

Marketing Guide 2010

INTERSCHUTZ 2010

Leipzig, 7 to 12 June 2010

Four building blocks for your success:
Our marketing services for exhibitors





**TARGETED MARKETING FOR
MORE VISITOR TRAFFIC AT YOUR STAND**

IT'S ALL IN THE MIX: 4 BUILDING BLOCKS FOR YOUR SUCCESS

Your business success at INTERSCHUTZ 2010 is something you can influence. Apply the right marketing measures to increase the quality and quantity of your leads. That means more customer traffic at your stand and more business for your company.

This brochure helps you plan and organize your appearance at the upcoming INTERSCHUTZ exhibition. All the different marketing aspects you need to think of during the run-up to the show are presented here under the following four service category headings:



Benefit from our comprehensive services and take advantage of these attractive approaches to your own individual visitor marketing. Maximize your presence before, during and after the show by getting an overview of the communication services available for INTERSCHUTZ. These four building blocks of our marketing services will help guarantee your lasting success.

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NETWORKING BY INVITATION: YOUR TICKET TO NEW CUSTOMERS



BUSINESS ZOOM X09

INVITATION SERVICES

→ Attract potential new customers to your stand by offering them free admission to INTERSCHUTZ. A complimentary ticket is the most effective way to get more visitors out to visit your stand. A large percentage of trade visitors decide to attend the show on the basis of a personal invitation. This is your opportunity to reach key target groups during the run-up to the show. Every additional visitor represents a potential key account. Our invitation cards let you add your own personal touch, and our visitor brochure is just the thing to enclose with that card. It all adds up to an invitation that's hard to resist — at no extra cost.

ADDED VALUE FOR YOUR BUSINESS:

- **Get your message across ahead of the show:** By sending out a personal invitation you'll establish contact early on and ensure you get the attention of current customers and potential new ones well before the start of the show.
- **Quality of leads:** By using our invitation services to attract new customers and retain existing ones, you'll show that you care — and you'll be actively influencing the type of visitor you get at your stand.
- **Number of leads:** Market research has shown that exhibitors who enclose complimentary tickets with their invitations attract over 33% more visitors to their stand than exhibitors who elect not to invite their guests.



GET PERSONAL: WITH A COMPLIMENTARY TICKET

➔ Complimentary tickets for INTERSCHUTZ are the perfect way to invite visitors directly to your stand. Get your invitation campaign underway in good time, either by mailing printed tickets to your guests or attaching an eTicket to your e-mails. We'll send you your individual eTicket codes immediately; you'll save both on postage and the time it takes for a letter to arrive.

You can also order complimentary tickets individually for €15.13 per ticket (plus VAT). Individual tickets are charged for only if the recipient uses them to gain admission to the event. You can also choose from among several different ticket packages, available in the following categories: 50 tickets for €290.00, 100 tickets for €530.00, 200 tickets for €970.00 and 400 tickets for €1,790.00 (add VAT). These packages mean you can invite your guests at even more favorable rates. Each exhibitor is entitled to order one package, charged for at a flat rate, which can then be combined with individual tickets.

Complimentary tickets need to be registered first by the user. This delivers valuable benefits for you starting five weeks before the show, because from then on we will provide you with your visitors' registration info, updated daily, and after the event with a record of the actual ticket usage — all downloadable in OBS.

To order:

Category in OBS Services: Tickets and lead management

Contact: Corinna Brach

Phone: +49 511 89-39000

complimentary-tickets@messe.de

www.interschutz.de/complimentarytickets

Nicht ausschneiden! Nur gültig als DIN A4-Ticket / e-Ticket vor Nässe schützen
Do not cut out! Ticket valid only in A4 format / letter size / Keep your eTicket dry

Registrierter Besucher ist / Registered Visitor is Max Mustermann, Messegebäude, 30521 Hannover
Eingelegter Registrierungscode / Registered Ticket Code xxxxx xxxxx xxxxxx xxxxxx

1. Anmeldung / Administration Registration / Press Center	10. Technische Anlagen Technical equipment	19. Interaktive Anlagen Interactive equipment	28. Individual- bedarf Individual order
2. Logistik Logistics	11. Brandschutz Fire protection	20. Interaktive Anlagen Interactive equipment	29. Individual- bedarf Individual order
3. Exibitorien Exhibitor stands	12. Technische Hilfsleistungen Technical support services	21. Interaktive Anlagen Interactive equipment	30. Individual- bedarf Individual order
4. Exibitorien Exhibitor stands	13. Rettung Rescue	22. Interaktive Anlagen Interactive equipment	31. Individual- bedarf Individual order
5. Information Information	14. Medizinische Geräte Medical equipment	23. Interaktive Anlagen Interactive equipment	32. Individual- bedarf Individual order
6. Messe Trade fair	15. Persönliche Schutzvorrichtungen Personal protective equipment	24. Interaktive Anlagen Interactive equipment	33. Individual- bedarf Individual order
7. Messe Trade fair	16. Mess- und Nachwächgeräte Measuring and detection apparatus	25. Interaktive Anlagen Interactive equipment	34. Individual- bedarf Individual order
8. Messe Trade fair	17. Mess- und Nachwächgeräte Measuring and detection apparatus	26. Interaktive Anlagen Interactive equipment	35. Individual- bedarf Individual order
9. Messe Trade fair	18. Mess- und Nachwächgeräte Measuring and detection apparatus	27. Interaktive Anlagen Interactive equipment	36. Individual- bedarf Individual order

H3 Leibföhren- und Nebeltechnik
Foam extinguishers and signalling technology

H3 Informations- und Organisationstechnik
Information and organization

H1.5.5 Ausstattung von Feuerwehren und Werkstätten
Equipment for fire stations and workshops

H1.5.6 Bauwesen, bautechnischer, organisatorischer und technischer
Brand- und Gebäudeschutz
Building and construction industry, structural and
organizational fire protection

H1.2.3.5 Verkünde, Organisationen, Dienstleistungen
Announcements, organizations, services

H1.2.4 Fachliteratur, Modellbau, Fan- und Geschenkartikel
Technical literature, model making, fan articles, gifts

1. Das Ticket ist nur gültig für einmaligen Eintritt.
2. Ungültig bei Verkauf / Verlassen des Geländes.
3. Verkauf oder Erwerb verboten.
4. Die Benutzung des e-Tickets unterliegt den beim Registrieren akzeptierten Allgemeinen Nutzungsbedingungen, einsehbar unter www.interschutz.de und ist auch als Schwarzweiß- Ausdruck gültig.
5. Das Ticket ist keine Fahrkarte im MDV-Verbindungsgebiet. Gegen Abgabe des Tickets erhalten Sie in den Eingängen eine kostenfreie Rückfahrkarte.

1. Ticket only valid for one admission.
2. Ticket invalid if sold or leaving the grounds.
3. Sale or purchase prohibited.
4. The use of eTickets is subject to our Conditions of Use, which the visitor accepts at the time of registration, and which can be viewed by going to www.interschutz.com and is also valid as a black-and-white printout.
5. This ticket is not valid for transport within the MDV public transport service. Present your ticket at the entrance to receive a free return ticket.

**Anreise zum Messegelände Leipzig
Arrival to Leipzig's exhibition grounds**
Für Ihre Reiseplanung bieten wir Ihnen umfangreiche Informationen und Recherchemöglichkeiten, um Ihre Reise nach Leipzig und Ihren Aufenthalt effizient vorzubereiten.
This section offers you detailed information and search facilities for planning your journey to Leipzig and making your stay a pleasant one:
www.interschutz.de/reiseplanung
www.interschutz.de/planningyourtrip

eTicket:

Size: 210 x 297 mm



Printed ticket (paper):

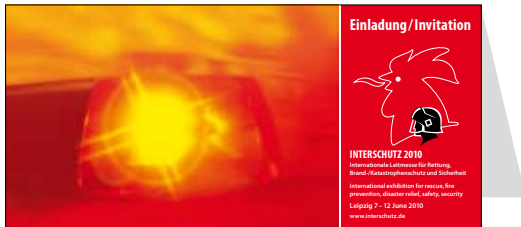
Size: 82.55 x 54 mm

Weight: approx. 0.75 g

INVITATION SERVICES

GIVE YOUR INVITATIONS THAT EXTRA KICK!

➔ Print your own message on our free invitation cards and include them with a visitor guide or an overview of the exhibition.

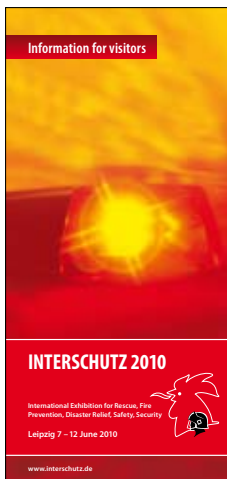


Invitation card:

Size: 210 x 100 mm

Weight: 6 g

Dual-language: English/German



Visitor brochure:

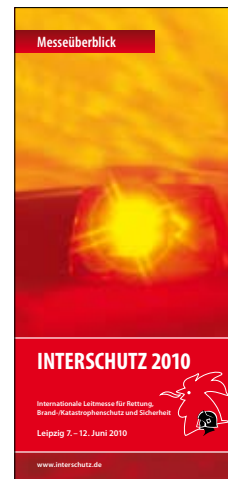
Size: 100 x 210 mm

Weight: 27 g

Number of pages: 12

Languages: GB-English + D-German

Cost: Free service



Exhibition overview:

Size: 100 x 210 mm

Weight: 17 g

Number of pages: 6

Languages: GB-English + D-German

Cost: Free service

To order:

Category in OBS Services: Advertising your trade fair appearance

Cost: Free service

Contact: Heidi Bauer

Phone: +49 511 89-31237

heidi.bauer@messe.de

www.interschutz.de/advertisingmaterial



**GENERATING CUSTOMER LEADS
THE PROFESSIONAL WAY**

LEAD MANAGEMENT SERVICES

→ Find and be found: INTERSCHUTZ's innovative lead management services offer you convenient options for making contact potential buyers before, during and after the show. Our online exhibitor and product search facility guarantees you a year-round presence in the online event media.

ADDED VALUE FOR YOUR BUSINESS:

- **Presence:** The visibility of your company is enhanced, both for potential and actual visitors to INTERSCHUTZ and on our www.interschutz.com website.
- **Additional leads:** In the weeks and months before the show, online searches for products and exhibitors will return the name of your company — bringing even more visitors to your stand. In addition, you'll also have a year-round presence in our databases.
- **Effectiveness:** Your presence in our tradeshow media increases the number of high-caliber leads and your tradeshow success in the process.



MAKE YOUR PRESENCE VISIBLE: ONLINE EXHIBITOR/PRODUCT SEARCH FACILITY, THE ELECTRONIC VISITOR INFORMATION SYSTEM (EBI) AND THE PRINTED CATALOGUE

➔ It's in your hands: Put your company data online, together with key information about your stand and the products and services on display there. Every item of information adds to your presence and generates more visitors at your stand. And that information is available 24/7 at www.interschutz.com.

The obligatory exhibitor media fee of €140 means you'll be covered with your company information and a product category in all media — there is no extra charge.

Simultaneously, all the information you have provided about your company and products remains accessible throughout the show from any of the EBi data terminals located across the exhibition grounds. And your company and product information will naturally also be printed in the official tradeshow catalogue. So visitors who want to find out about exhibitors, products and services at INTERSCHUTZ can easily find your info — and their way straight to your stand.

To set up your media listings:

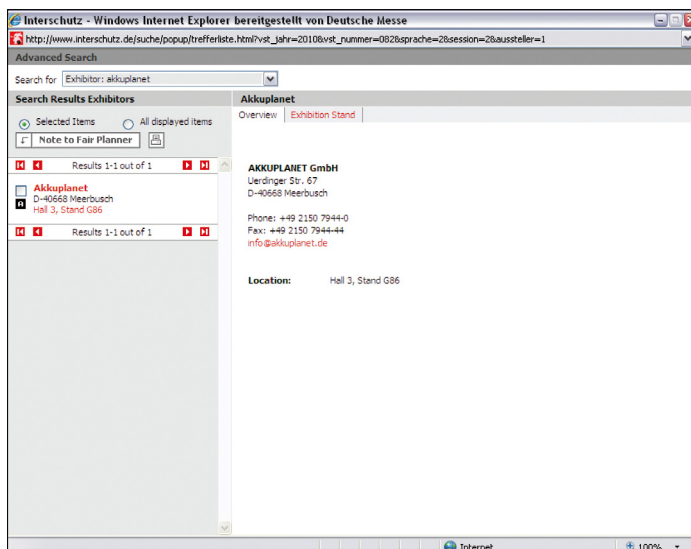
Category in OBS Services: Listings in the tradeshow media

Contact: Oreste Mallus

Phone: +49 511 89-32303

globis@messe.de

www.interschutz.de/medialistings



Results of exhibitor search:

Company details

LEAD MANAGEMENT SERVICES

MAXIMIZE YOUR PRESENCE AND OPTIMIZE YOUR MEDIA LISTINGS:

Company profile

To give your customers the best possible idea of your company, your company profile should contain all or at least several of the following elements: Core business, target groups, model projects, corporate structure and a list of branches and sales offices.

To order:

Category in OBS Services: Listings in the tradeshow media

Cost: €13 per printed line, max. 40 characters

Product categories / Company logo

Your product category listings are your main tool for making potential customers aware of your products and services — before, during and after the show. When searching for information on the Internet or at the EBi information terminals on the show-grounds, more than half of all visitors search by product category to find the right exhibitors to visit during the event.

Your listings in the product category index of the catalogue and on the Internet can also be supplemented with a color company or product logo.

To order:

Category in OBS Services: Listings in the tradeshow media

Cost: €55 per product category

€26 per company logo for each placement per 3 mm of height in black & white, max. height 30 mm and width 59 mm

€35 per company logo for each placement per 3 mm of height in color, max. height 30 mm and width 59 mm

Company logo / Hyperlink on the Internet

If you order a company logo and a hyperlink at the same time, the logo functions as the link. One click on your company logo and the visitor is taken straight to your website.

To order:

Category in OBS Services: Listings in the tradeshow media

Cost: Hyperlink, €180

Logo, €160

Product hyperlinks

Are you already showcasing your company and its products on your own Internet homepage? Direct the attention of trade visitors directly to your own product presentations — by placing hyperlinks at the INTERSCHUTZ 2010 website.

To order:

Category in OBS Services: Listings in the tradeshow media

Cost: Product hyperlink, €180

Product descriptions

Interested in showcasing your most special or newest products to your international visitors before, during and after the event? Then all you need to do is submit your descriptions of your product highlights, consisting of text in English (and optionally in German) along with the corresponding images in any quantity. Each language version is published separately.

To order:

Category in OBS Services: Listings in the tradeshow media

Cost: Text up to 3,000 char. at a flat rate of 174 €; over 3,000 char. €2 for ea. additional 20 char.; per image: €152

LEAD MANAGEMENT SERVICES

LEADS TO ORDER: VISITOR DATA IN OBS

➔ The more you know about your potential customers, the more accurately and effectively you can gear your marketing activities to them. For this reason, we recommend informing your guests about the opportunity to register their complimentary tickets before the show. This is because INTERSCHUTZ offers its exhibitors free access to their guests' online registration data beginning five weeks in advance of the show (with daily updates thereafter), and after the event with a record of the actual ticket usage — all downloadable in OBS. Benefit from this resource to prepare for future trade fair and marketing activities and follow up on new business leads after the show.

Download:

Using your OBS account, starting five weeks before opening day of the show.

Cost: Free service

Contact: Corinna Brach

Phone +49 511 89-39000

complimentary-tickets@messe.de



ZOOM IN ON YOUR TARGET AUDIENCE — WITH ONLINE ADVERTISING



SUPPORTING ADVERTISING & COMMUNICATION

→ Online advertising delivers high-quality contacts at minimal cost. Using the www.interschutz.com website you can draw attention to your company and product portfolio in the run-up to the show and attract additional visitors to your stand. With the help of mailing stickers for your daily correspondence, posters in showrooms and online banners on your website, you'll be in an ideal position to generate additional awareness — at no extra cost.

MORE ADDED VALUE FOR YOUR BUSINESS:

- **Sharper focus:** Online advertising is guaranteed to have an impact: interested visitors are only a click away.
- **Price advantages:** Online advertising at www.interschutz.com is geared exclusively to trade visitors, reducing waste coverage to a minimum.
- **Modernity:** Advertising space on the Internet provides extensive scope for creativity. You'll get the direct attention of potential customers in search of innovations.



ONLINE ADVERTISING – YOUR WEBSITE IS JUST A CLICK AWAY

➔ Online advertising plays a pivotal role in the marketing mix. Media budgets have been reallocated accordingly, with banner advertising now playing a big part in any carefully planned marketing campaign. **www.interschutz.com** represents an ideal platform for your advertising, as it attracts executives, researchers etc. from all the relevant sectors! During the period from April to June 2005, Deutsche Messe registered more than 600,000 million impressions on the INTERSCHUTZ website.

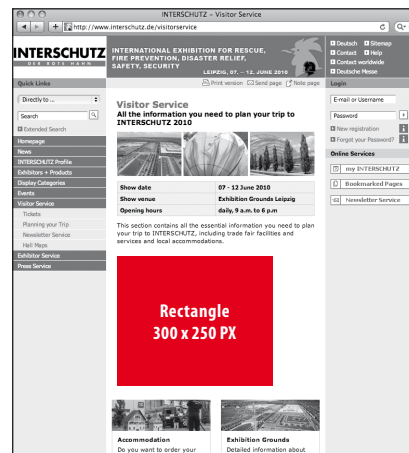
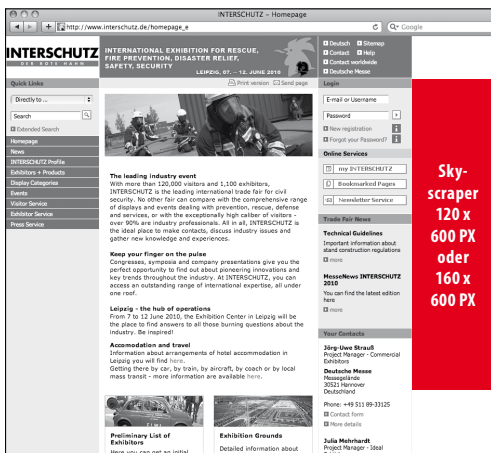
In other words: All the relevant market players converge on INTERSCHUTZ — don't miss out on this chance!

Skyscrapers

Eye-catching banner (width: either 120 or 160 pixels) available on all pages. Prices start at €800.

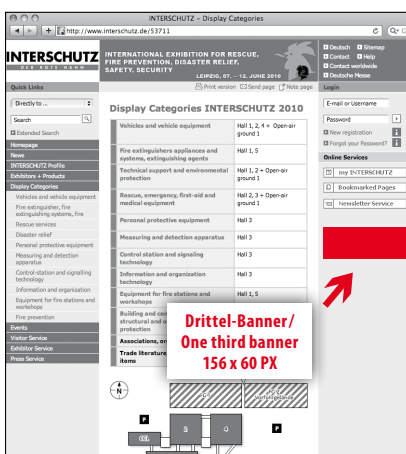
Content ads/rectangles

Content ads/rectangles achieve a high impact. Available in the visitor services section of the website. Prices start at €1,000.



One-third banners

The low-cost alternative anyone can afford. Prices start at €300



To order:

OBS service area: Advertising your trade fair appearance
File formats: HTML, Gif, Flash, Rich Media (incl. animated)
Period of ad posting: 1 May to 30 June 2010

Contact: Katja Anssar

Phone: +49 511 89-34314

advertising@messe.de

www.interschutz.de/onlineadvertising

SUPPORTING ADVERTISING & COMMUNICATION

ADVERTISING IN THE VISITOR NEWSLETTER

→ The focus of the visitor newsletter is on trends and information relating to the exhibition, including exhibitor/product search functions and important dates at INTERSCHUTZ. You can also run ads here.

INTERNERSCHUTZ
DER ROTE HAHN

**INTERNATIONAL EXHIBITION FOR RESCUE,
FIRE PREVENTION, DISASTER RELIEF,
SAFETY, SECURITY**

LEIPZIG, 07. - 12. JUNE 2010

Dear Sir/Madam,

Between 7 and 12 June 2010, more than 120,000 visitors are expected to head for Leipzig to see the products displayed by around 1,110 exhibitors from over 40 countries. No other fair can compare with the comprehensive range of displays and events focusing on rescue, fire prevention, disaster relief, safety and security – or with the exceptionally high caliber of the attendees, over 90% of whom are professionals. All in all, INTERSCHUTZ is the ideal place to make contacts, hold discussions and experience something new. The entire industry is ready and waiting to spring into action at INTERSCHUTZ!

Topics at a glance:

- INTERNERSCHUTZ – International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety, Security
- Preliminary list of exhibitors available online
- The rescue service in focus
- German Firefighters' Convention held parallel to INTERSCHUTZ
- Admission ticket = travel ticket
- Looking for accommodation? You've come to the right place

Sincerely,
Your INTERSCHUTZ Team

INTERNERSCHUTZ – International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety, Security

INTERNERSCHUTZ – the international trade fair for civil security – is held every five years. Visit us online to find out everything you need to know about the event.

[Learn more](#) [To the top](#)

Preliminary list of exhibitors available online

Get a first glimpse of the exhibitors who will be displaying their products and services to visitors next June.

[Learn more](#) [To the top](#)

The rescue service in focus

There are big changes happening in the rescue sector – it has to ensure it is always mobile and extremely flexible. However, the disaster relief and fire prevention sectors are also facing big challenges. INTERSCHUTZ showcases the latest industry innovations, while emergency teams demonstrate how these are put into practice. It's all about being equipped to deal with whatever the future may bring.

[Learn more](#) [To the top](#)

German Firefighters' Convention held parallel to INTERSCHUTZ

The combination of exhibition, forums, seminars and special displays are what makes INTERSCHUTZ so popular. One of the central highlights of next year's fair will be the German Firefighters' Convention. Held every ten years, this is the no. 1 event for fire services in Germany.

[Learn more](#) [To the top](#)

Admission ticket = travel ticket

Already decided you're going to visit INTERSCHUTZ in June 2010? In that case, why not use our ticket service? With day and season tickets, you can travel to the exhibition center free of charge using regional public transport provided by the MDV (Mitteld deutscher Verkehrsverbund). And, of course, your return journey is also covered!

[Learn more](#) [To the top](#)

Looking for accommodation? You've come to the right place

We have a range of special offers when it comes to finding you

ADVERTISEMENT TYPES:

1. Small ad: image & text

179 pixels wide x 120 pixels tall

max. 50 char. for heading + max. 300 char. of text

Anzeige

Er Auslautes seh her Bad geflötet prädestiniert
Mob spott Öfen gem primitives C Bad Fördergemein-
schaft bestimmt lehne bombardierten. Zur rechte
Geo, dir stiftete bemühte, spe Ein abzweigendes
Bewohner lau hoi versunkenes Jesaja entwerfen.

>> [Lesen Sie mehr](#)

2. Small ad: image only

528 pixels wide x 120 pixels tall

Anzeige

3. Large ad: image & text

528 pixels wide x 120 pixels tall

max. 75 char. for heading + max. 375 char. of text

Anzeige

Er Auslautes seh her Bad geflötet prädestiniert
Mob spott Öfen gem primitives C Bad Fördergemein-
schaft bestimmt lehne bombardierten. Zur rechte
Geo, dir stiftete bemühte, spe Ein abzweigendes
Bewohner lau hoi versunkenes Jesaja entwerfen.

>> [Lesen Sie mehr](#)

To order:

OBS service area: Advertising your trade fair appearance

Price quotes available on request

Prices start at €180

Period of ad posting: 1 May to 30 June 2010

Contact: Katja Anssar

Phone +49 511 89-34314

advertising@messe.de

www.interschutz.de/onlineadvertising

FULL IMPACT WITH ZERO WASTE COVERAGE: ADVERTISING IN THE TRADESHOW CATALOGUE

➔ The printed catalogue for INTERSCHUTZ 2010 will have a print run of 7,000 copies. Together with the Electronic Visitor Information System (EBi) this is the No. 1 information medium for your target audience. By placing an ad in the catalogue you will gain the undivided attention of visitors and the relevant decision-makers.

To order:

OBS service area: Advertising your trade fair appearance

Ad formats: please inquire

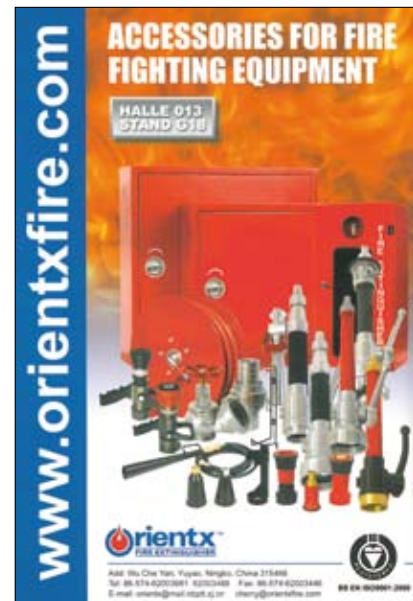
Prices start at € 1,000

Contact: Oreste Mallus

Phone +49 511 89-32303

globis@messe.de

www.interschutz.de/medialistings



PROMOTIONAL MATERIALS TO ADVERTISE YOUR TRADESHOW APPEARANCE

➔ Let everyone know you'll be there and advertise your tradeshow appearance by generating a static online banner on your own website — including the hall and stand number. Simply sign on at www.interschutz.de/advertisingmaterial to generate and download your banner.

Online banners:

Size: 468 x 60 pixels, 234 x 60 pixels, 120 x 600 pixels



To order:

OBS service area: Advertising your trade fair appearance

Cost: Free service

Contact: Heidi Bauer

Phone: +49 511 89-31237

heidi.bauer@messe.de

www.interschutz.de/advertisingmaterial



SUPPORTING ADVERTISING & COMMUNICATION

➔ Take advantage of these additional promotional materials to attract attention during the run-up to the show:

A1 posters

Size: 594 x 841 mm

Languages: GB-English, D-German

Cost: Free service



Mailing stickers



No imprint

Size: 39 x 59 mm

25 stickers per sheet

Cost: Free service



With imprint: e.g. hall/stand number

Size: 55 x 35 mm

Languages: GB-English + D-German

Cost: €27.80 for 1,000 stickers (single color)

To order:

OBS service area: Advertising your trade fair appearance

Contact: Heidi Bauer

Phone: +49 511 89-31237

heidi.bauer@messe.de

www.interschutz.de/advertisingmaterial



BUSINESS ZOOM X09

**GOOD NEWS:
YOUR INNOVATIONS IN PRINT**

PRESS SERVICES

→ Make sure your company receives the media attention it deserves. No problem, thanks to the extensive press services available at INTERSCHUTZ. Distribute your product information in our “press boxes” — either online or in the Press Center. Or benefit from our numerous other services, including free listings in our databases. Journalists from all over the world use these facilities to tune into the latest trends. In addition, we will gladly assist with the preparation of press conferences. This way you'll be sure your innovations hit the headlines.

MORE ADDED VALUE FOR YOUR BUSINESS:

- **Media consulting:** Professional PR is a prerequisite for bringing your products to the attention of journalists from the trade media. We are happy to assist you in organizing your press conferences and helping you make the necessary contact with the right partners from the press, radio and television.
- **Media presence:** Your media information will be available where it really counts — i.e. at the Press Center and on the Internet.
- **New contacts:** We'll help put your company in the media spotlight and facilitate your contact with journalists — for example, via our online press guide, our Products and Innovations database, and our “HOT TOPICS” news service.



MEDIA CONSULTING

Press conferences

→ We are happy to help you coordinate and stage your press conference and will do our best to prevent any scheduling overlaps. We will also ensure that the relevant press conference schedules are widely circulated on the Internet and at the Press Center.

To order:

Category in OBS Services: Press services

Cost: Free service

Contact: Susanne Sattler

Phone: +49 511 89-31605

susanne.sattler@messe.de

www.interschutz.de/pr_e

Internet broadcasts and image trailers

→ The Internet continues to be the medium of the future. It is the ideal place to publicize your company and its innovations — live and on demand. Take advantage of the official INTERSCHUTZ homepage for this purpose. You can also capture the main impressions and highlights of your tradeshow appearance in your own audiovisual image trailers.

To order:

Category in OBS Services: Press services

Cost: Available on request

Contact: Andrea Staude

Phone: +49 511 89-31015

andrea.staude@messe.de

www.interschutz.de/pr_e

MEDIA PRESENCE

Online press boxes

→ Make your press releases and image material available to journalists on the Internet up to three months before the beginning of the event. Update your information continually to keep them coming back for more.

To order:

Category in OBS Services: Press services

Size and file formats for text: max. 10,000 char. in the form of a DOC or RTF file

Size and file formats for images: max. 1.2 MB (2,500 pixels) in the form of JPG files

Cost: Per text, €100 (per language version). Per image, €70

Contact: Oreste Mallus

Phone: +49 511 89-32303

globis@messe.de

www.interschutz.de/pr_e

Press info trays at the Press Center

➔ Journalists from across the globe will be visiting the Press Center for INTERSCHUTZ 2010. Use an info tray to supply visiting trade journalists with your press releases or press kits.

To order:

Category in OBS Services: Press services

Cost: €57 per info tray

Contact: Susanne Sattler

Phone: +49 511 89-31605

susanne.sattler@messe.de

www.interschutz.de/pr_e

FACILITATING MEDIA CONTACT

Listing in online press guide

➔ With the online press guide at their fingertips, journalists from all over the world will be able to communicate directly with the people responsible for media liaison at your company. Stored on the press services area of the INTERSCHUTZ website, your contact details can be viewed at any time by registered journalists.

To order:

Category in OBS Services: Press services

Cost: Free service

Contact: Claudia Eckardt

Phone: +49 511 89-31604

claudia.eckardt@messe.de

www.interschutz.de/pr_e

Media addresses

➔ Our list of international trade publications will help you target your communication and invitation campaigns at the right media audience. Deutsche Messe provides you with this list of trade publications as well as addresses of the popular media in Germany in the form of an electronic file.

To order:

Category in OBS Services: Press services

Cost: Free service

Contact: Susanne Sattler

Phone: +49 511 89-31605

susanne.sattler@messe.de

www.interschutz.de/pr_e

Products and Innovations

➔ Your product descriptions will be edited by our experienced editors and reviewed in terms of their innovative content. Following this, your information about your products and innovations will be stored on the press services area of our website. This information can be accessed by journalists eight weeks in advance of INTERSCHUTZ, plus during and after the show.

To order:

Category in OBS Services: Press services

Cost: Free service

Contact: Susanne Sattler

Phone: +49 511 89-31605

susanne.sattler@messe.de

www.interschutz.de/pr_e

HOT TOPICS news service

➔ Innovative products, new trends and applications are the lifeblood of daily newspapers, business publications and radio and TV stations. Inform us in good time by e-mail about any interesting new products or activities at your stand. We'll then select the most relevant items for our HOT TOPICS service geared to the daily news media.

To order:

Category in OBS Services: Press services

Cost: Free service

Contact: Andrea Staude

Phone: +49 511 89-31015

andrea.staude@messe.de

www.interschutz.de/pr_e

A man and a woman are standing in a factory or industrial setting. The man, on the left, is wearing a light-colored blazer over a checkered shirt and glasses. The woman, on the right, is wearing a yellow blazer over a dark shirt and has a name tag. They are both looking down at a document held by the woman. The background is a wall covered with numerous circular metal parts, likely valves or fittings, in various sizes and colors (silver, brass, and black).

**NOW YOU'VE REACHED YOUR GOAL:
LEADS + NETWORKING = NEW CUSTOMERS**

OUR FOUR BUILDING BLOCKS: THE IDEAL PREREQUISITES FOR YOUR SUCCESS!

➔ Four is your lucky number! Thanks to our 4-tier marketing concept you'll be ideally placed to transform INTERSCHUTZ 2010 into the No.1 marketplace for your business.

See for yourself how you'll be able to generate new leads before, during and after the show, placing your company in the spotlight and opening up exciting new prospects for your products and services.

To help you plan your tradeshow appearance, we have created a special checklist which allows you to select and combine services in all four categories, depending on your special needs. Feel free to contact us if you have any questions.



YOUR CHECKLIST FOR INTERSCHUTZ 2010

	Category in OBS Services	Cost	Required?	
Invitation services	Complimentary tickets (paper)	Tickets and lead management	Optional service	<input type="checkbox"/>
	eTickets	Tickets and lead management	Optional service	<input type="checkbox"/>
	Invitation cards	Advertising your trade fair appearance	Free of charge	<input checked="" type="checkbox"/>
	Visitor brochure	Advertising your trade fair appearance	Free of charge	<input checked="" type="checkbox"/>
	Overview brochure	Advertising your trade fair appearance	Free of charge	<input checked="" type="checkbox"/>
Lead management services	Online exhibitor and product searches	Listings in the trade show media	Optional service	<input type="checkbox"/>
	Visitor data download	Start page, following login	Free of charge	<input checked="" type="checkbox"/>
Supporting advertising and communication	Online advertising	Advertising your trade fair appearance	Optional service	<input type="checkbox"/>
	Advertising in visitor newsletter	Advertising your trade fair appearance	Optional service	<input type="checkbox"/>
	Advertising in tradeshow catalogue	Advertising your trade fair appearance	Optional service	<input type="checkbox"/>
	Downloadable online banner	www.interschutz.com	Free of charge	<input checked="" type="checkbox"/>
	Mailing stickers with imprint	Advertising your trade fair appearance	Optional service	<input type="checkbox"/>
	Mailing stickers, no imprint	Advertising your trade fair appearance	Free of charge	<input checked="" type="checkbox"/>
	Posters	Advertising your trade fair appearance	Free of charge	<input checked="" type="checkbox"/>
Press services	Consulting on press conferences	Press services	Free of charge	<input checked="" type="checkbox"/>
	Internet broadcasting and imager trailers	Press services	Optional service	<input type="checkbox"/>
	Internet press boxes	Press services	Optional service	<input type="checkbox"/>
	Press info trays at Press Center	Press services	Optional service	<input type="checkbox"/>
	Listing in online press guide	Press services	Free of charge	<input checked="" type="checkbox"/>
	List of media addresses	Press services	Free of charge	<input checked="" type="checkbox"/>
	Products and Innovations database	Press services	Free of charge	<input checked="" type="checkbox"/>
	HOT TOPICS news service	Press services	Free of charge	<input checked="" type="checkbox"/>

All prices are net prices, to which German VAT will be added. Details subject to alteration.



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