

EXHIBITION PRESS OFFICE
Complimentary service

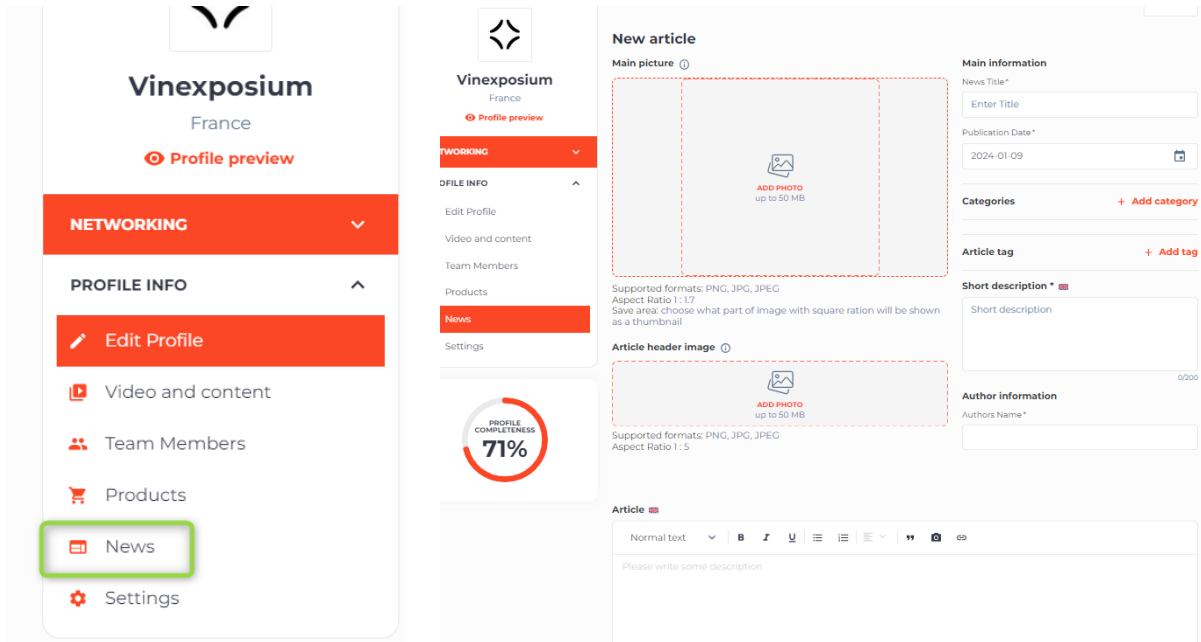
HOW CAN YOU DRAW MEDIA ATTENTION TO YOUR ATTENDANCE AT WINE PARIS & VINEXPO 2024?

Before the exhibition:

– **PUT YOUR PRESS RELEASE OR PACK ONLINE**

You can submit your press release via **the News section on your exhibitor catalogue page**. Once it has been approved, **it will go live in the exhibition's media area**.

You will need to provide a **French and an English version**. If you do not have a French version, the English version will be published in the French media area.



During the exhibition:

– **USE THE PRESS OFFICE TO CONVEY INFORMATION**

The exhibition's press office [located in the Lounge in hall 7] is open from 9:00 am to 7:00 pm from Monday 12 February to Wednesday 14 February 2024 and provides you with a pigeonhole for your press packs (Any general literature or catalogues will be rejected).

The press releases and packs must be left at the Lounge reception desk from Monday 12 February at 9:00 am (20 copies in French and 20 in English).

– **YOUR PRESS RELEASE OR PACK:**

These are designed to highlight the new releases you are presenting on your stand and your company's 'plus points'.

Include some facts and figures to provide persuasive arguments, particularly if your results are up to the mark.

A fact sheet and some key dates on your company's timeline will also be appreciated.

– **IDENTIFY YOURSELF:**

Journalists come to the Press Office to collect the information they need to write their articles and feature reports at the exhibition.

Don't forget to specify your contact person for the media and your stand number.

– **PUBLICISE YOUR EVENTS:**

If you are hosting events during the exhibition (conferences, press briefings, demonstrations, receptions with personalities...), then let the Press Office know. A notice board is designed to inform journalists about the events.

WINE PARIS & VINEXPO PARIS 2024 PRESS CONTACTS

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