

**CWIEME**  
BERLIN

14-16 MAY 2024  
MESSE BERLIN

# Exhibitor Pack





# Dear Exhibitors,

We're thrilled to welcome you to CWIEME Berlin, the heart of innovation and expertise in the coil winding, electric motor and transformer manufacturing industries. As you prepare for an eventful and rewarding experience, we've put together this comprehensive guide to set you up for success.

In these pages, you'll find everything you need to make the most of your time at CWIEME. From leveraging our CONNECT @ CWIEME platform for unparalleled networking opportunities to mastering social media to amplify your brand's presence, this guide is your roadmap to a successful show.

We'll walk you through creating engaging show previews that capture the essence of your brand and what attendees can expect from your booth. You'll also discover effective strategies for talking to journalists, turning media interactions into opportunities for wider exposure.

But it doesn't end there. Our post-show actions section will help you keep the momentum going, ensuring the connections you make at CWIEME continue to grow long after the event concludes. And, of course, we couldn't let you visit Berlin without sharing some must-see spots and things to do in this vibrant city.

Every tip, every piece of advice, is designed to enhance your experience and success at CWIEME Berlin. We're here to support you every step of the way and can't wait to see the incredible contributions you'll bring to the show.

Warm regards,  
The **CWIEME Berlin** Organisers Team

# CONNECT@CWIEME

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## Make your CWIEME Berlin journey easier with Connect @ CWIEME.

Using our straightforward technology prior to the show allows you to gather detailed insights about attendees of the show. Whether you're looking for decision makers from engineering, procurement or R&D buyers, you can reach out to those qualified buyers who should be aware of your presence, share information about your company and gear up to meet those who intend to visit your stand.

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### Connect @ CWIEME offers you:

- Early access to detailed profiles of thousands of qualified engineering, procurement, and R&D buyers, helping you identify who will be attending.
- The opportunity to provide an unlimited number of buyers with compelling reasons to visit your CWIEME Berlin booth and how you can benefit their organisations.
- Enhanced visibility among engineering, procurement, and R&D buyers, who will have pre-show access to your detailed exhibitor profile (including your product ranges, target geographies, product launch announcements, etc.), making it easier for them to include your company in their must-visit list.
- Access to in-depth profiles of all engineering, procurement, and R&D buyers who have added you to their schedules, enabling you to efficiently prepare for their visit and commence business discussions promptly.

## Maximise your Connect @ CWIEME experience in FOUR EASY STEPS:

- 1** Complete your exhibitor profile and make announcements
- 2** Provide buyers with reasons to visit your stand
- 3** Receive list of buyers who added you to their schedule
- 4** Attend CWIEME Berlin!



For comprehensive details and important deadlines, please [download the Connect @ CWIEME Guidelines.](#)

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# SOCIAL MEDIA

**Most of us are guilty of spending too much time on social media. But, it's usually something we do outside of work.**

No matter your role, social media can be great for starting conversations with both potential and existing customers. The majority of the population use social media, so you have a large audience. Customers can also see the faces behind the brand, making the process more personable.

Using social media effectively at CWIEME Berlin can greatly enhance your presence, engagement and networking opportunities. Here's our top tips for leveraging social media to maximise your experience:



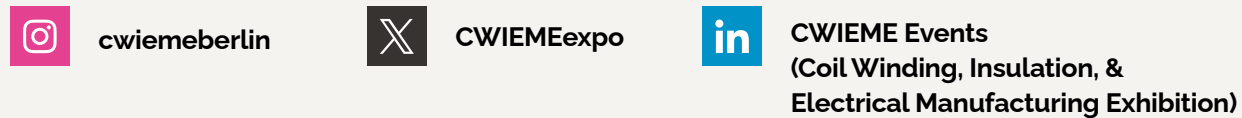


# SOCIAL MEDIA

## The Effective Social Media Post Checklist:

- Value-driven content
- Clear and concise messaging
- Professional tone
- Engaging visuals
- Strong call-to-action
- Relevant hashtags
- Data and statistics
- Timeliness and relevance
- Platform-specific optimisation
- Interactive or storytelling elements

## CWIEME Berlin's social handles:



## CWIEME Berlin's hashtags:

#CWIEMEBerlin2024    #CWIEME    #CWIEMEBerlin

## Other hashtags to use:

#Engineering    #Technology    #ElectricalEngineering    #EV  
#CoilWinding    #Innovation    #Transformers    #PowerTransformers  
#Manufacturing    #Procurement    #FutureMobility    #ElectricMotors



# SHOW PREVIEWS

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## A show preview can offer many benefits for your company.

It can help create awareness and generate interest by providing details of what attendees can expect from your stand. A show preview is a valuable marketing tool that can highlight your key products and services, thus encouraging pre-event engagement. By showcasing your company's expertise, a show preview can enhance your brand's image and increase the chances of attracting media coverage, leading to broader exposure.

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## How to write your show preview

- Your show preview should be around 350 words long
- Include a picture that illustrates your story (300 DPI for print, at least 72 DPI for online)
- Write about the most important thing you will be communicating to your customers at the show
- It should be about how you can help them in their future

## What to include

Remember, you are not writing a story, you are writing news – so the most important information goes at the top!

- Include the who, what, why, when and where in your first sentence. For example:  
*"After being blown away by the response to its new solutions for the electrical engineering industry, ACME LTD will be showcasing both its ACME1 and ACME2 products at the leading global event for the electrical engineering community, CWIEME Berlin, being held 14-16 May 2024 at Messe Berlin."*
  - Don't forget how! This should be in your first paragraph.
  - Your second and third paragraphs should contain technical details about your product or service
  - Include a quote in your fourth or fifth paragraph. Remember:
    - Make sure it sounds like a human said it
    - Don't include jargon
    - Ensure the quote develops the story and doesn't just comment on it
  - The last paragraph is the home of your call-to-action
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## GOOD CALL-TO-ACTIONS

'ACME LTD will have its new spinning red widget available for customers to preview on stand number 555 at CWIEME Berlin.'

'Every visitor that uses the smart badge will be entered into a competition to win a hamper of eco-goodies after the show.'

## BAD CALL-TO-ACTIONS

'Visit our website to learn more.'

'Find out more'

'Click here'

'See further information'



### Don't suffer alone!

If you need help with your preview, call our PR agency, **Stone Junction** on **+44 (0)1785 225 416** – they're here to help.

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# SPEAKING TO JOURNALISTS

**As exhibitors, engaging effectively with the media is a pivotal component of maximising your presence at CWIEME Berlin.**

This section is designed to equip you with essential insights and strategies for communicating with journalists, enabling you to effectively convey your company's message, innovations and expertise. Whether you're a seasoned professional or new to media interactions, the tips and guidelines presented here will help you navigate media engagements confidently.

## Why should you speak to a journalist?

- 1 Get your name out there
- 2 Put yourself in control of how your business is perceived
- 3 The chance to showcase new products and innovations
- 4 Build relationships that could help you project your business and gain exposure

### The 3 points of refuge

Think of three key messages that you want to communicate when speaking to a journalist

**1**

These should be used in response to each question, using bridging tactics and a variety of expression

**2**

Prepare analogies, examples and key facts in advance

**3**

Anticipate the questions

But remember, there will always be specific questions that need specific answers as well

## Before the day, make sure you have:

- Prepared your points of refuge
- Decided what you would like to get out of a journalist meeting
- Briefed your team on what to do if a journalist visits your stand
- Packed any useful material that's worth passing on, like business cards, a press release or handy quotes

## Handling difficult questions

What's easy to forget is that journalists are not trying to catch you out – they are trying to glean as much information as possible to be able to write the best article. However, if you are asked a difficult question:

- Chip away at the question with a question
- Be honest, but helpful. You're not the expert, but your colleague on the stand is.
- Remember your three points of refuge
- Control the question. Apply your bridging tactics to guide the conversation.

## Bridging techniques

- "You know, the question I get asked the most is..."
- "What many people don't know is..."
- "The most important part of that question is..."
- "The bottom lines is..."
- "The real issue here is..."

## So, to conclude - follow A, B, C, D:

- A**cknowledge the question
- B**ridge into a positive message
- C**oncentrate on the points of refuge
- D**angle the next point

## The post-show debrief

After the show, make sure you:

- Follow up with people you've spoken to and ask how they found the show
- Send over any facts, sources and supporting documents
- A 'what we learned' at the show always goes down well. Write up an article on the key trends and topics you noticed were present
- Put them in touch with any other experts you may have recommended
- Arrange any further interviews, confirm quotes and answer any questions
- Add them on LinkedIn



# Your guide to Berlin

Berlin, a city steeped in history and culture, offers an array of experiences that cater to every taste and interest. Whether you're looking for culinary delights, entertainment or simply a stroll through historic streets, Berlin has something special for everyone.



## Restaurants

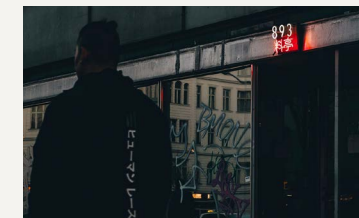


### acht&dreissig

acht&dreissig serve modern German cuisine combined with contemporary interpretations and international inspirations

[restaurant38berlin.de](http://restaurant38berlin.de)

Oranienburger Str. 38, 10117 Berlin  
(\*49 30 37465031)



### Ryōtei Berlin

Trendy destination with a contemporary vibe doling out sushi and sashimi from an open kitchen.

[893ryotei.de](http://893ryotei.de)

Kantstraße 135/136, 10625 Berlin  
(\*49 176 56756107)



### Malakeh

Malakeh's Syrian cuisine is as mouth-watering as its origin story is heartwarming. Food-wise, expect excellent kibbeh in a yoghurt sauce, moreish fried aubergine and some of the city's freshest tomatoes.

[malakeh-restaurant.de](http://malakeh-restaurant.de)

Potsdamer street 153 10783 Berlin  
(\*49 176 22160998)



### Barra Berlin

Elevated dishes & natural wines in an intimate, minimalist restaurant, with bar and communal seating.

[barraberlin.com](http://barraberlin.com)

Okerstraße 2, 12049 Berlin  
(\*49 30 81860757)



### Osmans Töchter

Homestyle Turkish mezzes, grills & stews in a relaxed, industrial-chic eatery with sidewalk tables.

[osmanstoechter.de](http://osmanstoechter.de)

Pappelallee 15, 10437 Berlin  
(\*49 172 2744662)



### Coccodrillo

Roomy trattoria serving mostly vegetarian Italian fare in vibrant, playful surrounds with a terrace.

[bigsquadra.com](http://bigsquadra.com)

Veteranenstraße 9, 10119 Berlin, Germany

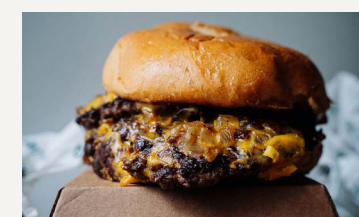


### Khao Taan

Sure, there's nothing wrong with a quick Thai curry from your cheap and cheerful go-to just around the corner, but it's worth a ride on the S-Bahn for something special. Everything at Khao Taan feels earnest and fresh, with an emphasis on family-style eating.

[khaotaan.com](http://khaotaan.com)

Gryphiusstraße 10 10245 Berlin  
(\*49 30 58617400)



### Burgermeister

When you want the best quality, you have to do things yourself. We produce our own burger buns, meat and fries. It's not easy, but it's worth it.

[burgermeister.com](http://burgermeister.com)

Dircksenstrasse 113, 10178 Berlin  
(\*49 30 67826820)



### Standard Serious Pizza

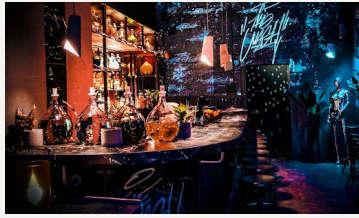
Neapolitan-style pizza restaurants in Berlin aren't rare, but we're not complaining. Berlin's pizza renaissance has upped the quality of the pies by huge margins, and Standard in Prenzlauer Berg is a crowd-pleasing favourite.

[standard-berlin.de](http://standard-berlin.de)

Templinerstrasse 7 10119 Berlin (\*49 30 48625614)



## Drinks



### The Wash

A little away from the hustle and bustle of Rosenthaler Platz, you'll find THE WASH BAR. The black disco ball glitters above the entrance door and invites you to drink at the almost ten-meter-long bar.

[thewashbar.berlin](http://thewashbar.berlin)

Brunnenstr. 163, 10119 Berlin  
(+49 30 26301372)



### Coffee Drink your Monkey

Cool, glass-fronted venue with outdoor tables, for light breakfasts & lunches, plus coffee & cake.

Savignypl. 11, 10623 Berlin



### Kaffehaus Frau Lüske

A real feel-good place: whether you're sitting outside in the garden on the terrace or making yourself comfortable in the café. You'll feel right at home at Frau Lüske's.

[lueske.berlin](http://lueske.berlin)

Baseler Str. 46, 12205 Berlin  
(+49 30 86200480)



### Becketts Kopf

This long-running cocktail bar is an oasis of fine drink in the sparsely served Prenzlauer Berg.

[becketts-kopf.de](http://becketts-kopf.de)

Pappelallee 64 10437 Berlin  
(+49 30 44035880)



### Geist im Glas

From striking wooden panelling to Victorian curios dotted along the bar and an esoteric toilet, the attention to detail in the décor is reason enough to come here.

[geistimglas.de](http://geistimglas.de)

Lenaustraße 27 12047 Berlin



### Dicke Wirtin

This is a proper German pub: nine beers on tap, bizarre house schnapps – tiramisu liqueur, anyone? – and dirt-cheap prices for the area.

[dicke-wirtin.de](http://dicke-wirtin.de)

Carmer Straße 9 10623 Berlin  
(+49 30 3124952)



### Green Door

Behind an actual green door (access granted by doorbell) lies this popular Schöneberg cocktail bar. Their tome-like drinks menu runs the whole gamut from the basics to their house Green Door cocktail, a refreshing mix of champagne, lemon, sugar and mint.

[greendoor.de](http://greendoor.de)

Winterfeldtstr. 50 10781 Berlin  
(+49 30 2152515)



### Betty'n'Caty

Already a real neighbourhood favourite - Betty'n'Caty in Prenzlauer Berg serves you delicious breakfast and good coffee.

[bettyncaty.com](http://bettyncaty.com)

Knaackstr. 26 10405 Berlin  
(+49 30 44049120)



### Borchardt

In the elegant ambience of this Charlottenburg coffeehouse, you'll get the perfect start to the day - and into the evening.

[borchardt-restaurant.de](http://borchardt-restaurant.de)

Französische Straße 47 10117 Berlin  
(+49 30 81886262)

## Things to do



### Berlin wall memorial

This free indoor/outdoor museum and memorial is the best place to learn how the Berlin Wall sprung up overnight, what life was like in the former East German state, and the heroic attempts people made to reunite with their families.

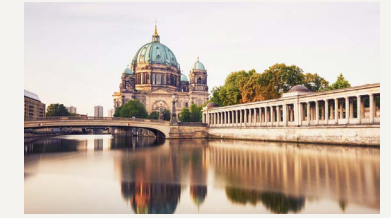
Bernauer Str. 111, Berlin 13355 Germany



### Tiergarten

Make like a Berliner and stretch your legs with a stroll, jog or cycle through the city's most famous park, which comes into its own during spring and summer.

Straße des 17. Juni, 10785 Berlin



### Museum Island Berlin

Berlin's Museum Island is a grand work of art: five world-famous museum buildings from the time of the Prussian rulers, together with the modern James Simon Gallery, form an exciting ensemble.

Am Lustgarten, 10117 Berlin



### Reichstag

This neo-Baroque edifice housing the German Bundestag (Parliament) survived wars, Nazis, fire, bombing and the country's division, only to return as a symbol of a new era in German politics. A trip to the top of this open, playful and defiantly democratic space, designed by Sir Norman Foster, is a must.

Platz der Republik 1, 11011 Berlin



### Sanssouci

Frederick the Great's summer grounds make for an unforgettable day out in Potsdam, the state capital of Brandenburg, just an S-Bahn ride southwest from central Berlin. As well as touring the palace itself, guests can spend hours getting lost in its gardens and the ornate Bildergalerie and Neue Kammern ('new chambers').

Maulbeerallee, 14469 Potsdam

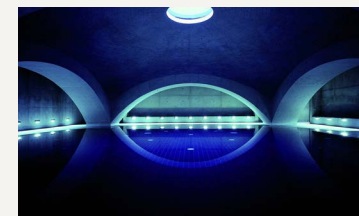


### Berliner Fernsehturm

The Berliner Fernsehturm skewers the great city at its middle, soaring a whopping 368 metres into the German skies with its red-and-white needle summit. At night, the tower is all lit up in noir shades of white and grey. It's open until 10pm, so there's a good chance you could get up to the 360-degree lookout deck after a nice meal.

[tv-turm.de](http://tv-turm.de)

Panoramastraße 1a, 10178 Berlin

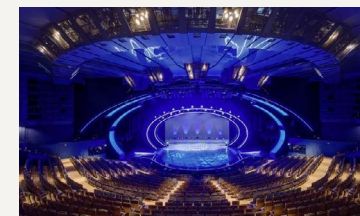


### Liquidrom

Liquidrom is a place to soothe the senses and unwind after a long day. This iconic spa is located in a strange-looking building known as the Tempodrom, which has a curious mix of Brutalism and big-tent designs.

[liquidrom-berlin.de](http://liquidrom-berlin.de)

Möckernstraße 10, 10963 Berlin



### Friedrichstadt-Palast

More than one hundred artists on the biggest theatre stage in the world. With half a million guests every year, the Palast is the #1 theatre in Berlin.

[palast.berlin](http://palast.berlin)

Friedrichstraße 107, 10117 Berlin



### Berlin Icebar

Explore one of the coolest places in the city: Berlin Icebar. This bar is kept at a temperature of -10°C.

[berlinicebar.com](http://berlinicebar.com)

Spandauer Straße 2, 10178 Berlin

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