

# TUTORIAL



# MAKE YOUR NEWS ACCESSIBLE TO THE MEDIA

COMPLIMENTARY SERVICE

# 1 WHY SHARE YOUR NEWS?

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Your press content will appear in the **MEDIA section** of the Vinexpo America website, which is **regularly consulted by accredited media professionals before, during and after the event.**

**This free service is an effective way to:**

- ✓ Provide media with **up-to-date information** about your company
- ✓ Support any **media coverage** related to your participation
- ✓ **Highlight your announcements**, product launches, or brand story

# 2 WHAT TYPE OF CONTENT CAN YOU SHARE?

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You can upload:

- **Press releases**
- **Press kits**
- **Articles** (provided you own the rights)

⚠ **Please note that general sales brochures or product catalogues are not suitable for this space.**

We recommend:

- ◆ A **clear and concise format**
- ◆ Content in **English**
- ◆ **Key facts** about your brand and products
- ◆ **Contact information** and your **stand number**

## 3 HOW TO UPLOAD YOUR PRESS MATERIALS?

- 1 Log in to your **Exhibitor Area**
- 2 Go to the **PRESS NEWS section** of your company profile
- 3 **Fill in** your content (validation by Vinexposium Press Office)
- 4 Your news will appear in Vinexpo America's website

The screenshot shows the 'New article' form in the Vinexposium digital profile. On the left, there is a sidebar with the profile name 'vinexposium digital France' and a 'PROFILE PREVIEW' button. Below this is a 'NETWORKING' menu with options like 'Edit Profile', 'Video and content', 'Team Members', 'Products', 'Press News', and 'Settings'. A 'PROFILE COMPLETENESS' gauge shows 71%. The main form area is titled 'New article' and includes a 'Main picture' section with a dashed box for image upload (up to 50 MB) and an 'Article header image' section (up to 50 MB). Both sections specify supported formats (PNG, JPG, JPEG) and aspect ratios (1:1.7 for main picture, 1:5 for header image). To the right, the 'Main information' section contains fields for 'News Title \*', 'Publication Date \*' (set to 2025-04-17), 'Categories' (+ Add category), 'Article tag' (+ Add tag), 'Short description \*' (0/200), and 'Author information' (Authors Name \*). At the bottom, there is an 'Article' text editor with a rich text toolbar and a placeholder 'Please write some description'.

 You can also drop off **printed copies** of your press documents at the **Lounge** during the exhibition

## 4 PROMOTE YOUR EVENTS

If you are organising events during the exhibition – such as tastings, briefings, or product launches – you can inform the Press Office so we can share the information with the media.

## NEED ASSISTANCE?

For any questions regarding this service, feel free to contact the Press Office team:

 [\*\*media@vinexposium.com\*\*](mailto:media@vinexposium.com)