

8- OPTIMIZE YOUR PRESS RELATIONS

GRAPHITEC-CONVERTEC'S PRESS RELATIONS FIRM

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THE PRESS DEPARTMENT (LOCATED IN THE VIP/PRESS CLUB)

A permanent contact between exhibitors and the press, GRAPHITEC – CONVERTEC's Press Department welcomes all journalists throughout the duration of the event.

■ Your exhibitor press box

A **press box**, customized in your company name, **is yours free of charge**. This will allow you to bring your press packs and releases or corporate brochures to the attention of journalists.

- Plan for 30 to 50 press packs.
- These should be submitted to the Press Department **from Monday June 8th, 2009, and at the latest by the morning of Tuesday June 9th, 2009.**

■ Your events at the trade show

Are you planning a press event or a presentation...? Tell us about it, so that we can promote it to journalists before and during the trade show.

Deadline: May 15th, 2009

■ Make your press pack a success:

- Simplify your message.
- Provide the key information in the first 10 lines.
- Position your product in its competitive context
- Emphasize your innovations to be discovered at the trade show.
- Include your GRAPHITEC-CONVERTEC 2009 stand number.
- Attach an image to illustrate articles.
- Give the name and contact details of the press contact within your company.
- Update or create a press sheet as tailored as possible to your business and products.

DISTRIBUTION OF YOUR PRESS RELEASES

You can distribute your press releases via the website www.graphitec.com and reach all your target audience.

To upload your press releases, please send them to us in PDF format for the attention of Stéphanie Dryander:
stephanie.dryander@comexposium.com

LOGO ON YOUR PRESS RELEASES

Remember to insert the "**Present at GRAPHITEC-CONVERTEC**" logo into your press releases and your **on and offline communications**, as a reminder that you will be at the event.

Download this logo directly from the Exhibitors' Area, available as part of the Communications Pack