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PR and Promotion

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Section: PR and Promotion

D1 Defense & Security 2007 PR Management

The Marketing Communications Department (Marcom) is responsible for PR related activities for the show.

D2 Official Show Directory

The Official Show Directory for Defense & Security 2007 which measures 21x29.1cm (8.27x11.5inches) will be published in print. It will be distributed for free to all VIP guests, invited visitors and exhibitors. All exhibitors are entitled to a free entry of up to 150 words. You can include picture/s at US\$400 per picture maximum of three pictures. Please complete [Show Directory Form 3A, 3B, 3C](#) and email to marcom@cmpthailand.com before 17 August 2007 to ensure inclusion in the Official Show Directory.

D3 Asian Defense Publication

ADJ is the official publication of Defense & Security 2007, which plays an important role in promoting the show in Asia. ADJ will publish a special Defense & Security 2007 issue in November 2007 and a show report in January, in which exhibitors can advertise. ADJ will contact exhibitors directly about this opportunity, or exhibitors can contact Mr. Syed Mohd Fazilla of ADJ directly at Tel: 60 3 2166 0852, 5175 Fax: 60 3 2161 0561 or email: info@shpmedia.com

D4 Show Daily

Defense & Security 2007 will produce in English three issues of Show Daily measuring 21x29.1cm (8.27x11.5 inches). It will be disseminated for free to all VIP guests, invited visitors and exhibitors.

D5 Press Center

The Press Center will be managed by Marcom and is equipped with IDD phones, faxes, computers, printers, scanner, and Internet connections for press use.

Press Rack

A Press Rack will be provided to each registered publication covering the show where exhibitors can place their press/photo releases and schedule of special activities. Please fill in.

Exhibitor's in-house PR accreditation

Any in-house PR officer by an exhibitor who wants to cover Defense & Security 2007 must apply for accreditation before 17 August 2007 or at the Press Center during show days.

Press Conference Room

Onsite press briefing/conference rooms will be available to exhibitors. For reservation and AV equipment rentals, please contact Marcom at marcom@cmpthailand.com or at on-site Press Center.

D6 Defense & Security 2007 Website

The Defense & Security 2007 website at <http://www.asiandefense.com> provides information about the exhibition, exhibitors, visitors, news for the press, visa and travel requirements, location map of the venue and links to exhibitors' websites. Please email your URL at marcom@cmpthailand.com not later than 17 August 2007.

D7 Trade Visitor Invitation

Each exhibitor will receive 50 complimentary tickets they can send to individuals they want to invite to the show, if you require additional cards, please fill in [Visitor Invitation Cards Form](#).