

**Exhibitors:**

**Hall:**

**Stand number:**

**Deadline:**

**Press team:** Luisa Gerlach, Junior PR Manager Messe Berlin & Lucia Brücklmayr, Operations Manager Messe Berlin

**Contact:** Luisa Gerlach, Tel.: 030-3038-2394, [smartcountryconvention-presse@messe-berlin.de](mailto:smartcountryconvention-presse@messe-berlin.de)

**SCCON Expo highlights:**

Information from exhibitors on innovations and trends is of great interest to visitors and the trade media even before the Smart Country Convention. As in previous years, we are publishing "Expo Highlights" on the Smart Country Convention website. We would be delighted if you could send us more detailed information on the innovations and topics you will be presenting at the Smart Country Convention 2024.

We are happy to receive finished articles that are no longer than 2,000 characters (including spaces). Experience has shown that editorially/journalistically written information texts are best received by this target group.

In order to illustrate the texts accordingly, we require photos (landscape format, ideally 797 x 399 px or 802 x 458 px [W x H], no logos or advertising motifs). Please state the copyright of the image for publication. The image material for the SCCON-Expo-Highlights must be provided in landscape format. A picture of the product is suitable for hardware, a user picture for software. For projects, a photo of the installation is recommended.

- For **Premium Partners** of SCCON, **two Expo Highlights** are included in the partner package.
- For **Advanced Partners** of SCCON, **one Expo Highlight** is included in the Partner Package.
- **Classic exhibitors** at SCCON can submit **one Expo Highlight** for a fee of €510 plus VAT.

The SCCON Expo Highlights are a service provided by Messe Berlin and are included in the Smart Country Convention partner packages. Exhibitors who have not booked a partner package can add the service for a fee.

Please send text and images by e-mail to Luisa Gerlach and Lucia Brücklmayr:

[smartcountryconvention-presse@messe-berlin.de](mailto:smartcountryconvention-presse@messe-berlin.de)

Closing date for entries is

The prices quoted do not include statutory VAT.

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Please clarify the internal order number of your company/your client for these services. Subsequent invoice rewrites will be charged at €30.00 plus VAT.

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**Form for the publication of the SCON-Expo-Highlight**

**Headline English** (50 - 70 characters)

**Teaser English** (max. 200 characters)

**Caption English** (150 characters)

**Image alternative text English** (for accessibility, 150 characters)

English text (2,000 characters)

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**Headline German** (50 - 70 characters)

**Teaser German** (max. 200 characters)

**Caption German** (150 characters)

**Image alternative text German** (for accessibility, 150 characters)

**German text** (2,000 characters)