

TUTORIAL

SHARE YOUR NEWS WITH THE MEDIA

*INCREASE YOUR VISIBILITY BEFORE AND
DURING THE EVENT*

COMPLIMENTARY SERVICE

1 WHY SHARE YOUR NEWS?

Your **press materials and news** will appear in the **MEDIA section** of the WBWE website, a space regularly consulted by **media professionals and industry stakeholders** before, during and after the event.

This complimentary service helps you:

- ✓ **Keep media informed** with your latest company news
- ✓ **Support your media visibility** related to WBWE
- ✓ **Share your latest announcements** and product launches

2 WHAT TYPE OF CONTENT CAN YOU SHARE?

You can **write or paste** content directly into the module, such as :

- **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 details** and your **stand number**

3 HOW TO SUBMIT YOUR PRESS MATERIALS?

Log in to your **EXHIBITOR Area**

Go to the **PRESS NEWS section** of your company profile

Fill in your content

Once approved by the **Vinexposium Media Office**, your news will appear in **WBWE's website**

The screenshot shows the 'New article' submission interface. On the left is a navigation menu for 'Vinexposium France' with options like 'Edit Profile', 'Video and content', and 'Press release'. A 'PROFILE COMPLETENESS 71%' badge is also visible. The main form area includes a 'Main picture' field with a 1:1.7 aspect ratio, an 'Article header image' field with a 1:5 aspect ratio, and a rich text editor for the 'Article' content. On the right, the 'Main information' section contains fields for 'News Title', 'Publication Date' (set to 2025-09-25), 'Categories', 'Article tag', 'Short description', and 'Author information' (Authors Name).

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

4 PROMOTE YOUR EVENTS

Planning an event during WBWE? Let the Vinexposium Media Office, and we'll help spread the word to the media.

NEED ASSISTANCE?

For any questions regarding this service, feel free to contact the Vinexposium Media Office team at:

 media@vinexposium.com