

Use **R-24** to get exposure
for your company.
- before, during,
and after the event

R-24 Robotics
Automation
Drones

March 13-15, 2024 / Odense, DK

Preparations for R-24 are in full swing! We are building upon the tremendous success we experienced after launching Denmark's brand new robotics fair in 2022. You must not miss the opportunity to leverage the R-24 event to gain exposure for your company.

Both industry media and social media are perfect channels to reach your customers – they help create awareness about R-24 in general and, most importantly, your company's participation as an exhibitor.

It is therefore our clear recommendation that you use R-24 as an opportunity to share your news and success stories with the press and your followers on social media.

Perhaps your company has just launched a new product? Maybe you have an interesting customer case? The key is to make it easy for the press – it gives you the best odds of gaining exposure and attention.

We want to ensure you have the best prerequisites for getting your success stories into industry media. In this guide, you will find tips and contact information for several industry media outlets, as well as advice on how to make your story come alive on LinkedIn or Facebook.

Do your customers know your company's good stories?

All companies have good stories - but identifying them yourself can sometimes be challenging. Therefore, we have gathered a series of questions to help you uncover and unfold them:

About the company

- How has the past year been?
- Has the company expanded, acquired other companies or had a good financial year?
- Have there been any new and exciting initiatives?

Products

- Has a new product been launched in the last six months?
- Have any of the products received particularly good reviews or recognition?
- Have any of the products provided value to your customers? If yes, how?
- (Feel free to have customers contribute with a quote telling how the product has provided value/made a difference).

Customers and partners

- Has a new customer or partner joined?
- Does your company collaborate internationally? And is there anything interesting to share in that regard?
- Have you come across any good customer cases your company can talk about?
- (Encourage customers to contribute with quotes for a customer case).

General trends in the industry

- Is there a development in the industry that your company contributes to?
- Does the industry's development have an impact on your company?

Future

- Do you have any exciting plans to share?
- Can you reveal an exclusive piece of news – for example, about a new technology your company will implement?

How to make your story interesting for the press

How can you get coverage in industry media? You need to write a press release – that is, news that contains a good story about your company. But what should a press release contain? We have compiled a few tips here:

What should your press release contain?

- 1. Your good story** – news that is current, clear, precise, and interesting to readers. Remember: You are writing for a news or trade media and, therefore, for a journalist or a professional with extensive knowledge in the specific field of the media.
- 2. Start with the most important information** – the core of your news – and answer relevant w-questions as early as possible to ensure you include all relevant details: **who, what, where, why, how, when, what now**, etc.
- 3. Make sure to alternate** between descriptions and quotes from relevant customers/employees. Good quotes strengthen your news.
- 4. The press release should not be too long**, and should only contain one central message. If you have multiple messages, there might be material for several press releases/news

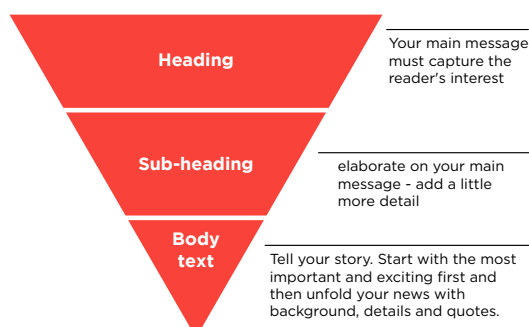
How should a press release be structured?

A press release is generally divided into three parts: **1.** a headline and a brief summary of the story, **2.** a longer text called the body text, and **3.** a conclusion with contact information.

- 1. The headline and summary** should quickly give the reader an insight into what the press release and your good news are about. Here, you should highlight the most important points from the story in a few lines.
- 2.** In the **body text**, provide a more detailed explanation or elaboration of your good story. Remember to add good, relevant quotes from employees or customers
- 3.** End the press release with **contact information** for a relevant person from your company. Include name, title, company, phone number, and email address – so the journalist can contact your company for follow-up questions about the news. Also, consider adding your company's booth number at R-24.

Additionally, always attach one or more relevant high-resolution photos (over 1 MB) that can be used for print. You can also attach relevant supplementary information or product descriptions, so the journalist can easily read about your company's product/service.

Make sure to follow the news triangle, and your press release will have the right structure:



Example of a press release

See this example of a press release we created about the two ambassadors for R-24. The primary message is that R-24 is building on the success of R-22 and, as a robotics event, it has the potential to become a significant and international event endorsed by industry leaders.

EXAMPLE

R-24: A World-Class Robotics Event

Denmark is once again leading the way in robotics technology. Odense's major robotics event, R-24, is returning on March 13-15, 2024, and for two industry pioneers, there is no doubt: it has world-class potential.

From March 13-15, 2024, individuals from the European robotics community will gather in Odense as the R-24 event, Robotics, Automation, and Drones, takes place. The event is already the largest Nordic trade show exclusively dedicated to robotics, and its predecessor, R-22, was a tremendous success. The ambition for next year's event is clear: R-24 aspires to be Europe's premier showcase for groundbreaking solutions in robotics technology, automation, and drones.

Expectations within the robotics community are already high, and this applies to two of the industry's major pioneers who have chosen to support the event as official ambassadors. R-24 is proud to welcome Esben Østergaard, Co-founder of Universal Robots and CEO of REInvest Robotics, as well as Thomas Visti, former CEO of Mobile Industrial Robots (MiR), and an investor and chairman of Visti Unlimited.

An international event with immense potential

Both ambassadors are well-known figures in the robotics community due to their significant contributions to reshaping the market with Universal Robots (UR) and Mobile Industrial Robots (MiR).

Their ambassadorship can be seen as a quality seal in the industry, and according to both gentlemen, the Danish event has the potential to become an essential player in the robotics industry over time.

"Over time, it is my hope that with R-24, we will create a world-class robotics fair show here in Odense, and I believe we have the potential for it. There is so much robot technology, so much knowledge, and so much interest in robots," says Esben Østergaard.

Thomas Visti agrees wholeheartedly. He elaborates:

"R-24 is the largest international trade show in the Nordics, focusing solely on robotics technology. In Denmark today, there are over 420 companies working with robots, automation, or drones, so we truly have a robot country that is worth visiting."

Odense is a robot city.

The ambassador role for the robotics event is not unfamiliar to Esben Østergaard, as he was also an ambassador for R-22, and according to him, Odense is the right place to be.

"I am one of R-24's ambassadors because I truly believe that this type of robot trade show is needed here, and I am willing to support it with my name. Due to the success of Universal Robots and MiR, there has been an influx of robot companies and robot startups, and there is so much activity here, so for me, Odense is obviously the right place to host a robot trade show," says Esben Østergaard.

Thomas Visti shares the same sentiment. For him, it is about supporting Odense's robotics community, but he also emphasizes personal interest.

"I am an ambassador for R-24 because robots mean a lot to me. I love robots, I live in Odense, and I have been a significant part of the entire robotics community here, so as a robot event, R-24 means a lot to me."

Practical Information

You can find R-24 in the heart of Denmark: on Funen, more precisely at the Odense Congress Center, located in green, natural surroundings close to both the city center and the highway. Find Odense Congress Center here:

Odense Congress Center, Ørbækvej 350, 5220 Odense SØ

Date: March 13-15, 2024

Guest registration is free, and the registration page opens in January 2024.

Book a booth at R-24: <https://roboticsevent.eu/en/frontpage-exhibitors/book-a-stand/>

Website: <https://roboticsevent.eu/>

About R-24

R-24 is a robotics event in Odense, which has become the center for robotics activity in Denmark as a city. R-24 focuses on robotics, automation, and drones and is the largest of its kind in the Nordic countries. The event was first held in 2022 under the name R-22, and now it returns on March 13-15, 2024, at the Odense Congress Center.

Partners

Several partners support R-24. These include:

Centre for Clinical Robotics, DI Byggeri, DI Digital, DI Produktion, Energy Cluster Denmark, NFEA, IHK Flensburg, Invest in Odense, Odense Municipality, Odense Robotics, The Robotic Society in Finland, Odense Seed and Venture, Center of Knowledge for automation and robot technology, We Build Denmark, and Syddansk Universitet.

Need help or advice?

Are you struggling to find good stories? Or do you have plenty of good stories but find it challenging to tell them right?

Feel free to contact R-24's communications consultant, Morten Vittrup Lund, who is responsible for communication and press work related to the event. Morten can help bring the good stories to life and provide input on how to craft your news.

Contact Morten Vittrup Lund at:
mvl@kommpress.dk
or by phone: (+45) 25 36 24 25



Contact information for industry media.

Altomteknik	Editorial Team	info@altomteknik.dk
Automatik og Teknovation	Editor-in-Chief John Nyberg	Phone: 3091 5544 nyberg@teknovation.dk
Building Supply	Editorial Team	redaktionen@building-supply.dk
ElektronikFOKUS og Aktuel Elektronik	Editor Rolf Sylvester-Hvid	Phone: 4324 2610 rsh@techmedia.dk
Energy Supply	Editorial Team	redaktionen@energy-supply.dk
Ingeniøren	Editorial Team	Phone: 3326 5300 redaktion@ing.dk
Jern og Maskinindustrien	Editorial Team	redaktionen@jernindustri.dk
Landbrugsavisen	Editorial Chief Christian Juel Jørgensen	Phone: 4028 3032 cjj@landbrugsmedierne.dk
Licitationen	Editorial Team	redaktionen@licitationen.dk
Magasinet Pleje	Editorial Team	redaktionen@magasinetpleje.dk
Metal Supply	Editorial Team	redaktionen@metal-supply.dk
Nordiske Medier	Editorial Team	nordiskemedier@redaktionen.dk
TekniskFOKUS og Teknisk Nyt	Editor Helle Friemann Nielsen	Phone: 4324 2637 hfn@techmedia.dk

Social Media

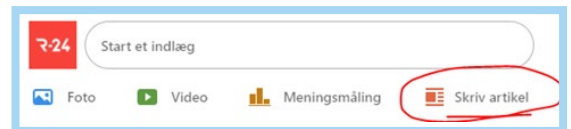
Social media is impossible to ignore, and there's no reason to. Platforms like Facebook and LinkedIn provide extra value, exposure, interaction with customers, and, above all, they can lead to sales.

In addition to using industry magazines or news media to get your stories out, don't miss the opportunity to "borrow" attention from our followers. R-24's primary social channels are LinkedIn and Facebook, but you will also find our videos on YouTube.

Use both your own and our profiles on social media.

Once you have spent time finding, framing, and writing your company's news, you should use social media. Whether the press picks up the story is up to them, but you can make sure it gets seen - especially on LinkedIn.

Here, you can choose to use the "article" feature, where you post your news directly on the platform. You can attach both videos and images and format text with headlines, quotes, etc.



Follow R-24

We encourage you to tag our Facebook or LinkedIn page when you post on social media. Feel free to follow us so you can easily see our posts.

Mentions, likes, shares, or comments on a post can reach many more people with R-24 coverage.

Here's how to tag on LinkedIn

Tag someone from your network whom you want to draw attention to the post. Click in the comment field, type "@" followed by the person's full name and select the person from LinkedIn's generated list of individuals - or companies. If the name turns blue instead of black, you have made a tag, and your friend will receive a notification when you post your comment.

Make it easy for yourself.

Liking a post takes a split second of your time but consider spending a few seconds more to leave a comment on ours - or others' - posts.

Comments are a win-win situation: If you comment on our posts, you get free promotion for your company - and a comment can be many things, so don't worry, it won't be a time waster.

Here's how to quickly write a comment.

Our profiles communicate in English, but it's up to you whether you want to write a comment in Danish or English.

Tag a colleague or friend:

You can simply let one or more tags constitute your comment. But you can also add more: "It's going to be great exhibiting at the fair. I'm looking forward to it, @Colleaguename." If the event is approaching, you can write: "@Colleague1, @Colleague2, @Colleague3, and I will be ready at @CompanyName's booth. Come and meet us!"

Tell that you are exhibiting:

It can be very simple: "@CompanyName is, of course, exhibiting at R-24. We wouldn't miss it." You can also write: "We are exhibitors and look forward to meeting both our booth neighbours and all the guests."

Tell that you are excited:

"I'm looking forward to representing @Companyname at the Nordic region's largest robotics trade show."

Tell how you can help event guests with your specific product or service

"Here at @Companyname, we're very excited to participate in R-24. We're always ready to assist companies with our service/product X, which does A and B."

Mention the products you will bring to the event:

"We're ready to showcase the brand-new X, which will revolutionize the way we do A and B."

Tell about your special plans for your booth:

It could be that you have something extraordinary planned: a competition, a product launch, or a product gimmick related to your participation in R-24. For example: "R-24 is the perfect place to go all-in - and that's exactly what we're doing at @Companyname. So come by our booth and experience X. It's going to be amazing!"

Tell why you think an event like R-24 is good: It's absolutely fantastic that Denmark can attract the European robotics community. It's so inspiring to come together for three days of groundbreaking robotics technology."

KEY PARTNERS



CONTENT PARTNERS



R-24

Contact information

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