LinuxTag 2012

Highlight-Report – Good reasons for participation

A special LinuxTag publication is the highlight report, which appears both as online and as print copy. The free <u>standard-entry</u> includes a text with a maximum of 800 characters and a picture in printable resolution. In the <u>premium listing</u> which is liable to pay an amount of 200 €, an amount of up to 2,000 characters (for example a detailed description of the exhibit, an operator report or interview), and five images (e.g. screenshots, picture series, portraits or logos), as well as linking options in the online message (such as to the own website, user list or partner companies) can be used.

Benefits and Effects

- The LinuxTag is a continuously growing, renowned, internationally recognized open source event with great resonance.
- The highlight report is read online by journalists and media representatives, fair visitors as well as technically interested people, potential cooperation partners and competitors both in Germany as well as abroad.
- There is a current representative overview of outstanding solutions and offers around Linux and open source.
- The default entry shortly introduces highlight products and special services.
- The premium entry offers the possibility to describe and illustrate new and unique software and hardware solutions extensively and in detail.
- In addition to the mere factual description, experience reports and interviews can also be published.
- The illustration possibilities vary from screenshots, photos of both people and objects, to picture series.
- The online post of the highlight report starts early due to early pre coverage in the media and long-term information of the people interested in the subject, already many months before the fair. Apart from that, the report stays online after the fair until the next event.
- The messages and pictures in the highlight report will regularly be expanded and updated until the LinuxTag.

Contact for the Highlight Report

The LinuxTag highlight report is compiled by the AM-com editorial office on behalf of the Berlin fair. Please send your text and picture material for the standard or premium entry via E-Mail to: info@am-com-de. If you have any further questions, they will gladly be answered by Dr. Andreas Müller under the number +49-30-47756368.

Due dates

For the first online copy: 01.03.2012
For updates: 28.03. and 25.04.2012
For the end copy of online both online and print copy: 03.05.2012

Contact for Questions about the Fair Organisation

Petra Kuhfuß, Senior Project Manager LinuxTag
Phone: +49-30-30382195, E-Mail: kuhfuss@linuxtag.org

Contact for Questions about Public Relations

Wolfgang Wagner, Public Relations Officer LinuxTag
Phone: +49-30-30382277, E-Mail: wagner@messe-berlin.de