

Messe Düsseldorf Group

INTERNATIONAL EXHIBITION  
STAND CONSTRUCTION

**WE  
BUILD EXPERIENCES**

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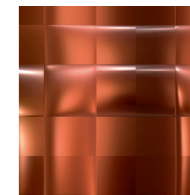
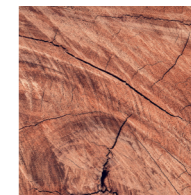
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Messe  
Düsseldorf

**WE BUILD EXPERIENCES.** FOR THE EYES. THE HANDS. THE HEAD. AND THE HEART. BECAUSE THAT'S WHERE BRANDS AIM TO REACH PEOPLE. BY LETTING THEMSELVES BE REACHED. BECOMING TANGIBLE. AT YOUR EXHIBITION STAND: THE SPACE FOR YOUR IDEAS. YOUR MESSAGES. YOUR PRODUCTS. AND COMING FACE TO FACE WITH YOUR CUSTOMERS. WE DEVELOP THAT SPACE FOR YOU. WITH MULTIMEDIA CONCEPTS. GREAT EXPERIENCE OF THE INTERNATIONAL TRADE FAIR BUSINESS. COMPETENT PARTNERS IN THE MAJOR ECONOMIC REGIONS OF THE WORLD. AND DEDICATION. ALL OVER THE WORLD. SO THAT YOU STAND OUT FROM THE CROWD. EVEN BEYOND AN ENTIRE EXHIBITION HALL. AND THE EXPERIENCE FOR ALL THE SENSES BECOMES A MEMORY FOR THE FUTURE.

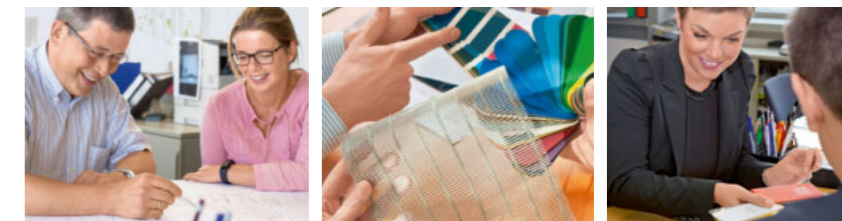


# FOUR-DIMENSIONAL.

*Floor. Walls. Ceiling. And between them: your top presentation. That's what it's all about for us. And about a good feeling – in every dimension.*

**W**e can do trade fairs everywhere: more than 110 in a year. More than half of them abroad. With over 9,000 exhibitors in Germany and 16,000 abroad. With more than one million visitors worldwide. Added value guaranteed.

That's why we can do exhibition stand construction: because we have 70 years of experience in trade fairs. And for more than 30 years have been using it to develop unique worlds of experience. Exhibition stands that are as individual as you are. All from under one roof. With specialists from every discipline. Your international fair management team. We bring you to the world. With aesthetics and functionality. With specialists from every industry field. And a certain sense of anticipation.



## ALL YOUR STAND NEEDS.

To start with, there's an empty space. And what goes on it? Your entire offering. A groundbreaking innovation. Interactive applications. Or a cosy lounge corner. No matter what you want to bring to your customers, we develop the fair concept that will do it for you. From the smallest counter-top display to the most spectacular light installation. With tiny, 2-gram titanium screws to a 40-ton crane. And we also support you with everything that goes with it: with comprehensive services – from the invitation to the fair to recruiting your stand and security personnel.

## ALL THE KEY ELEMENTS FROM UNDER ONE ROOF

- › Consultation
- › Planning and project development
- › Individual and mixed construction
- › Trade fair services from A to Z
- › Communication on all channels
- › Logistics and storage

# AT HOME WORLDWIDE. 6 CONTINENTS. 132 BRANCHES. COUNTLESS OPEN EARS AND WILLING HANDS. FOR YOU. YOUR IDEAS. AND MOST OF YOUR WISHES.



**W**ith our four global portfolios and as well as ten other portfolios, we are represented worldwide in industrial and emerging regions. And with a powerful network across all sectors. We know national markets and local industries as well as the world markets of our 21 international leading trade fairs at our home base in Düsseldorf. And that's a good thing because each exhibition venue makes its own demands. For example, when it comes to technology. We have the know-how for you!

In Beijing, we place special emphasis on quality and service. Just as we do in Kenya, Russia and India. Our consultants, architects, designers and craftspeople are always near you. How can that be? Simple: we just happen to have the best connections.

This means that we can, for instance, give your medical technology the space it deserves at MEDICAL FAIR INDIA. Enthral the public at the METALLURGY RUSSIA and LITMASH RUSSIA in Moscow with your metal processing innovation. Or even bring a version of your exhibition stand to Mumbai, Moscow or Shanghai. One thing that's always included: extensive know-how. An instinct for spotting the latest trends. And a surface for the glasses you use to toast your successful business deals.

## GLOBAL PORTFOLIOS

- › Processing & Packaging
- › Health & Medical Technologies
- › Plastics & Rubber
- › Metals & Flow Technologies

## PORTFOLIOS

- › Occupational Safety
- › Beauty
- › Boating and Watersport Events
- › Caravaning & Outdoor
- › Energy Storage
- › Glass Technologies
- › Mining
- › Print Technologies
- › Retail & Retail Technologies
- › Lifestyle
- › Wine & Spirits



#### JUST LOOK AT THESE

Here we have successful exhibition stands that have emerged from an initial idea. Custom made. Goal-oriented. Unmistakeable. Or modular and functional. Just some examples of how we combine intelligent fair concepts with quality stand construction. And weave materials, event technology, message and existing design elements, such as logo and corporate colours, into an effective overall concept.

Small showroom or large stand solution with presentation areas, communication islands and a private sphere on the second floor: the cost-benefit ratio is always good. Just like the sustainability of our solutions. And the feedback from our customers. We're already looking forward to yours!



#### THE "AH!" AND "OH!" OF LIVE COMMUNICATION

- > Lighting systems
- > Sound system and video technology
- > Presentation technology
- > Interactive and multisensual media

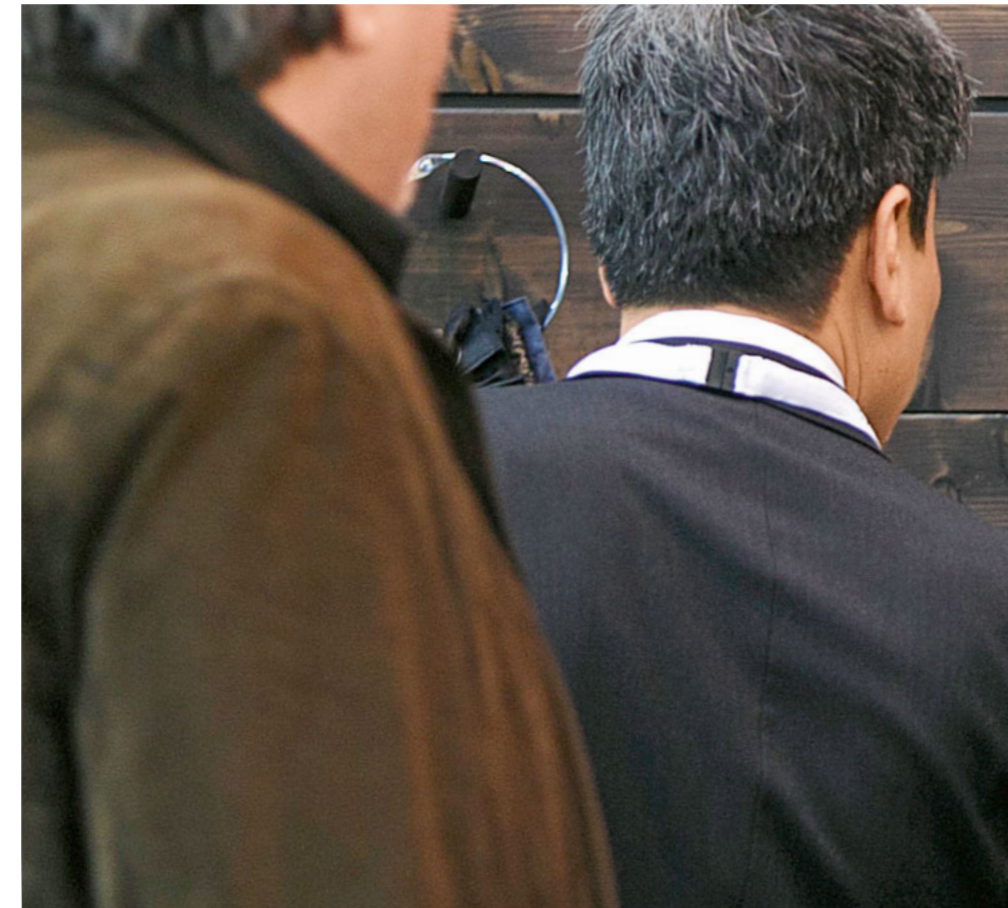
#### SO THAT YOUR VISITORS COME TO STAY:

- > Interior decor/ambience
- > Refreshment areas
- > Catering
- > Stand personnel



## LOOK & FEEL.

*Pure delight at first sight. And at second sight: effects that show your values, messages and solutions in the best light. We make high tech the highlight. But we also get the tone right. Because the sound level can make all the difference between reaching people and winning them over.*



Ceiling rings. Panels. Steles. Columns. Displays. Cubes. Looks good. Also illuminated. Like the light wall. Or light boxes. And the furniture that invites you to linger a while. Just like the good atmosphere.

And don't just look. You're welcome to touch, too! The glass surface of touchscreens, for example. But also acrylic. Wood. Ceramics. Metal. Plastic. Aluminium. Stainless steel. All of these materials enhance not only your exhibits. But also your stand. It could be a fluffy carpet or a fragrant meadow. Material aesthetics for your brand. Rounded off by the firm handshake of a warm welcome.

Even if we do have the full spectrum of eye-catchers and wow effects at our fingertips: we use them judiciously – live communication at its very best. And portion it so that it hits the spot. In the head and hearts of your visitors.



## ADDED VALUE.

*Being seen. And seeing for yourself. Dive into and experience brand worlds. Get to know new influences, ideas and opinions. Discover markets. And above all: conquer them. And conquer hearts. All over the world. The trade fair makes it possible. On many levels. For your individual business. For the economy. For society. And for you, personally.*



### IT'S SHOWTIME!

For the entire functional spectrum of the trade fair – probably by far the broadest of all marketing tools. With it, your company gains: new and existing customers. Fresh talent and valuable partners. Insights into major markets. The competition. A sharper profile. And a higher level of brand awareness. All of this thanks to your presentation at international trade fairs, where the best meet the best.

As a secondary effect, the regional economy within the area of the exhibition venue benefits: first and foremost the hospitality trade – hotels and restaurants – transport companies and exhibition service providers. And also, for example, the organization and running of fair-related congresses and accompanying exhibitions.

Because that, too, is the great strength of a trade fair: it is a trading centre for knowledge and an acquisition platform for what is a vital resource in today's knowledge-based society – information.

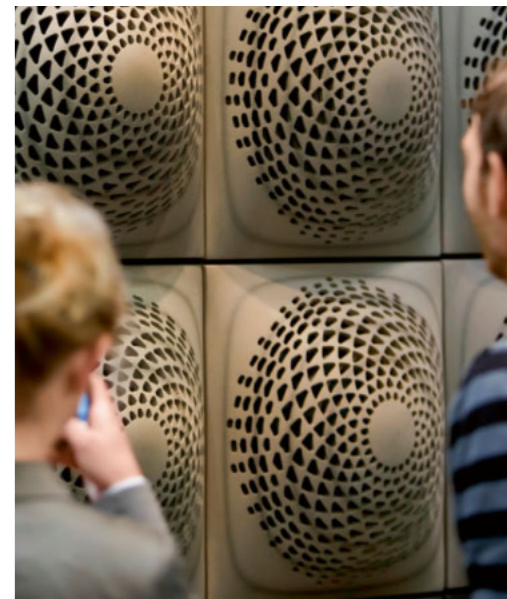


## WOW EFFECT.

*See. Hear. Feel. Perhaps smell, too. And even taste. No other tool in the marketing mix makes such an integrated brand experience possible as a company's own fair stand. A great opportunity to establish new and intensify existing business relationships. But also a challenge. One you can meet successfully – with us.*

### STRIKINGLY RIGHT:

- › Make your offering and the relevance and character of your brand a multifaceted experience with a customised stand design. Also with accompanying talks and events, if you wish, or playful elements, like virtual reality – a world of adventure within the world of experience.
- › So as much as possible of everything? No! Only what is doable and makes sense. And suits the target audience of the fair.
- › The impression you make on visitors has a lasting effect on your personal contacts. Whether provided by in-house or external experts – comprehensive preparation and training of stand personnel is crucial. And a friendly smile for every visitor.
- › Added extras: suitable information materials and give-aways that combine surprise and benefit. And so are a lasting reminder of you.
- › You should also refresh memories like this: by getting in touch with your newly acquired contacts very soon, in the follow-up phase.





## PERFECT!

*The indoor golf course. The light show with orchestral accompaniment. The virtual tour of the machine's inner workings. Or simply the great impact created for the small exhibition stand. There is nothing we don't make possible for you: as the partner at your side from A for "Ah, we really ought to..." to O for "Oh excellent, we've achieved our goal!".*

**W**e are there for you: from the initial idea to your final approval of the stand. And more than that. With an all-in service not only your clients will be delighted with. Because with us, your business is something we care about. We work with an international network for your success. And with a personal contact, who takes all of the conceptual and practical tasks off your hands all of the time. So that you can concentrate on what matters. For example, the anticipation you feel once the gates open on the first day of the fair.

Always happy to assist you:  
Your International Fair Management Team.

*left to right*

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**WE LOOK FORWARD TO YOUR PROJECT**

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Basis for  
Business

