



## Information on PR services for exhibitors

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

Do you have exciting news for the international organic sector and would like to be visible in the VIVANESS and/or BIOFACH 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.vivaness.de](mailto:redaktion@aussteller.vivaness.de) or [redaktion@aussteller.biofach.de](mailto:redaktion@aussteller.biofach.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.vivaness.de/en/news](http://www.vivaness.de/en/news) or [www.biofach.de/en/news](http://www.biofach.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 VIVANESS and BIOFACH 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.



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**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

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**BIOFACH  
Internationaler Schirmherr  
International 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 Saskia Viedts:

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

### 4. Your products in the VIVANESS und BIOFACH 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

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