



Information on PR services for exhibitors

1. Your press releases in the BIOFACH and VIVANESS news ticker

Do you have exciting news for the international organic sector and would like to be visible in the BIOFACH and/or VIVANESS news ticker?

Please send your press release (as a PDF, max. 1 MB) directly to the online editorial team for the exhibitor and product database: (redaktion@aussteller.biofach.de or redaktion@aussteller.vivaness.de). You'll be able to place up to three texts per language (German/English) online free of charge. Using a technical interface the texts are then published directly in the news ticker of the respective trade fair (www.biofach.de/en/news or www.vivaness.de/en/news). Please send your PDF with a title and short teaser to the online editorial team for the exhibitor and product database.

2. Your press kit in the BIOFACH and VIVANESS press centre

Would you like to make your press kit available to media representatives at the exhibition?

Simply bring your press material in the Press Centre Ost (NCC Ost, Level 1) during opening hours. The press centre will already be open on the day before the fair. For a detailed overview of opening times please click [here](#).

The press boxes are free of charge for our exhibitors and there is no need to book them. You'll have one press box per language, but they don't have specific language labels on them. The press boxes are a bit larger than A4 and hold a "good handful" of press documents. They are to be used for press materials only, not for advertising materials. **Tip:** Media representatives have to carry a lot of paper around, so USB sticks or postcards with a link or QR code are very popular with our journalists.

**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-49 09
F +49 9 11 86 06-49 08
besucherservice@nuernbergmesse.de
www.biofach.de
www.vivaness.de

**Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board**
Albert Füracker, Mdl.
Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
and Regional Identity

**Geschäftsführer
CEOs**
Dr. Roland Fleck, Peter Ottmann

**Registergericht
Registration Number**
HRB 761 Nürnberg

**BIOFACH
Schirmherr
Patron**



**Nationaler Ideeller Träger
National supporting organization**

BÖLW
Bund Ökologische Lebensmittelwirtschaft

**VIVANESS
Ideelle Träger
Supporting organizations**

COSMOS



NATRUE





3. Your PR events and press conferences on site

You are planning a PR event or press conference during the trade fair? We are happy to include the details in our press calendar (online & on-site).

Or if you need support with organising a press conference in one of our conference rooms we will gladly arrange the booking for you.

Please contact Lisa Hartbrich:

lisa.hartbrich@nuernbergmesse.de, +49 (0) 9 11 86 06-88 25

4. Your products in the BIOFACH und VIVANESS press centre

We are happy to have your products in the press centre. There is no charge to you and this option is available to all exhibitors. Nevertheless the products (food and cosmetics) must meet certain criteria.

We are expecting around 1,000 journalists plus bloggers. Please note that in the case of foodstuffs we can only accept ready-to-eat products. Our refrigeration facilities are limited and the cold chain must not be broken. After making arrangements with us in advance, please deliver your products to the press centre during the [opening times](#). If you are interested in this free service please send us the following information:

- Name and type of product(s)
- Quantities of individual products
- Company logo

Please contact Saskia Viedts:

saskia.viedts@nuernbergmesse.de, +49 (0) 9 11 86 06-83 29