



glasstec

INTERNATIONAL TRADE FAIR FOR GLASS
PRODUCTION • PROCESSING • PRODUCTS

23-26 OCTOBER 2018 | DÜSSELDORF

DISCOVER
THE WORLD
OF GLASS

glasstec.de

Short Concept

glasstec preview 2018

Other trade fairs such as drupa and BAU already have one:

- A **Preview Day** for exhibitors and journalists. And they've all provided very positive feedback about their experiences.

In 2018, Messe Düsseldorf would like to organise the first **glasstec preview** as an additional service for exhibitors.

International journalists expressed considerable interest in glasstec and its exhibitors in 2016:

239 accredited journalists from **24 countries** attended glasstec and conducted **1,195 interviews**.

Journalist feedback: we'd like to hear about the innovations earlier ... so we can cover them in the trade fair issues.

Messe Düsseldorf wants to create an **additional service** with the glasstec preview so that the exhibitors can...

- present themselves and their products in advance of the fair
- introduce innovations in advance of the fair
- share information
- network
- prepare their fair visit/exhibition concept
- generate advance coverage.

The glasstec preview is intended for:

- **exhibitors** who want to intensify their PR activities in advance of the fair.
- **specialist journalists** from Germany and Europe.

Non-European journalists will have the opportunity to participate in the glasstec preview **online**.

Initial contact has already been made with journalists and they have all expressed an interest in a preview!

Participants

- glasstec exhibitors (max. 2 persons per company)
- Specialist journalists (approx. 30 to 40, one per medium)

Location: Düsseldorf

Date: June 2018

The event will take place before the summer break so that the journalists can cover the exhibitors in the pre-fair and fair issues.

Timeframe: approx. 9:30 to 15:00

Language: English

Messe Düsseldorf will organise a **venue** with **various areas** for the glasstec preview:

- Presentation forum (for everyone)
- Exhibitor tables (for one-to-one interviews)
- Lounge (for coffee, lunch, networking)

The venue will have Wi-Fi and technical equipment. Journalists will be able to use the lounge to check e-mails and write their first articles.

The glasstec preview will differ from the fair itself in that the stands **are all the same size**.

Each exhibitor will be given a **table with its logo**.

The number of people per table will be restricted (approx. 2 per company).

Journalists will be given a **stand plan** so that they know where each exhibitor is.

That means **no extra costs** for fair stands for exhibitors. No exhibits!

The glasstec preview will focus on **interviews** and **dialogue** between journalists and exhibitors.

That's why it won't include any lengthy presentations. This event is all about **networking**.

After starting the event off together, everyone will go off to their tables and the rest of the day is about **one-to-one interviews**.

This maximises the **intensity of contact with journalists!**

9:30 – Welcome & highlight presentation*

10:15 – Coffee break

10:45 – Interviews (exhibitors & journalists at the tables)

Starting 12:30 – Buffet lunch

13:30 – Interviews (exhibitors & journalists at the tables)

Approx. 15:00 – End

* See next chart for explanation

After the official welcome there will be a **highlight presentation** by an **external presenter** attended by all. It will include:

1. Information about glasstec
2. Brief introduction of the exhibitors who are present and their new products for the fair (based on input from the exhibitors)
3. Agenda for the Preview Press Day

This presentation is important because it provides the journalists with an **overview** of the exhibitors who are present and allows them to identify the products they are interested in so they can plan their interviews.

All journalists and exhibitors will be invited to an **informal get-together** on the evening before the glasstec preview.

The programme will depend on the number of people attending.

To increase the number of journalists attending, the following offer will be made to **foreign journalists in non-European countries**:

- They can **live stream** the welcome and highlight presentation or watch it **online** because this part of the event will be videoed.

Messe Düsseldorf can also arrange **telephone interviews** between the foreign journalists and the exhibitors if they request them.

The **glasstec preview package** includes the following Messe Düsseldorf services:

- Invitations for members of the press
- Travel arrangements (for journalists)
- Travel/accommodation costs for journalists
- Shuttle service within Düsseldorf for journalists
- Exhibitor tables
- Technology, venue, catering, presenting
- Video transmission for journalists
- Photographer to document the event
- Arrangement of contacts and interviews
- All aspects of the event organisation
- Organisation of the get-together on the evening before
- Costs of the get-together (journalists and exhibitors)

Required input from **participating exhibitors**:

- At least 2 representatives at the glasstec preview and get-together
- Input for the highlight presentation on 2 to 4 charts (using template!)
- Organisation of own press material
- Organisation of own presentations for one-to-one interviews at the tables
- Laptops/technology for presentations at the tables
- Own travel/accommodation costs and arrangements

Messe Düsseldorf will be happy to support the exhibitors with the preparation of press materials (additional charges!).

The glasstec preview offers exhibitors **various advantages:**

- An additional forum for public relations.
- The opportunity to make new and additional press contacts.
- Generation of press coverage before and during the fair.
- glasstec preview replaces/supplements pre-fair reporting.
- Higher awareness for the exhibitors at the fair.
- The coverage generated by the preview will attract additional visitors to the exhibitors' fair stands.

The costs for exhibitors depends on the **actual scope** of the glasstec preview.

We'll be deciding whether a glasstec preview will take place and what format it will have after the **survey** (see next page).

Then the costs can be established.

Now we'd like to hear what you think!

Would you be interested in a glasstec preview 2018?

We can only implement a preview if we get a positive response from exhibitors.

That's why we'd like to ask you to spend a few minutes answering our questionnaire, which we need back **by 7 November 2017**.

You can find the link to the questionnaire in our e-mail.

Thanks very much for your support!