

Novelties Application Form: Communicate your participation in BIEL Light + Building Buenos Aires —for free and in advance!

Dear Exhibitor:

We'd like to remind you that this communication service is included, completely FREE OF CHARGE, when you hire your booth. The information you provide us with will be disseminated through different channels (press releases*, social media and / or newsletters to our mailing list), depending on delivery times and according to the content.

We invite you to send us innovative material that you think will be of **interest to visitors of the exhibition, to the mass media and/or to the specialized media**. Please include images and videos of your products and your company's logo in PNG format (transparent), since they are essential for our networks.

Once you fill in this News File, please send it ASAP to prensa@argentina.messefrankfurt.com. The sooner we receive it, the more channels we will be able to reach!

* Please bear in mind that the publication of this information depends exclusively on the interest generated by said news in the media and is not related to our specific press efforts.

News File			
Company Name:			
Facebook:		Twitter:	
Instagram:		LinkedIn:	
Booth Number:			
Contact Name:			
Phone:			
E-mail:			

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Before we continue and to be more precise, please find below some examples of **descriptions that will NOT BE CONSIDERED NEWSWORTHY**:

- Generic descriptions: *"We are a leading company in the Argentine market with more than forty years of experience."*
- Simple descriptions of products and / or services that are not new: *"We manufacture tensioned fiber hoses of 10 cm in diameter"*. Your information will only be considered newsworthy if it is, for example, about a material that was not previously in use in the market; or if you employ a new production system that reduces energy consumption and/or the use of non-recyclable materials; or if, in order to increase production, a new factory that requires a certain investment was or will be built; among others. If that's the case, please clarify!
- Excessively technical language that would be too complex for an audience wider than the sector's specialists.

Now, we invite you to answer this short questionnaire. We appreciate not exceeding the provided space. If we need more information, we will contact you by phone. Thanks for your involvement!

Why is it important for your company to participate in BIEL Light + Building Buenos Aires? What are your expectations for the 2021 edition?

What products and/or services will you present? Please, describe the most innovative—those that differentiate you from other similar products and services currently in the market, and that you consider are the most attractive for the press and the public.

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What are your company's expectations for this year? Do you plan to make new investments / hiring / mergers / new export destinations / actions for environmental care / CSR / R&D development / etc.?

In case of using the information provided above, which person of your company/organization can we cite as author of said statements?

Full Name: _____
Position: _____

Example of use of quotes in newsletters: Juan Perez from Messe Frankfurt commented: *"Our Company has made investments in infrastructure and technology ..."*

GRAPHIC MATERIAL

Remember that you can also send us materials (photos, videos, logos, images, etc.) to be posted the exhibition's social media channels. You can see some examples in our Facebook page ([BIELBuenosAires](#)), on Instagram ([bielbuenosaires](#)), on Twitter ([@BIELBuenosAires](#)) and on LinkedIn ([BIEL Light + Building Buenos Aires](#)).

We recommend:

- Company **Logo** in **PNG format**
- **Videos** telling why you participate in the expo, an advance of the products you are going to present or an invitation to the followers to visit your booth. Shoot it vertically and **we upload it to our stories!** Not much production is necessary, the more natural and spontaneous the better.
- **Photos or images of your products**, sizes:
 - For Facebook posts: **1200 X 1200 px.**
 - For Instagram posts: **1080 X 1080 px**
 - For Instagram stories: **750 x 1334 px**
 - For Twitter: **1024 X 512 px.**

Thanks!

Press & Communication Team
Messe Frankfurt Argentina