



## Online press compartment

### Your direct contact to the media

Before, during and after the trade fair, journalists and other interested parties are always on the look-out for new developments. Make it easy for them to find these – with the online press compartment. Use this simple and efficient way of informing media representatives about your new products and your company. And benefit from the subsequent reporting which makes your products known far beyond the fair itself.

### The services – Simple and efficient press work

We make the online press compartment available to you on the trade fair website. You receive your personal log-in data and can fill your press compartment with information. A standard signature for press releases and a field for your press representative's contact information are included. Additionally, you are allocated 10,000 characters for your company profile, both in German and in English. And it goes without saying that your company logo will be prominently displayed.

You can publish up to five reports in your press compartment. The product information, company reports or press articles can each have up to 10,000 characters. Additionally, ten image uploads and five documents uploads are possible.

Your press releases are linked automatically to your exhibitor entry and registered with the conventional search engines. They remain available for up to three months after the fair.

If you have any questions about this service, we would be happy to help. Call us at **+49 221 821-2824** or write us an e-mail at **[marketingpaket@koelnmesse.de](mailto:marketingpaket@koelnmesse.de)**.