If you do not have the opportunity to independently prepare news for the exhibition website, please fill out the table in as much detail as possible. Based on this information, we will prepare news and post it on the exhibition website. Be sure to attach 2-3 photos (or other illustrations) and your company logo to the completed table. Please send all information to: <mailto:Anastasia.Kirichenko@ite.group>

|  |  |  |
| --- | --- | --- |
|  | **Our comment** | **Your information** |
| **1. Company name** | We write names in accordance with accepted rules. Please let us know if the spelling differs from the traditional one. |  |
| **2. News topic / news feed** | The information may be:  - participation of your company in the exhibition;  - changing the format of participation in the exhibition;  - unusual format of participation  - participation in the business program or other partner projects of the exhibition;  - launch of new products;  - launch of a new brand;  - expansion of sales geography;  - partnership with a major retailer  - expert opinion of the company’s manager/employee  - and so on. |  |
| **3. Details** | Important characteristics/benefits of use/new properties, delivery conditions, etc.) |  |
| **4. Links to pictures / Captions to pictures** | Please provide image sources and attribution if necessary. Write what kind of product, person, event is depicted  **Important:** for publication we will need 2-3 high-quality pictures with a size of at least 1300 x 500. **One logo is not enough for publication.** |  |
| **5. Additional Information:** |  |  |
| Sample news text (optional) | **Please note: we moderate and edit news.** Your news cannot be promotional text, contain no informational content and be purely advertising in nature. |  |
| Product/new product/set of products - what exactly do you plan to present at the exhibition? | **Be sure to indicate if the product:**  - new;  - is particularly popular;  - has unique characteristics;  - awarded with medals and certificates |  |
| Special offers for exhibition visitors (discount, test samples, deferred payment, etc.) | If this information is of interest to exhibition visitors, it can also become a news feed. |  |

**Important:** to publish the news we will need **2-3 high-quality pictures with a size of at least 1300 x 500** and a company logo. A logo alone is not enough. If the pictures are of unsuitable quality or their authorship is in doubt, publication of the news may be refused.