

Novelties Application Form

Dear Exhibitor:

Messe Frankfurt Argentina makes this communication medium available to your company **completely FREE of charge**. The information you provide below will be distributed via different channels (press releases, social networks and/or newsletters), depending on how soon you return the present Form and according to its contents.

We recommend sending innovative material, **of interest to the mass and/or specialized media** and the general public. You can also include **illustrative images, photos and the logo of your company**.

Please note that the coverage of this information by the media depends exclusively on the interest garnered by the material presented, and not from specific press releases made by the organizers.

Once filled in, please send this Form by email to prensa@argentina.messefrankfurt.com

Deadline for reception of this Form is **September 21**.

Novelties Application Form			
Company name:			
Facebook:		Twitter:	
Booth Number:			
Contact Name:			
Phone			
E-mail			

For the answers below, please do not exceed the 10 lines provided.

Why is it important for your company to participate in Automechanika Buenos Aires?

What products and/or services will you present? (Please describe your newest products, products that differentiates your company from other similar products or services, and that you consider to be interesting for the press).

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

For better understanding, please find below examples of descriptions that **will *NOT* BE CONSIDERED "NOVELTIES"**:

-Company descriptions: *"We are a leading company in the Argentine market with more than forty years of experience."*

- Linear description of products and/or services that are not new: "We manufacture tensioned fiber hoses, 10 cm in diameter." It will only be considered novelty if, for example, it is made from a material that did not previously exist in the market; or if your new production system reduces the consumption of energy or use of non-recyclable materials; or if in order to produce the item a new factory that requires a certain investment was or will be created; etc.

-Complex technical jargon only understandable by industry experts and specialists, and not accessible to a wider audience.

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 ..."*

OPTIONAL GRAPHIC MATERIAL

If you wish, you can also send us **graphic pieces** (photos, logos, images, etc.) to be posted in the Exhibition's social networks. You can see examples of our publications in our Facebook page (**AutomechanikaBuenosAires**) and on Twitter (**@AutomechanikaBA**).

We recommend:

- Company or brand **Logo** in **.PNG format**
- **Illustrative photos and / or images**, sizes:
 - General: **800 X 800 px.**
 - For Facebook: **940 X 788 px.**
 - For Twitter: **1024 X 512 px.**

Thanks!

Press & Communication Team
Messe Frankfurt Argentina