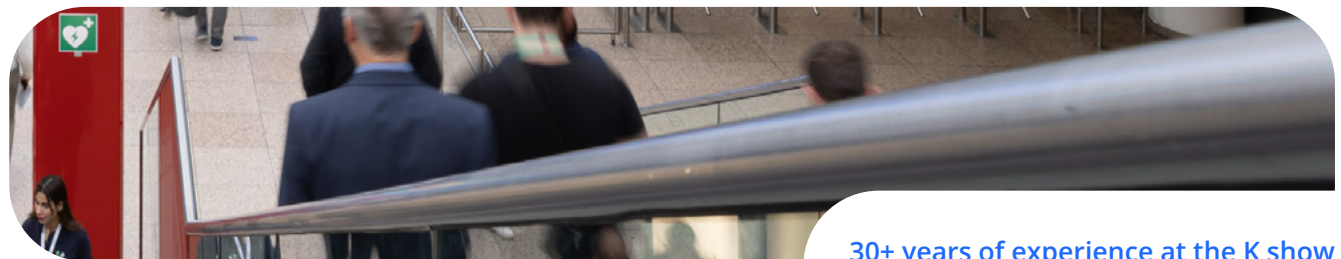


Step-by-step advice from EMG, the experts in plastics, chemicals and industrial marketing

Make the most of your K 2025 investment: Enhance your company's presence for greater impact and visibility



30+ years of experience at the K show



# What is K 2025 and why is it important?

Since its **inception in 1952**, K has evolved into more than just a trade fair – it's where the future of plastics and rubber takes shape.

Held in **Düsseldorf, Germany**, it serves as the global platform for breakthrough **innovations, sustainable solutions and industry-defining** announcements. The event attracts professionals from across the value chain, including production, processing, mechanical engineering, automotive, electronics, medical technology, packaging and construction.

The last K event, K 2022, was a remarkable success and demonstrated why it remains the industry's most influential gathering. Here are some headline takeaways:

- **177,486 visitors** from **167 countries**, with 7 out of 10 directly involved in purchasing decisions
- **3,020 exhibitors** from **59 nations** showcasing cutting-edge innovations
- **98% visitor satisfaction rate**, confirming the event's outstanding quality

Beyond the numbers, K shapes the future of plastics and rubber through groundbreaking product launches, sustainability initiatives and industry-defining announcements. Its digital impact reached new heights in 2022 with **467,327 online visits** and **2.2 million website views**, extending K's influence far beyond the exhibition halls.

# Make Headlines at K 2025

As a **premier global trade event** for the plastics and rubber sector, K 2025 is set to unite industry leaders, innovators and environmentalists from around the world. Whether you're new to the show or a seasoned participant, this guide offers **some essential recommendations for a successful presence**.

With over 33 years of experience – and 11 K shows under our belt – EMG has helped dozens of companies amplify their **visibility and impact**. Inside, you will find practical tips on messaging, timelines, media strategies, and staff training to ensure your company **stands out and achieves its goals**.





## SECTION 01

# Plan Early

K 2025 will run from 8 until 15 October – and its impact will be felt throughout 2026. This may all seem distant, but the most successful companies start planning **at least 12 months in advance**. From setting goals and agreeing budgets to finalizing booth designs and messaging, early preparation is key.

Partnering with the right agency ensures you stay on top of planning. **EMG has guided clients to success** by meeting deadlines, maximising media exposure, and crafting powerful messaging that resonates with target audiences.



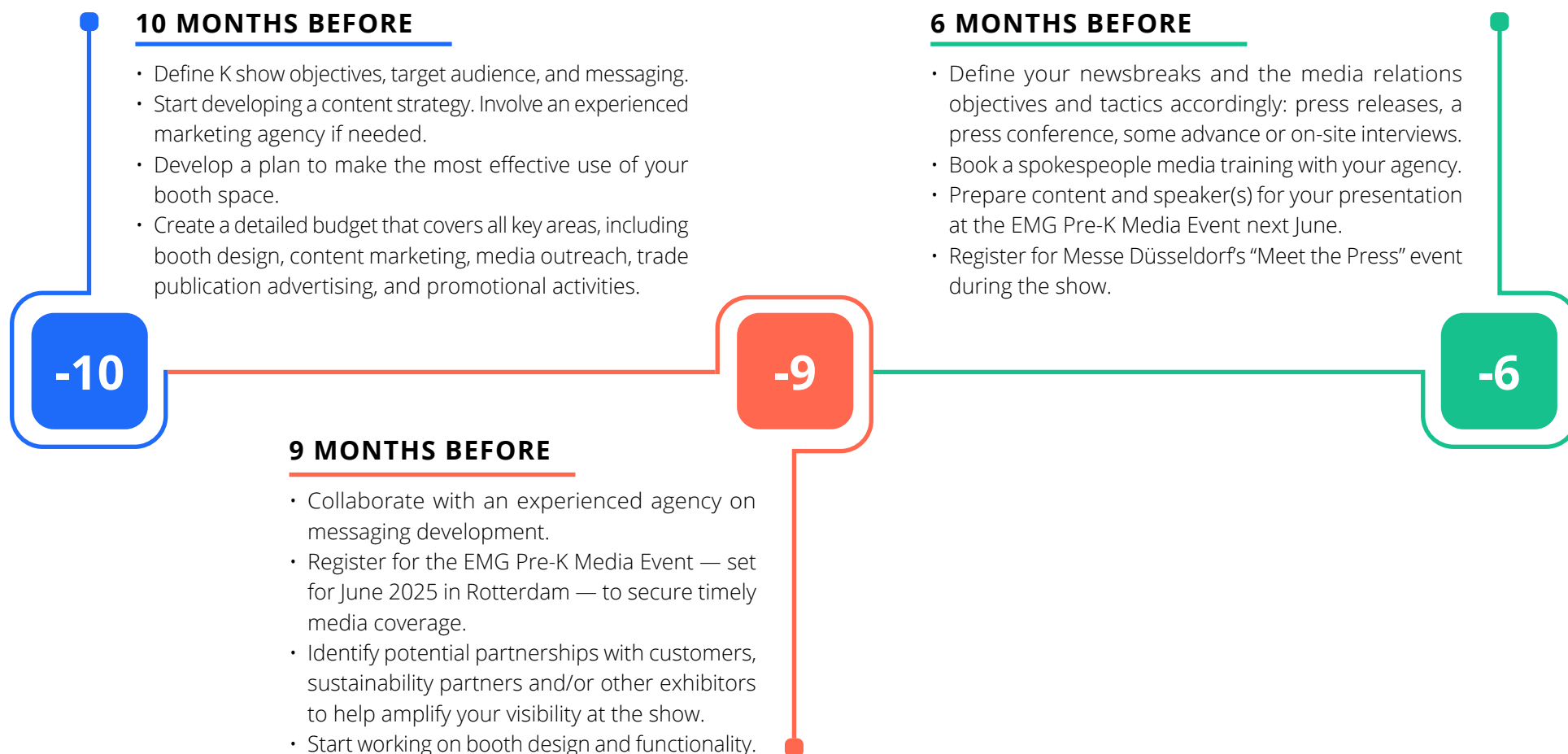
start planning →





# Key Milestones

Starting early gives you flexibility, helps manage costs effectively, and ensures your team is prepared for any unforeseen challenges.



# Key Milestones

## 3 MONTHS BEFORE

- Start outreach to key editors for K show preview placements and Subject Matter Expert (SME) interviews to ensure visibility in pre-show media coverage.
- Start working on presentations and speeches for spokespeople.
- Finalise booth setup, staff training.
- Finalise all printed and digital marketing materials.
- Brief your agency for a social media campaign promoting your K show presence.

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## Maximising On-Site Engagement

### Interactive Booth Ideas:

Use touchscreens, product demos, and live presentations to engage visitors.

### Networking Tips:

Train your team on how to network effectively during the event, encouraging conversations with potential partners and clients.

### Create a buzz:

Use all channels to create awareness of your show presence.

know more →

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## EMG PRE-K MEDIA EVENT, JUNE 2025

- Attend the EMG Pre-K Media Event in Rotterdam
- Engage directly with 25-30 global trade editors, securing pre-K show media coverage.
- Refine messaging and generate pre-show interest.
- Help top editors find your stories by getting your press releases published on PressReleaseFinder.com



# Key Milestones

## 1 MONTH BEFORE

- Send out invitations to key editors and customers for interviews and meetings at your booth.
- Send out invitations to key editors to attend your K press conference.
- Rehearse booth presentations and confirm media interviews.
- Ramp up social media posts to build excitement.

-1

## DURING THE K SHOW

- Finalise media briefing books 1 week before the show.
- Maximise on-site engagement with interactive booth elements and live social media updates.
- Execute scheduled media interviews and ensure media-trained staff deliver key messages effectively.

K  
SHOW

## POST-SHOW

- Follow up with leads and analyse media coverage.
- Measure ROI and assess the success of your K 2025 presence.
- Follow up with media on identified opportunities at the show and share press kit materials with media who were unable to attend.
- Organise wider distribution of press kit releases.

POST  
SHOW

### Measure Success

#### Key Performance Indicators (KPIs) to Track:

Number of leads generated, press mentions, booth traffic, and social media engagement.

#### Post-Event Follow-Up:

Schedule follow-up meetings, send personalised thank-you emails, and engage with post-show interviews with the media.

Share show successes with your company's internal audience

know more →

## SECTION 02

# 12 K Show Marketing Must-Haves



This section covers the essential components every marketing team needs for a successful event.

### 1 Messaging:

Develop a **clear, compelling message** that highlights your unique selling points and resonates with your target audience. Your messaging should reflect your company's innovation, expertise, and relevance in the industry.

### 2 Media Training:

Make sure your team is trained to handle press interactions professionally. Media training done by **experienced trainers** with relevant industrial expertise ensures your spokespersons can confidently represent your brand, answer questions, and handle interviews with trade press.

### 3 Press Conferences:

Assuming you have significant news to announce, organise a media conference to showcase your new products or developments. A well-timed media event at the K show can generate substantial interest and **press coverage**, especially if you have a **unique story to tell**. Otherwise, focus on doing one-on-one interviews with key media outlets. **Pro tip:** book your press conference time well in advance to get a suitable time slot.

### 4 TechTalks:

Alternatively, consider hosting TechTalks on your booth during the show. These can be **specialised presentations** where your executives, subject





## 12 K Show Marketing Must-Haves

matter experts or partners can dive into the details of your product or solution, offering industry professionals a deeper understanding of your innovation. This format encourages direct engagement with relevant audiences and highlights your company's expertise in solving complex industry challenges.

### 5 Press Releases:

Plan your press releases well in advance to align with key moments before and during the K show. Release **news about product launches, investments, partnerships, and other milestones** strategically to generate media interest. **Pro Tip:** If you have multiple newsbreaks, spread the announcements over a few weeks before, during, and after the show to keep a consistent presence in the media spotlight

and maintain momentum. Consult EMG about the best possible timing to maximise coverage and how to get your press release featured on [www.PressReleaseFinder.com](http://www.PressReleaseFinder.com).

EMG can also provide your K team with a **daily clip report**, tracking the breaking news coverage about your company (remember: publishers at the show produce both English-language and German-language show daily issues during the event). This provides your team with up-to-the-minute industry information that makes for good conversation with customers and prospects.

### 6 Target Media Contacts:

To maximise the impact of your press releases, it is crucial to understand which **trade media outlets are most relevant** to your industry. **Pro tip:** Use EMG's extensive, specialised database

## SECTION 02

# 12 K Show Marketing Must-Haves



of media contacts in sectors such as plastics, specialty chemicals, and additives for plastics, built through decades of strong relationships. By partnering with EMG, you can distribute your news via [www.PressReleaseFinder.com](http://www.PressReleaseFinder.com), an exclusive and trusted platform highly respected by industrial media. Leveraging this platform ensures your press release gains greater visibility and higher-quality media coverage.

### 7 Interview Setups:

Set up interviews with trade journalists before the show to maximise media coverage. **Ensure your spokespersons are prepared** to discuss relevant topics that align with your K show messaging and industry trends. Proactively manage the media outreach process to build interest and ensure that editors have time to include your company in

their pre-show content planning (which can occur months before the event). EMG's established relationships with global trade editors give you an edge in securing prime media coverage.

### 8 Press Kit:

Prepare a comprehensive digital press kit with all relevant information, including press releases, spokesperson biographies, a company backgrounder, product brochures, and high-quality images, to share with journalists during the show. **Pro tip:** Book a pigeonhole in the K Media Centre of the trade show and make sure a brief media kit summary is always available there for editors. This can be in the form of a postcard with **QR code** that links to the desired information.

### 9 Technology Integration:

## SECTION 02

# 12 K Show Marketing Must-Haves



Leverage modern **technologies and automation** software to provide a smooth, efficient customer journey throughout all stages of K 2025. Use digital tools to streamline invitations and registration, lead capturing, meeting planning, etc.

### 10 Printed Materials & Giveaways:

From brochures to product samples, having **high-quality, well-branded materials** on hand can enhance your visibility and keep your brand top of mind for visitors. **Pro tip:** Make sure they are also available to download from your website via a QR code or RFID chip.

### 11 Social Media Presence:

Engage your audience with a well-timed, targeted **social media campaign**. Build momentum in the months leading up to K 2025, share live updates

during the event, and follow up post-show with engaging content to keep your audience connected.

### 12 Digital Advertising and Printed K Show Dailies:

Increase booth traffic by using digital advertising tools such as Google Ads, LinkedIn Ads, and targeted display campaigns. These can **drive traffic to your booth** and increase brand visibility before and during the show. Consult EMG to ensure your digital advertising strategy is optimised for maximum impact, from audience targeting to campaign execution. Also make sure to be included in the printed K show dailies with your key content and interviews.

## SECTION 03

# Minimum Investment Option: Start Small, Think Big



For smaller companies or those **with limited budgets**, K 2025 still offers significant opportunities to gain media exposure and make an impact. EMG understands the constraints some businesses face and we are here to help you take the first steps in exploring K's media landscape without overextending your budget.

Even with a smaller budget, you can:

- **Leverage Press Releases:** Distribute a well-crafted press release through EMG's trusted platform, [PressReleaseFinder.com](https://www.pressreleasefinder.com), to gain visibility with key trade media.
- **Set Up Key Interviews:** Arrange interviews with relevant trade journalists to highlight your company's innovation and expertise.
- **Join EMG's Pre-K Media Event in June:** Secure a slot in the EMG Pre-K Media Event, an excellent

opportunity even for smaller companies to meet international editors and begin building early coverage.

- **Measurement & Report Development:** Allow EMG to track media coverage of your efforts and deliver timely reports to your K team.

This entry-level investment allows you to build brand awareness, secure essential media coverage, and begin establishing relationships with industry journalists—paving the way for larger opportunities in the future. EMG's **tailored solutions** ensure you get the most out of your budget, no matter the size.



## SECTION 04

# How We Can Help



At EMG, we understand the unique challenges of marketing for industrial trade shows. With more than 30 years of experience supporting clients at the K show, we offer a full suite of services to help you succeed:

- **Strategy Development:** We will help you define your marketing and PR goals.
- **Booth Design and Messaging:** We can ensure your booth stands out with clear, consistent, and effective messaging.
- **Media Relations:** From press releases to media conferences, we are ready to handle all of your PR needs.
- **Content Creation:** Our team will help you create compelling content, from brochures to social media posts, that resonates with your audience.

Contact us today to schedule a consultation and see how we can help you maximise your presence at K 2025.

[contact us](#) →



# Contact Information

For more information or to schedule a consultation, contact us:



We look forward to helping you  
succeed at K 2025!

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