, a data carrier or images to download (link to website). For digital image material, we recommend an image index with a legend on which the motifs are easy to recognise.
- **Contact sheet:** The main contacts for members of the press including full contact details and contact addresses for customer enquiries.

## Editorial support in preparing your press releases

Furthermore, the experienced PR editors and specialist editors at Koelnmesse can completely draft your press texts or revise your existing press releases, or compose a detailed company profile or a standard boilerplate on your behalf.

## Press conferences and other press events

A press conference offers a particularly good opportunity for your company to present important news or information, such as new products and technologies or the takeover of a competitor. Press conferences also require thorough planning early on if they are to be successful. You should register and book a room for your press conference at Koelnmesse no later than eleven weeks before the fair. We can provide you with information and support in planning.

## We would gladly advise you regarding detailed planning of the individual services and other activities:

Koelnmesse GmbH  
 Marketing-Services  
 Messeplatz 1, 50679 Köln, Germany  
 Tel. +49 221 821-3224  
 marketing-services@koelnmesse.de

## Basic package press comparervice:

### Basic service:

- Online press compartment in German/English for an unlimited number of press releases and files including 4c logo for the labelling.
- Two press compartments to display press material in the press centre.

**Price: 169.00 Euro**

## Add-ons for the press compartment service:

### Press compartment upgrade: video- and audiostreaming

- Activation of video and audio streaming in your online press compartment.
- By upgrading to the video press compartment, you can upload video clips in addition to your press releases. The press compartment makes these video clips available to call up on a high-performance streaming platform.

**Price: 40.00 Euro**

### Press compartment upgrade: Two additional press compartments (display) in the press centre

- You receive two additional display baskets, including labels, in the press centre.
- Use the additional display baskets for different language versions or press folders for individual business divisions.

**Price: 50.00 Euro**

### Text editing: Drafting press releases/press texts

- Experienced PR editors and specialist editors prepare a press release based on the materials provided. Up to 2000 characters excluding boilerplate (one page), possible content includes product information, brochures, business report, website. The package includes a briefing with the client (by telephone) by the editor responsible, captions for up to three images and one correction run. All rights of use are transferred to the client, which means that the client can use the press texts outside of their trade fair activities as they wish.

**Price: 250.00 Euro**

### Text editing: Revising press releases/press texts

- Linguistic and structural revision of press releases by experienced PR editors and specialist editors. The package includes the checking and revision of an existing press text (up to 3500 characters) based on the press text, linguistic revision, structural revision, checking with regard to understandability, completeness and suitability.

**Price: 90.00 Euro**

### Text editing: Company profile

- Texts for a detailed company profile including short curriculum vitae for executive staff for the press. The price includes a company profile of approximately 4000 characters plus short curriculum vitae for executive staff (up to three), drafted on the basis of the materials provided (e.g. company website, backgrounders, business report, Xing profiles, CVs) and a question list/checklist, telephone briefing with the client by the editor responsible and one correction run.

**Price: 690.00 Euro**

### Text editing: Boilerplate "About us"

- Texts for a standard boilerplate for press releases ("About us")
- The "boilerplate" is a paragraph added to all of your company's press releases which provides brief information on the key aspects of your company. Approximately 500–700 characters, drafted on the basis of the materials provided (e.g. company web-site, backgrounders, business report) and a question list/checklist. The package includes a telephone briefing with the client by the editor responsible, including one correction run.

**Price: 160.00 Euro**