***News Release of Exhibitors***

***-Customize the Exhibitor’s Personalized News Release***

The influence of an exhibition can be distributed into three stages: before, during and after the exhibition. Before the exhibition, we need to build up the momentum needs to be build up, during the exhibition, the brilliant has to be abtained, and after the exhibition, it is very important to keep continuely expose. Continuous news exposure can make exhibitors get good exhibition effect, and it is also a great encouragement for potential customers.

To this end, we focus on the press center, and we organize and invite exhibitors to dig out the company's features and highlights of products / exhibits, and write a press release according to the template format we provide. We will use these materials and the media resources we have (wechat, Internet, magazines and exhibition publicity materials) to widely publicize for you.

**Please draft or write the news releaseit in the following form and send it to:**

*Public Relations and Visitor Service Department,*

*MetalForm China Division, Confederation of Chinese MetalForming Industry*

*10/F Boya Tower C, Zhonguancun Life Science Park, Beiqing Rd., Changping, Beijing 102206, P. R. China.*

*Tel:：+86 10 5305 6669*

*Fax： +86 10 5305 6644*

*Email：[metalform@chinaforge.org.cn](mailto:exhibition@chinaforge.org.cn)*

**News Release (Template)：**

For news media interview and contact:

Resp. Person：（from Exhibitor）

Tel:（of Exhibitor）

Fax:（of Exhibitor）

Email:

Website：

**The Title Suggested**

XX (company) Takes XXX Qualified Products to MetalForm China

Leading Company XX in XX Field will Appears at MetalForm China

XX(company) will Show up at MetalForm China (Booth No.: No. XX, hall W1)

To Make XX (products) Full Debut, More Learing on Site

XXX (company) Sincerely Invites You to Attend MetalForm China

**Introduction to Background of the Exhibition**

MetalForm China, sponsored by CCMI, is one of the six largest exhibitions in the world. It focuses on displaying hundreds of sets of stamping, sheet metal, forging, mold and joint & welding equipment, mold, automation equipment, peripheral auxiliaries, test & inspection equipment, all kinds of forgings, stamping parts and sheet metal parts, etc. More than 100 technical lectures will be provided by exhibitors, experts from universities and scientific research institutes. This is one of the most influential industry activities in the industry every year, and it is the top one of the eventing in the industry.

XX (company), as a leading enterprise in XX field, will make a high-profile appearance in this exhibition. The booth is in the hall No. , the Booth No. is l. we warmly welcome to visit us. During the exhibition, XX (company) will show the products and solutions with famous brands. In addition, XX (company) will also hold a presentation and demo of "Successful Application Case of XXX (product/technology)in YYY industry" on site. Please pay attention to it and participate in it.

The exhibits and lectures of this exhibition mainly reflect such hot spots as energy saving, material saving, reducing pollution emissions, noise reduction, reducing labor intensity, increasing effective working time, improving product accuracy, increasing flexible processing, improving product quality and aesthetics. This is the internal requirement for the industry to cope with the rising cost, the increasing pressure of environmental protection, the improvement of the quality of the new generation of workers, and the improvement of the requirements of the labor environment.

In response to the a.m. problems, YY and zzz products and technologies has been launched by XX (company).

－XXXX(product) of XXX(model)

－YYYY(product) of YYY(model)

－ZZZZ(product) of ZZZ(model)

The Detailed as Following:

1. *Products or Technology Description:*

With its new XX technology, XX (company) has raised XX to a new level, fundamentally changing the existing XXX problems.

XX products with XX technology manufactured by XX (company) have been fully applied in XX (enterprises) in XX industry and gained good reputation.

Compared with the traditional products / previous generation products, this XX product has the following improvements / new generation products are with the following characteristics as the following:

No. 1: XXX

No.2: XXX;

No.3: XXX

(Attached of Picture + briefing of the parameter description)

1. *Benefits for Endusers:*

• Use the same XX to get a bigger XXX.

• The utilization rate of materials is increased by XXX and the energy consumption is reduced by XXX.

• XXX runs more smoothly and reduces XXX's wear.

• More comfortable working environment and friendly operation interface

• Ascoustic enclosure reduces operator's hearing burden

• Reduce floor space occupied.

1. *Description of Specification ( Punch press as a sample)*

|  |  |
| --- | --- |
| Area Applied in | XX industry、XX industry |
| Table Size (Lx W) | 5,000 x 2,200 mm / 197 x 87 in. |
| Press Force | 16,000kN / 1,800 Ton |
| Main Motor | 2 530 kW AC Servo Torque Motor |
| Feeder | Uncoiler or Destacker |
| Transfer Device | 3-axis Electronic Rhombic Transmission Device |
| Stroke | 600 mm / 24 in. |
| Case Applied | XXX(company) XX (production line) |
| Strokes/min | Range of 3 – 30 SPM or 3 – 40 SPM in swing mode and without transmission device |

1. *Briefing of XX (company)*

As a technical and market leader in XX field, XX (company) provides XXXX products and services for the whole metal processing industry, its customers include XX manufacturers and their suppliers, as well as many companies in XXX and XXXX industries. XX (company) is also a market leader in XXX, providing system solutions for XXX and XXX industries. The XX (company) is located in XXX, with about XXX employees and annual sales volume of XXX. It has its own factories and sales offices in XX countries and provinces in China.

Official Website ：www.china-metalform.com

Wechat of MetalForm China：china-metalform

Vanue of the Exhibition:

***An Aricle Written on Invitation***

***for MetalForm China***

***-Engaged by Official Median-Form Press, INC.***

As the mainstream media of China's forging, stamping and sheet metal industry, FM <Forging and MetalForming>-Forging, <Forging and MetalForming>- stamping and FAB <Fabricating> are designed to introduce advanced equipment, technology, products, management, production operation and the latest market orientation and information at home and abroad, and are committed to providing "Realitic Solutions" for enterprises.

At the same time, as the official media of MetalForm China, FM <Forging and MetalForming>-Forging, <Forging and MetalForming>- stamping and FAB <Fabricating> will make comprehensive and in-depth reports on the exhibition. The purpose of this special issue is to solicit contributions from readers, audiences, exhibitors and advertisers from the perspective of application and demand. Of course, if you can't provide articles before the publication of the special issue, we can also publish them in subsequent publications. Please send your contribution to:

Form Press, INC.

Confederation of Chinese Metalforming Industry

*10/F Boya Tower C, Zhonguancun Life Science Park, Beiqing Rd., Changping, Beijing 102206, P. R. China.*

*Tel:：+86 10 5305 6669*

*Fax： +86 10 5305 6644*

*Email：[magazine@chinaforge.org.cn](mailto:magazine@chinaforge.org.cn)*

*Websit:* [*http://www.metalforming.com.cn/*](http://www.metalforming.com.cn/)

**1. FM<Forging & Metalforming>（Forging）**

*(1) Topics Specified*(You can choose one of the following topics to write an article or write it on your opinion according to the topic).

* Forging machine/Auxilaries/Case of forging lines/Solutions of forging production.
* Application of forging technology.
* Designing of forging die/Improving of die structure/Maintenance and repare.
* Management of forging information.
* Solution of forging automation and on-line measuring system.
* Typical forging process.
* Human resource for forging shop.

*(2) Requirement of Article*

* Size：2000～5000 Words.
* Picture：format：gif/tif/bmp，format of CAD：dwg.
* Style：On actual production and working shop（Academic papers and advertising article will be unaccepted.）.
* Deadline：3 months before the opening of the exhibition.

*(3) Advertizing*

You can enjoy a 70% discount for advertising in this issue (Except for special pages).

**2. FM FM<Forging & Metalforming>（Stamping）**

*(1) Topics Specified (You can choose one of the following topics to write an article or write it on your opinion according to the topic).*

* Energy saving, materials saving, efficient stamping technology, process and equipment.
* Stamping automation, informatiionizing and solution.
* Designing of the die & tooling/Improving of die structure/Maintenance and repare.
* Management of forging information, applying case.
* Specific forming process（including hot stamping, hydro-forming, spinning, precision forming, dieless forming, laser forming and magnizium forming ect.）.

*(2) Requirement of Article*

* Size：2000～5000 Words.
* Picture：format：gif/tif/bmp，format of CAD：dwg.
* Style：On actual production and working shop（Academic papers and advertising article will be unaccepted.）.
* Deadline：3 months before the opening of the exhibition.

*(3) Advertizing*

You can enjoy a 70% discount for advertising in this issue (Except for special pages).

**3. FAB<Fabricating>**

*(1) Topics Specified (You can choose one of the following topics to write an article or write it on your opinion according to the topic).*

* Advanced sheet metal process, automatic fabricating production technology.
* Advanced management modes, methods, concepts and application cases of sheet metal enterprises at home and abroad.
* Designing case of sheet metal parts, designing software.
* Maintanence and update of sheet metal equipment.
* Difficulties and solution in actual production.
* Surface conditioning and chemical test and mearement.

*(2) Requirement of Article*

* Size：2000～5000 Words.
* Picture：format：gif/tif/bmp，format of CAD：dwg.
* Style：On actual production and working shop（Academic papers and advertising article will be unaccepted.）.
* Deadline：3 months before the opening of the exhibition.

*(3) Advertizing*

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***Promotion Exhibits in Preview and InView***

***- Important Publicity before Exhibition***

In order to expand the influence of the exhibition and make full use of the publicity platform of the Organizer, we specially solicit the information from the exhibitors, make preview before the exhibition (special issue of the InView), distribute to more than 100000 enterprises and 500000 relevant departments collected by CCMI, and invite them to visit the Exhibition.

**Materials Asked**

Exhibits Pictures:1-3picutures.

Introduction to the Exhibits: Specification features, highlight, please quantify description of them, instead of an empty slogan.

Number of Words: Less than 300.

Deadline: 45 days before the opening of the Exhibition.

Please send the pictures and article by email to:

*Public Relations and Visitor Service Department,*

*MetalForm China Division,*

*Confederation of Chinese MetalForming Industry*

*10/F Boya Tower C, Zhonguancun Life Science Park, Beiqing Rd.,*

*Changping, Beijing 102206, P. R. China.*

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*Email：[metalform@chinaforge.org.cn](mailto:exhibition@chinaforge.org.cn)*

***Free Hyperlink***

***-Publicize and Build the Industry Platform Together***

MetalForm China hold by CCMI is an exhibition of the industry and exhibitors, which to promote the development and progress of forging, stamping, sheet metal, die & tool and joint & welding industry, and a platform for colleagues in the industry to jointly build and maintain exchanges. To this end, CCMI has carried out a lot of publicity work, and cooperated with state organs, domestic and foreign organizations, nearly 100 industrial Medias, and tens of thousands of member units to promote our exhibition.

We also hope to get your support and cooperate with you in publicity. We hope that your company's internal journals, important news and enterprise websites can carry out publicity with us simultaneously, and jointly create and promote our own win-win platform.

**Hyperlink**

**What to do:** Free Hyperlink and LOGO displaied

**Website of the Exhibition:** It contains a large number of industry news and enterprise information, with a basic click through rate of 4000-5000 and an IP address of about 700 on weekdays.

**News and Articles from Exhibitor**

**What to do：**News / articles of each other shall be published in free of charge in Journals, newspapers and Exhibition news produced by CCMI or enterprises.

**InView:** It is a free news paper media covered the widest range of metal forming industry, which is no less than one issue per quarter, with a circulation of 60000 copies.

**Point of Win-Win**

Your customers are also our potential exhibitors and visitors. On the contrary, our exhibitors and visitors are also your potential customers or partners. The exchange of links and news is conducive to improving the popularity of both sides, a new non-profit publicity way..

If you are willing to cooperate with us to jointly promote the exhibition, please download the <Hyperlink Form>, fill in it carefully and send it to:

*Operation Department,*

*MetalForm China Division,*

*Confederation of Chinese MetalForming Industry*

*10/F Boya Tower C, Zhonguancun Life Science Park, Beiqing Rd.,*

*Changping, Beijing 102206, P. R. China.*

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| **Hyperlink Form** |

**Please download thi form and Logo, carefully fill in it to send:**

*Operation Department,*

*MetalForm China Division,*

*Confederation of Chinese MetalForming Industry*

*10/F Boya Tower C, Zhonguancun Life Science Park, Beiqing Rd.,*

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| --- | --- |
| **Information of CCMI** | |
| MetalForm China | [www.china-metalform.com](http://www.china-metalform.com) （Please set this address as the link address of MetalForm China, with the LOGO ot the exhibition which cold be download.） |
| LOGO Download | —Please download with the following :  http://www.chinaforge.com.cn/me/downa1\_媒体文件p1 |
| Where will be the cooperator’s LOGO in our website | The LOGO will be located in bottom of home page.  <http://www.china-metalform.com> or Chinaforge.com.cn  The LOG（Size122\*52）.,could be sent by Email，QQ，or inserted this form to be sent. |
| **Information of Cooperator** | |
| Name |  |
| Where will be Exhibition’s logo in your website |  |
| The Website | If you agreed, the Organizer will take your logo to link with this website. |
| Resp. person of website of your firm | Name: Email:  Tel： Fax:  Cell Phone： QQ: |
| If you have the Newsletter,News Paper or Internal news media | □News Letter □News Paper □Internal News Media □Electrical News □Others  New Media Name： Resp Person：  □Non News Media |

Date： DD MM YYYY