



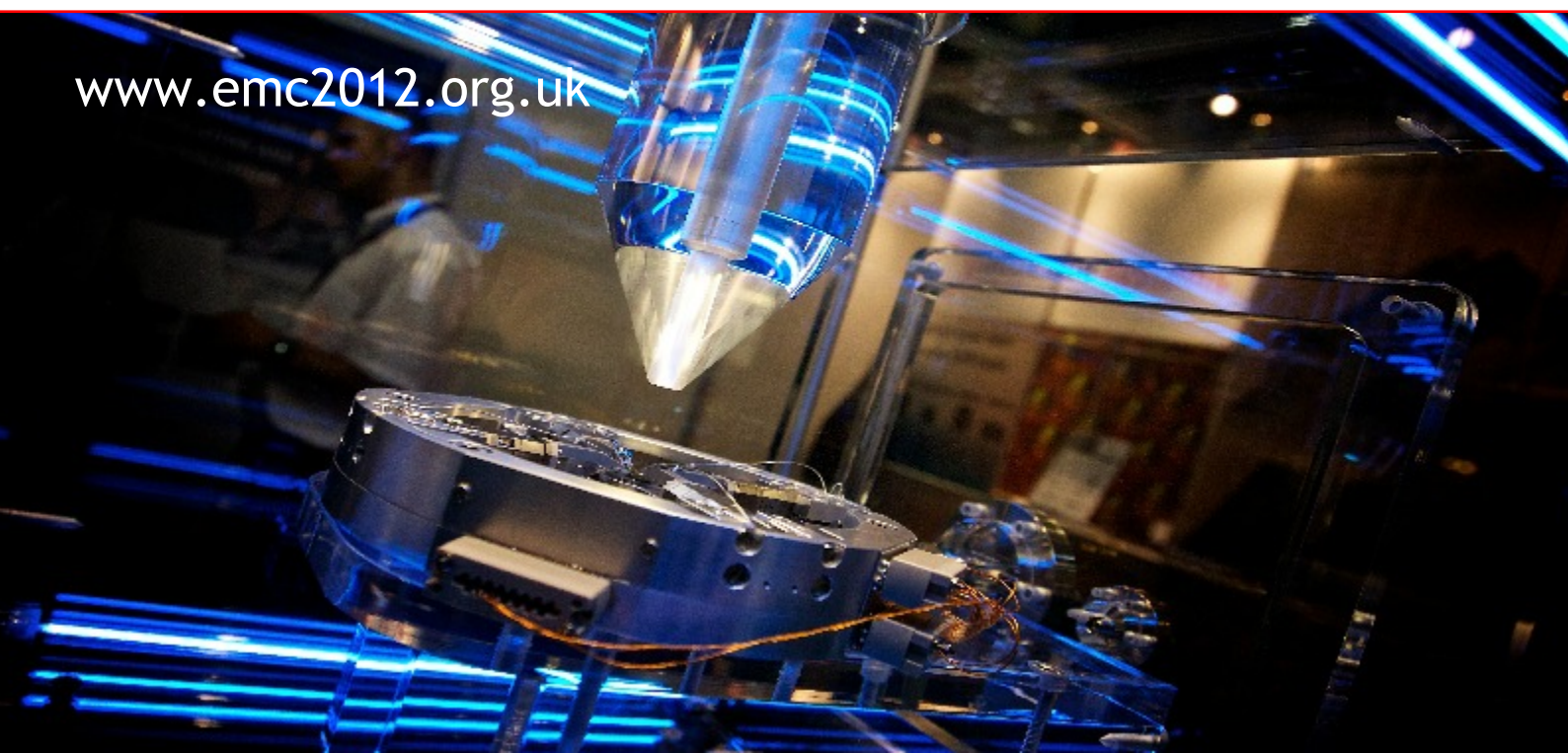
Submit your company news  
[www.emc2012.org.uk/news/submit](http://www.emc2012.org.uk/news/submit)

# 15<sup>th</sup> European Microscopy Congress

16<sup>th</sup> - 21<sup>st</sup> September 2012, Manchester, UK

## PR for Exhibitors

[www.emc2012.org.uk](http://www.emc2012.org.uk)



# Make the most of the FREE promotional and publicity opportunities available to you in the run-up to emc2012

A dedicated press office, managed by Cooper Repco Ltd, has been set up to support you in the run-up to and during emc2012. From here, we will work proactively with you to promote your company and the event itself.

Between now and September, Cooper Repco will be in regular contact with the media, providing information on emc2012 for news features, articles and event previews. New product launches or the first viewing of a new product in Europe are all very interesting to the media, so please send your news.

In addition to event previews and press releases, another avenue to publicising emc2012 is 'The Guide'. This will detail key points of interest at the event. It will be sent to journalists in advance and will also be updated and distributed on site from the Media Centre during the event.

It is important to remember that journalists prefer to have information well in advance, so don't leave it to the last minute or you could miss out.

Keep us informed - please send your new product information and press releases which are relevant to emc2012 to:

[www.emc2012.org.uk/news/submit](http://www.emc2012.org.uk/news/submit)

**emc2012 PR contact:**

Rob Flavin

Tel: +44 (0)845 621 6222

Email: [rob@cooperrepco.co.uk](mailto:rob@cooperrepco.co.uk)







## At emc2012

### Media Centre on-site

The Media Centre will be the first port of call for visiting accredited journalists, press photographers and PR representatives. It will be open throughout the event. It will enable you to raise the profile of your company - drawing attention to new products and services, highlighting company developments, and communicating key messages.

### Press packs

When supplying journalists with press releases and other information such as photographs, logos or diagrams, it is useful to compile a press pack using a folder to keep the material together. Press packs will be displayed in the Media Centre for the duration of the event. You should also make copies available on your stand.

Suggestions for useful content in press packs include:

- Press releases
- Company background
- Contact sheet
- Your stand number
- Online links to photographs
- Demos
- Statistics
- Diagrams
- URLs for further information

If you would like your publicity material to be made available in the Media Centre, deliver 20 press packs labelled "emc2012 Press Packs" (on Friday 13th September 2012) to the following address:

**FAO: Allison Winton**  
**European Microscopy Congress**  
**emc2012 Media Centre**  
**Manchester Central**  
**Petersfield**  
**Manchester**  
**M2 3GX**

### We need your PR Company

Do you employ a PR/marketing company to handle your publicity? If so, please provide Rob with their details.

Send your Press Releases  
 Please submit any press releases relating to emc2012 using the submission facility on the emc2012 website -

[www.emc2012.org.uk/news/submit](http://www.emc2012.org.uk/news/submit)

If you require guidance on drafting a release, don't hesitate to make contact.

### Submit to The Guide

The Guide will be sent out in August 2012 to journalists interested in covering and/or attending the event. It will help them to plan their time at emc2012 and will give them advanced warning of what is new. An updated version will also be given to members of the press on their arrival at the event. Please inform us of any new product releases or special events on your stand in advance and we will list it right up to the last minute.

### Event Previews

We will be placing a number of event previews in key publications for the event. Once again, keep us informed of your plans so that we can relay this information.

"Gold" Media partners will be providing coverage in the run up to the event and will be exhibiting. They are -

- Imaging and Microscopy
- Microscopy and Analysis
- International Lab Mate
- Microscopy Today
- Select Science

We also have "Silver" Media partners who will be providing coverage but will not be exhibiting. They are -

- Materials Today
- Materials World
- Physics World
- Quality Management Today
- Lab Bulletin



The 15<sup>th</sup> European Microscopy Congress is organised by the Royal Microscopical Society in co-operation with the European Microscopy Society, under the auspices of the International Federation of Societies for Microscopy.

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