

## 7- PUBLICIZE YOUR INNOVATIONS

### YOUR INNOVATIONS

Tell us about your new products, services and special features so that we can present them to journalists and visitors!

The trade show is a unique opportunity to discover, at the various stands, increasingly innovative and specific products and solutions.  
But they still need to be found... An Innovation tour is therefore being organized to assist visitors.

#### ■ What is an Innovation?

A piece of equipment, a system or a service which stands out due to its innovative, exclusive or specific nature. Basically, a product or a service with high added-value for your clients and users. This of course needs to be a recent product (marketing date: after January 1<sup>st</sup>, 2008), one in the process of being launched or even a prototype.

#### ■ What is the benefit of announcing your innovations?

Two levels of exposure, reaching both the press and visitors:

■ Exposure to journalists: products and services announced by exhibitors will be made available to journalists before the trade show by our Press Relations Agency and presented in a booklet available from the press department during the trade show.  
Don't hesitate to send your information first to journalists to generate numerous press articles and provide stories for the pre-trade show special issues devoted to GRAPHITEC-CONVERTEC 2009.

■ **New!** Exposure to visitors: all the Innovations you tell us about will be doubly promoted to visitors:

- A few weeks before the trade show opens, the Innovations will be uploaded to the website [www.graphitec.com](http://www.graphitec.com). This will inform visitors of your news so they can meet you at your stand to learn more about your Innovations.
- An "Innovations" tour will be organized for visitors. They will easily be able to find exhibitors with Innovations on the trade show maps using a "Stop-Innovation!" icon.
- **GRAPHITEC-CONVERTEC prints green!**  
The trade show will promote exhibitors' contribution to sustainable development, through a pathway devoted to the theme.  
Be the first to declare your environmental initiatives, and "green" equipment, products and services!



**Tell us about your Innovations as soon as possible: they will begin to appear in the press from April!**

**Deadline: April 10<sup>th</sup>, 2009**