

## Press Service

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As part of your pre-press work for Laser Optics Berlin / microsys berlin 2012, you should make sure the daily newspapers and trade press is informed about your participation in this exhibition.

Distribute press information to target groups long before the exhibition. The trade journals are especially interested in early information on your planned activities at Laser Optics Berlin / microsys berlin 2012. The industrial media focus on news from companies and branches of business. We help you plan and implement your press activities for Laser Optics Berlin.

### **Your press representatives at Messe Berlin are:**

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### **Press guide/contacts (see enclosed order form)**

Please notify us as soon as possible of the names of your media representatives who can be contacted before the trade show and at your display stand. This will ensure that we have a direct communication channel to you at the trade show to set up contact with media representatives. Journalists will receive a copy of the calendar so that they can contact exhibitors directly.

### **Press conference (see enclosed order form)**

If you are planning a press conference, check with us to ensure that the date and theme will have the highest possible impact. Your press conference can be arranged within the framework of Laser Optics Berlin and we will be happy to help you with the organization. We can provide assistance on setting up dates and times, arranging suitable space and technical equipment.. Please contact us as early as possible regarding your plans for final arrangements of a press conference date.

We can also advise you regarding allocation of your invitations. For completion we can supply you with a list that has been compiled in conjunction with our press distributors and taking into account the special features of Berlin as a venue.

### **Photo services/photographers**

Add photos to your press kit. Live pictures express more than a thousand words. Your photos should be up to date and accompanied by relevant captions. Press photos should be available in your press kit at press conferences and in sufficient quantity for distribution at your exhibition stand. Press photos can also be displayed in the exhibition press boxes at the Green Week press center. Plan your photographic requirements well in advance of the exhibition opening date. We can assist you by providing a list of suitable photographers.

### **Press kit**

Keep press kits available for distribution to journalists and media representatives attending your press conference or visiting your stand. Your press kit should contain general press information about your company as well as your products and services. Experience shows that the media are always interested in a company's business performance.

### **Press boxes (see enclosed order form)**

During the exhibition you can make use of a press box located in the Press Center. This lets you make press releases and photos available so that media representatives can pick them up at the Press Center without having to visit your stand.

**Messe Berlin GmbH**

Press and Public Relations  
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**Press service for Laser Optics Berlin 2012**

-Please write legibly in block letters -

**Innovation report**

An innovation list of the latest trends, products and services from Laser Optics Berlin exhibitors will be generated during the run-up to Laser Optics Berlin.  
For a free copy, please send an e-mail to:

**Media contact during Laser Optics Berlin 2012:**

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax.: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Order for a press box at the press center**

Company: \_\_\_\_\_

We would like to order \_\_\_\_ (number) press box(es) for Laser Optics Berlin.  
Price: € 25 each (plus VAT)

**Billing address**

Company name: \_\_\_\_\_

Street: \_\_\_\_\_

Postal code / city: \_\_\_\_\_

Country: \_\_\_\_\_ Contact: \_\_\_\_\_

**Announce your Laser Optics Berlin press conference on**

[www.laser-optics-berlin.com](http://www.laser-optics-berlin.com) (free of charge)

yes

no

Company: \_\_\_\_\_

Hall: \_\_\_\_\_ Stand: \_\_\_\_\_ Time: from \_\_\_\_\_ to \_\_\_\_\_

**Date / signature of invoice recipient:** \_\_\_\_\_