

# EMG's 6<sup>th</sup> Multi-client Pre K Press Event

Antwerp – 26-28 June 2019



effective business communications

A graphic of a molecular structure with several spheres (green, blue, purple, yellow) connected by rods, set against a white background with blue geometric shapes.

2019  
16-23 October  
Düsseldorf  
Germany

# Why participate

## K 2019 – The Largest Plastics Exhibition Globally - Fight for Attention!

Be seen as an industry leader and make sure you are ahead of the pack by holding your media briefing well ahead of K 2019

Visitors to “K” usually plan their visits carefully which means you need to ensure that your company is on their list

Start early to drive awareness and traffic to your stand; a pre-show press briefing can achieve multiple mentions in relevant previews

Key editors tell us that their K-coverage work begins about six months before the actual show starts:

*“The sooner we get information, the more we can do with it before and during the show. Most companies don't talk to us until the opening day or just before. Their material will end up in the post-show reviews.”*



# Pre K Press Event: Key Facts



Plastics News



PlastDesign



EMG's 6<sup>th</sup> edition –2019  
Antwerp

Previous editions attended by  
25-30 editors

Representing 45 plastics and  
chemicals publication  
platforms

Across Europe, Asia, South  
America, North America

Impressions from Pre-K 2016:  
[https://youtu.be/jRXVLUUIL\\_k](https://youtu.be/jRXVLUUIL_k)

# Multi-Client Press Event Added Value

## Value for editors

- High news value for editors
- Minimizes editor travel time
- Highly efficient - intense 2-day format covers a lot of detailed info from various companies in a short period of time



Tony Deligio, Plastics Today.com

*"It's hard at a show to walk in blindly at a booth and not know what people have. Now I know what to ask about at the show for this company."*

## Value for companies

- Significant cost saving vs. individual press conference for 1 company - shared costs of conference facilities and T&L for editors
- Captive audience of international top editors in the plastics and chemicals industry
- Ample opportunity for engagement and networking
- Professional media relations partner

# 2019 Multi-Client Press Event

## Organization

- Experienced event organization team
- Content development , digital and social media relations services
- Online tool for editors to download related media materials
- Social media campaign to highlight the various aspects of the event
- Post-event follow up to meet all editorial information requests as well as reporting on future media opportunities

## Format

- Venue: Hotel Ter Elst, Edegem (Antwerp)
- Dates: 26-28 June 2019
- 2-3 day press conference
- 1 and 2 hour company time slots :
  - General presentation(s)
  - Q&A
  - 1-to-1 interviews
  - Informal time (coffee, lunch)

## Optional

- Sponsorship of dinner/cocktails – extra opportunity to engage with editors



# 2019 Multi-Client Press Event

## Investment

- Costs per timeslot
  - 1 hour : € 10.000
  - 2 hours: € 16.500
- Sponsorship: upon request

## Included:

- Conference facilities
- Travel and Living 25-30 journalists
- Organisation by EMG

## Not included

- Media material development and translations
- Press kit production
- Press release distribution and media outreach
- Company specific T&L



# Next steps

- Time allocations on first come first served basis
- Sign the contract before 15 December
- 50% Payment before end December 2018
- 50% Payment before end April, 2019



# Thank You!

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[www.emg-pr.com](http://www.emg-pr.com)



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