

## PRESS SERVICES

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LASER World of PHOTONICS is the industry's top international meeting place for companies and scientists in this field. Over 200 journalists from Germany and abroad will be traveling to Munich and reporting on the trade show. Even before the event begins, they will be performing research to find out about the latest innovations that the exhibitors will be presenting.

Be sure to take advantage of this opportunity and keep the press informed. We'll support you along the way.

The Press Information Package creates an excellent foundation for your media relations in connection with the trade show.

## Press Information Package

This includes:

- » **Press releases and photos on the Internet:**  
Your press releases, each with up to 3 images, a logo and a link in the press section of the LASER World of PHOTONICS website
- » **Press compartments in the Press Center:**  
2 press compartments in Messe München's West Press Center while LASER World of PHOTONICS takes place.

Since numerous representatives from the international trade press will be coming to Munich again, it is important to make your press releases available in both German and English. The Press Information Package makes this very easy to do.

If you decide to take advantage of this offer, you can post your press releases in German and English in the press section of the LASER World of PHOTONICS website. During the trade show, you can then present your releases in an organized way using the two press compartments that are available to you in the Press Center.

The price for the Press Information Package is 150 euros.



Would you like to invite media representatives to a press conference or a press meeting within the framework of LASER World of PHOTONICS in order to call the media's attention to your products and your company?

We would be happy to make a room available to you for this.

## Press Conference Room

The conference room in the West Press Center is suitable for events with up to 70 people when the seats are set up in a "parliamentary-style" arrangement.

A press event should not last longer than one hour. However, one half hour must be planned in for the preparations and another half hour to wrap things up. For this reason, we make conference room reservations available in two-hour time slots.

The basic technical equipment includes two microphones, an overhead projector, and a projector screen.

Additional technical equipment (such as a data projector, flip chart, etc.), as well as any catering that you might need, must be ordered separately via our service companies. These services are also charged separately.

As soon as you have registered for a press conference, you will receive information from us about the service companies.

You may book press conferences and press meetings at any time – provided that there are still slots available. We recommend that you reserve the desired date and time as early as possible. That puts us in the best position to accommodate your requests and enables you to inform the press about your event in a timely manner.

The rental fee for the conference room is 500 euros.



Positive media coverage boosts revenues. With this service, you can profit from our good relationships with the press. Trade magazines, daily newspapers, radio and television – we send your press releases to all the journalists that have been accredited prior to the trade show and that have registered for this service.

## Mailing of Press Releases

Just send us your release in German and English and indicate the date on which you would like it to be sent out.

We send out your releases and then let you know which editorial offices we have supplied them to.

Please note that only one mailing is possible per day. This means that we can only send a limited number of releases.

The mailing of one release costs 150 euros, and we charge 330 euros for three releases.



LASER World of PHOTONICS publishes a Press Guide for exhibitors and journalists.

For you as an exhibitor, the Press Guide will be available for download in the Exhibitor Center from 18 May 2009 onward.

## Press Guide

The Press Guide is a very useful resource for exhibitors and for journalists: Journalists use it as a reference to look up the people to contact at the exhibiting companies. Exhibitors use it to find the editorial offices and editors that they want to contact.

For exhibitors that would like to be included in the Press Guide, we enter the following information: Company name and address, hall number and booth number, person to contact for PR, e-Mail, and telephone number.

The Press Guide lists the editorial addresses and the responsible editors for magazines from the national and international trade press, and from large national newspapers, as well as from business newspapers and magazines.

This service is available to you at no charge.



You can offer television broadcasters the possibility to boost the quality of their TV coverage by using your film and video material.

Make your raw footage (moving images) available in the press section of the LASER World of PHOTONICS website.

## Footage Clips for the Press Section of Our Website

If they are interested, television broadcasters can then request the footage and use it for their reporting.

The price for posting your footage in the press section of the LASER World of PHOTONICS website is 50 euros.



Show your best side:

Films and videos are important media for showcasing your company and products in a modern way.

LASER World of PHOTONICS offers you a platform for using videos to present your company on the Web.

## Exhibitor Videos for the Attendee and Press Sections of Our Website

We post a link to your ready-to-view films and videos in the attendee and press sections of the trade show's website.

In this way, you can offer those who visit our website – potential tradeshow visitors and journalists – the possibility to gain information quickly and easily by clicking on the link.

The price for a link to exhibitor videos and films is 50 euros.



Audio podcasts are an increasingly popular medium. You can use LASER World of PHOTONICS as a delivery platform for your podcasts: Make your presence known via this uncomplicated and modern communications channel and use it to showcase your company and your products.

## **Audio Podcasts for the Attendee and Press Sections of Our Website**

Post your own podcasts on the LASER World of PHOTONICS website and make a statement about current topics, your company and your products.

Listeners can then conveniently load your files onto their PC or smartphone.

The price for audio podcasts in the attendee and press sections of our website is 50 euros.



Are you planning a press conference, a press tour, or a VIP visit to your booth? Please let us know about the events you are organizing.

For LASER World of PHOTONICS, we are using the events database that is found under "Press" in our website's navigation menu to publish an overview of all the press events that exhibitors have registered with us.

Journalists use this database to gain information. That provides you with a way to call attention to your events.

## Press Event Calendar

Would you like your event to be included?

Just let us know when and where (hall and booth numbers) it will be held and what the topic will be. If possible, please also provide the name of your guest or speaker and the details for a person who can be contacted to answer questions. Please also let us know whether your event will be held in German or in English.

In addition, you can also make a file containing your invitation available for download.

This service is available to you at no charge.



New products and applications are of great interest to trade show visitors and journalists. For this reason, LASER World of PHOTONICS publishes an Innovation Guide, which highlights the exhibitors' most outstanding new offerings.

## Innovation Guide

This guide is published prior to the trade show and is sent directly to journalists and readers of the World of Photonics Newsletter. All other interested parties can call up the Innovation Guide on the [www.world-of-photonics.net](http://www.world-of-photonics.net) website.

The Innovation Guide is published in German and English. Exhibitors that will be presenting outstanding new offerings at the trade show and want to be represented in the Innovation Guide can contact us. A panel of specialists decides what will be included.

This service is available to you at no charge.



The LASER World of PHOTONICS PR team would be glad to answer any questions that you might have about our press services.

## Your Contacts in the PR Team

Just give us a call or send us an e-mail or a fax. We're looking forward to working together with you.

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## Deadlines, Pricing and Ordering

	Registration	Price per unit
<b>Press Information Package</b> Press releases and photos on the Internet 2 Press-kit boxes in the Press Center	By 08 June 2009	€150.--
<b>Press Conference Room</b> Conference room in the West Press Center	Allotted according to availability	€500.--
<b>Mailing of Press Releases</b> Sending of 1 press release Sending of 3 press releases	By 01 June 2009	€150.-- €330.--
<b>Press Guide</b>	By 11 May 2009	Free of charge
<b>Footage Clips for the Press Section of Our Website</b>	All year round	€50.--
<b>Exhibitor Videos for the Attendee and Press Sections of Our Website</b>	All year round	€50.--
<b>Podcasts for the Attendee and Press Sections of Our Website</b>	All year round	€50.--
<b>Press Event Calendar</b>	No close out deadline	Free of charge
<b>Innovation Guide</b>	By 17 April 2009	Free of charge

These prices do not include the applicable Value Added Tax (VAT).

To order these services (except for the Press Conference Room), please use the Exhibitor Center on the [www.world-of-photonics.net](http://www.world-of-photonics.net) website.

Reservations for the Press Conference Room must be made directly by contacting the PR team personally.

