

## Press services: analog, digital, efficient



## Save the date

**INHORGENTA MUNICH**

Date: Feb 16 - 19, 2018

As at previous events, we would like to support your press work for INHORGENTA MUNICH 2017 by providing you with our services. In this context, the new INHORGENTA MUNICH website plays a key role. As from now, our website does not only present itself in a new design. It is also in top shape in terms of functionality, structure and contents. It is user-friendly, optimized for search engines and suitable for smartphones and tablets. These are ideal prerequisites for the presentation of your products or services in words and pictures.

With an online press compartment, for example, you can increase the reach of your information, because the press pages of the INHORGENTA MUNICH website are an important source of information for the national and international media before, during and after the trade show. However, the popular “analog” Press Compartment at the Press Center West will also be offered again at INHORGENTA MUNICH 2017. We will be pleased to support your public relations activities in connection with your trade show presence by providing you with our services and know-how.

We look forward to cooperating with you.

Your INHORGENTA MUNICH PR-Team

## **Press conference room Invite the press.**

Our press conference room on the 2nd floor of the Press Center West is available for your press conference. We will be pleased to assist you with the organization of your event.

### **Capacity:**

Theater seating 140 seats

With tables 70 seats

**Room rental fee:** EUR 300 (plus VAT) for 2 hours (1-hour conference, 30 minutes each for preparation and post-processing).

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[➤ Detailed information and booking](#)

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### **Press compartment at Press Center West** **Leave your press folders on display.**

A press compartment at the Press Center West—central hub for the media—is perfect for targeted presentation of your information materials. We recommend compiling 30 complete press folders with text releases and images each in German and English. Reserve a separate compartment for each language. Upon request, we reserve a press compartment. Your press compartment will be taken care of and refilled by a hostess during INHORGENTA MUNICH 2016.

**Costs:** EUR 35 (plus VAT) compartment

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[➤ Detailed information and booking](#)

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### **Online press compartment** **Expand your internet exposure.**

Your press releases are posted in an online press compartment at [www.inhorgenta.com](http://www.inhorgenta.com) in the section exhibitor press releases.

**Costs:** EUR 150 (plus VAT)

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[➤ Detailed information and booking](#)

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### **Videos—a somewhat different kind of presentation** **“Showtime”—delight your audience with moving pictures.**

Be present before, during and after INHORGENTA MUNICH 2017.

Start your press work now—make your movies, podcasts, company portraits and product videos available on the website of INHORGENTA MUNICH.

#### **One spot, two channels:**

- in the online catalogue
- [www.inhorgenta.com/trade-fair/press/services-for-journalists/exhibitor-videos](http://www.inhorgenta.com/trade-fair/press/services-for-journalists/exhibitor-videos)

**Costs:** free

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[➤ Detailed information and booking](#)

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### **Media directory (personalized)**

## **A useful tool.**

Personalized list of media of accredited journalists who authorized inclusion in the listing.

**Costs:** EUR 100 (plus VAT)

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[➤ Detailed information and booking](#)

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## **Online platform for your new products**

Offer brief details on your new product exhibits to gain the attention of the media. This presentation of your new products is free of charge.

**Costs:** free

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[➤ Detailed information and booking](#)

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## **TV service**

### **Increase the exposure of your information!**

During INHORGENTA MUNICH 2017 Messe München will produce broadcast-ready video material and supply it to interested networks to support television reporting of the event. In order to assist the networks with their broadcast planning we supply them with regular advance reports on new product exhibits and events at the show beginning in January.

**Costs:** free

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[➤ Detailed information and booking](#)

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## **Radio service**

### **Speak out!**

Take advantage of the service and contacts of Messe München GmbH to draw the attention of radio journalists to the innovations, topics and events of your company.

**Costs:** free

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[➤ Detailed information and booking](#)

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## **INHORGENTA MUNICH DAILY**

The official trade show publication INHORGENTA MUNICH DAILY contains daily updated information on the program for each trade show day, exhibitor product information, contact and personal data, economic and business news, as well as general information and reports from the international jewelry and watch industry. The INHORGENTA MUNICH DAILY is distributed at the West

Entrance of Messe München and is also available at all information booths throughout the trade fair center. We will be glad to include information from your company in the editorial part of INHORGENTA MUNICH DAILY.

**Advertising rates:** available shortly

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[➤ Detailed information and booking](#)

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### **INHORGENTA MUNICH Newsletter (online)**

The INHORGENTA MUNICH media team regularly provides information on the most important industry news. Send us your press releases—we will be glad to include your news and innovations in our publication.

**Costs:** free

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[➤ Detailed information and booking](#)

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