

## GUIDELINES MANUAL

The **News** Section (<http://logisticsummit.com/novedades>) is a communication channel available for exhibitors to give out the launching, innovation, characteristics or functions of the new product and / or service that you will present during the Expo.

**Just one communication per company will be published.** Each company will have a single space to show the title and one image of the news involved. The information must fulfill the guidelines described below in order to publish the news.

### TEXT

**Length:** 1,000 characters including spaces as a minimum and not more than 2,000.

#### What kind of information should I include?

Include a description of the news that you will present at the Expo (characteristics, functions, benefits, advantages, usages, etc).

In case of you are presenting more than one product or service, these should be included in the redaction of the single text.

**Language:** the information must be in Spanish.

**Listings:** the excessive use of bullets won't be published.

**The texts that include any of the following points will not be accepted:**

- ▶ **Corporate information such as mission, vision, commercial slogans, history of the company, etc**
- ▶ **Description about the products or services published in past editions and / or that will not be exhibited at the Expo**
- ▶ **The name of the product / service without any description as required**



#### TECNIPESA IDENTIFICACIÓN presentará innovador sistema de voice picking

21/02/2019 | 0 Comments

Siempre a la vanguardia de la tecnología, Tecnipesa Identificación mostrará en el Logistic Summit & Expo 2019 su innovador sistema de picking por voz, una solución de tecnología vocal que puede ser implantada en diferentes handhelds y computadoras, sin importar cuál...



## ILLUSTRATIVE IMAGE OR LOGO

Only one image per company can be sent. The image must fulfill the following specifications:

- Size: 400 x 250 px
- JPG format
- Weight: not more than 1 MB

The authorized image will be used in the publication of the news in the web site, social networks and the HTML email action.

### What kind of image can I include?

- One illustrative image that stands out or refers to the product or service you want to communicate. It can include or not the company's logo
- The company's logo without slogans or additional texts that are not part of itself
- Images that include business/advertising information will not be accepted
- Blurred images will not be received
- PDFs or Product Brochures will not be published

### Examples of images THAT COMPLY WITH the requirements

Product image



EUROROLL GmbH expandirá su gama de frenos para sistemas dinámicos

29/02/2019 | 0 Comentarios  
Euroroll GmbH, especialista en la fabricación de sistemas dinámicos para palets y cajas, exhibirá en el Logistic Summit & Expo una amplia gama de frenos, componentes y refacciones con lo cual pretenden cubrir las necesidades de sus clientes. Esta gama se integra de...

Product with logo



BT RAYMOND presentará simulador de realidad virtual

19/02/2019 | 0 Comentarios  
Ante las crecientes demandas de productividad y la escasez de mano de obra calificada, las operaciones de almacenamiento y distribución requieren nuevas formas para atraer a la nueva generación de operadores de montacargas y de prepararlos de la manera más rápida...

Separate images of product and logo



TICAL presentará el servicio PO Management

21/02/2019 | 0 Comentarios  
Algunas compañías líderes están experimentando transformaciones en su cadena de suministro con la implementación de nuevos programas. En el marco del Logistic Summit & Expo 2019 Tical estará presentando el servicio de PO Management. Con las soluciones de Tical, los...

Logo without slogans



ITSC DIGITAL VALUE expandirá la plataforma para seguimiento de mercancías

21/02/2019 | 0 Comentarios  
ITSC Digital Value Sauron es una plataforma en la nube que permite integrar un componente maestro-concentrador de sensores y dispositivos específicos para cubrir todos los requerimientos de los clientes en el control y la eficiencia en el seguimiento de la carga que...

### Examples of images that DO NOT COMPLY WITH the requirements

Image with advertising-related texts



Image with business-related information



Blurred image



NO brochures



## NEWS BROADCASTING

### News website

Inside this page (<http://logisticsummit.com/novedades/>), each company will have just one space available where it will appear the image and title of the news, and from which, the community can learn about the details regarding such news.

### Enfasis Logística Magazine Website

A brief description of the news presented by sponsors and exhibitors will appear in a general notice with the link to the general website <http://logisticsummit.com/novedades/>

## Event and Enfasis Logística Magazine's social networks



- **Facebook @LogisticSummit:** through a general post with a link to the news portal and to a resume note into the Enfasis Logística Magazine.
- **Twitter: @LogisticSummit:** Each news presented by sponsors and exhibitors and approved on a separate basis will be tweeted.
- **Facebook Enfasis Logística Magazine:** through a general post with a link to the news portal and to a resume note into the Enfasis Logística Magazine.

Deadline to receive forms to publish info in website and social networks:  
**February 28, 2020 23:59 hs CDT**

### EMAILING: SPECIAL ACTION

Besides the publication of your news in our website and social networks, we invite you to share it with our community of more than +100,000 professionals of the industry through an email campaign on **February 27, 2020.**



**Don't wait until the last minute.** In order to participate in this special action, send us your complete information no later than **February 18, 2020.**

Only the forms received until this day will participate in this emailing campaign. After this date, news will be published only on the website and social networks.

During the event days and after, **news won't be published until the launching of the 2021 convection.**

**COMPLETE YOUR FORM**  
AND SEND US YOUR NEWS INFORMATION  
<http://logisticsummit.com/formulario-novedades-eng/>