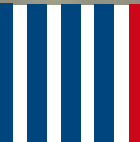





EXHIBITORS' PRESS SERVICE



Międzynarodowe Targi Poznańskie
Poznań International Fair



The Service offers:

-  **MTP Media Content**
-  **MTP Contact for the Media**
-  **MTP Press Center**

WEBSITES

of our products are visited by any media representatives searching for information about a given industry. Trade shows are a point of interest to TV stations, radio stations, press and editorial boards of online publications.

MTP Media Content

publication of press releases and photos on websites of selected trade shows

Thanks to our services, you can publish information for the media on the website of a trade show in which your company participates as an exhibitor. The releases are published as Word and PDF files under **Press corner / Exhibitors' Press Service**. You can also publish photos (JPG files) and other materials, such as company logos and specifications of their use. As a result, media representatives from Poland and abroad have a round-the-clock access to your information and can download it easily directly from the trade fair website.

The service includes:

- publication of one downloadable press release in the WORD and PDF file format in language versions of the trade fair website (you can also include your contact data and logos in the text) and publications of photos for the period following the registration to the fair (not earlier than 4 months before a given show) until 1 month after the show,
- translation of the text into Polish, German, English and Russian (without extra fee – up to 3,600 characters)
- access to the press release template with options of pasting text, logos and contact data.

If you publish your corporate press release with pictures online, you will increase your chances of publication in specialized magazines and in general press covering business issues.

Contact: a person responsible for PR activities of the show you are interested in.

EASY CONTACT

is key to creating relations with the media. Journalists have to spend too much time by overcoming barriers when gaining information, which may induce them to give up a topic.



MTP Contact for the Media

publication of data of contact persons for the media

The service involves publication of contact data for a person responsible for media relations in your company. The data is published on a website of a trade fair in which your company participates as an exhibitor. The information is published:

- under **Press Corner / Exhibitors' Press Service / Contact for the Media** for the period following the registration to the fair (not earlier than 4 months before a given show) until 1 month after the show,
- in a printed collective newsletter with contact information for the media (available in the Press Centre during a given trade show).

Is it worth it to keep away from the media in the times of intensive market competition?

Thanks to our service, you can identify your contact person to facilitate relations with journalists.

Contact: a person responsible for PR activities of the show you are interested in.

THE PRESS CENTER

plays a special role during trade shows: it is a place of work and rest for journalists, a forum for talks and interviews.



MTP Press Center

exposition of corporate materials for the media in the MTP Press Centre

The service involves presentation of your corporate materials for the media on a display in the Press Centre during the trade fair..

Language versions

Depending on the type and size of the fair, we suggest you order at least two locations: for displaying a Polish and a foreign language version of your materials. You can provide your own translation or you can use translation services provided as part of the **MTP PressContent** service (in the latter case you can also publish your press release on the website of a given trade show).

Circulation of newsletters

The number of press kits you have to prepare for the MTP Press Centre depends on the number of accredited journalists. Thanks to our long-term experience in trade fair organisation we can identify a reasonable number of press kits to be prepared for a MTP show you choose..

Deadlines

Press materials should be delivered to the MTP Press Centre a day before the show or on the first trade fair day – an hour before the opening. Our staff will make sure the materials are always available during the trade fair.

This service also involves presentation of the magazines of the publisher = exhibitor (except for the exhibitor's promotional leaflets) on a display in the Press Centre during the trade fair.

Your materials will be in the focus of attention thanks to our service.

Media representatives can use computers, printers, photo galleries, but first of all they have access to the latest press releases presented on displays.

Contact: a person responsible for PR activities of the show you are interested in.