



InnoTrans 2024

24 – 27 SEPTEMBER
BERLIN

THE FUTURE OF MOBILITY

Messe Berlin

Berlin, 19 March 2024

Your World Innovation in the InnoTrans World Innovation Guide

Dear exhibitors,

Messe Berlin is publishing an exclusive World Innovation Guide for InnoTrans 2024 in cooperation with the DVV Media Group. The guide presents world premieres that are being presented to the trade public for the first time at a trade fair anywhere in the world - from the five trade fair segments Railway Technology, Railway Infrastructure, Public Transport, Interiors and Tunnel Construction. The World Innovation Guide is aimed at media representatives and trade visitors. The publication will appear online on the InnoTrans website and in the InnoTrans Report app on 16 September 2024. In addition, a button will mark all the exhibitors' world premieres on the stands, in the hall plans, in the trade fair guide, in the InnoTrans app and in InnoTrans Plus.

For InnoTrans exhibitors and co-exhibitors, **the publication of a world premiere is free of charge** (no company profile, no company or product advertising). If you would like to submit a world premiere, please note the following:

1. Text

- Submission of an editorial text: **German and English, max. 900 characters** (German version, incl. spaces)
- Continuous text only, no paragraphs or tables
- Short **headline** with max. 74 characters (incl. spaces)
- Only editorial texts, neutral without promotional statements
- No direct address, no quotations

Examples can be found in the World Innovation Guide 2022 at <https://www.innotrans.de/de/presse/neuheiten/>

2. Photos

- **1-2 images:** Photo or graphic, portrait or landscape format
- Size: 300 dpi
- No logos or advertising motifs, images should also not contain added company logos or slogans
- Short **caption** in German and English: landscape format: max. 80 characters (including spaces), portrait format: max. 60 characters (including spaces)
- **Copyright** information as follows: Image © (company name/photographer etc.)

3. PR contact

- Company name of your company
- Country and location of your company
- Hall and stand at InnoTrans 2024 (main stand, additional stands if applicable)
- *Please note: If you have several exhibition stands, please indicate where the world premiere is located.*
- Title, first name, surname and function of the contact person at the trade fair
- Telephone number, e-mail address, company website

4. Deadline for submissions: 16.07.2024

- The earlier you submit your texts, the sooner your world premiere will be published on the InnoTrans website, InnoTrans Plus and the app.
- Please send your documents by e-mail to marion.frahm.extern@dvvmedia.com

Rights of use

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Reminder:

- Please do not send us any company portraits. We will not consider such submissions.
- Please send us **only one world premiere per exhibiting / co-exhibiting company**.

Contact:

- The DVV Media Group produces the World Innovation Guide on behalf of Messe Berlin.

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Kind regards,
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