

Move your business!



PROMOTION WORLD

International Trade Fair for Promotional Products and Incentives
19–23 April 2010 · In Hall 18 – At the same time as HANNOVER MESSE

www.promotion-world.de

Impetus for your business



PROMOTION WORLD 2010 represents an ideal opportunity for you to present your company for four days (Tuesday to Friday) at a unique trade fair for promotional products and incentives. Your products will reach a professional audience from industry and the SME sector. In short, **PROMOTION WORLD** is the ideal arena for your products and innovations.



Benefits for exhibitors

→ OPTIMAL CONDITIONS

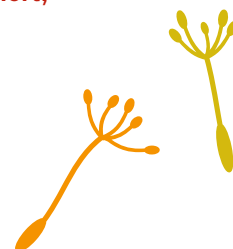
PROMOTION WORLD 2010 will take place alongside HANNOVER MESSE. This means that 5,000 exhibitors and 200,000 visitors – including 21,000 from marketing, distribution, PR and advertising – are all potential visitors to the event, which boasts a central position (Hall 18) at the northern entrance to the Exhibition Grounds.

→ GROWING TOGETHER

The entire promotional products sector will meet at PROMOTION WORLD 2010. This major summit boasts an excellent forum for discussion, meetings, special display areas, an evening program plus lectures and presentations.

→ BROAD DISTRIBUTION

Focused advertising in the trade press, online and in a special newsletter, as well as visually powerful advertising on site throughout HANNOVER MESSE ensure that PROMOTION WORLD gets the attention of a significant audience.



PROMOTION WORLD – Product trends at a glance

From international companies to local SME's and marketing specialists – the quality of business leads and contacts at PROMOTION WORLD 2009 was remarkable!

→ A total of **21,000 visitors** attended PROMOTION WORLD.

→ Approx. **73 % of the trade visitors are already planning their next visit in 2010.**



Target your clients at PROMOTION WORLD

In 2009 PROMOTION WORLD again proved to be an ideal meeting-place for experts in marketing and advertising as well as for countless representatives from business and industry.

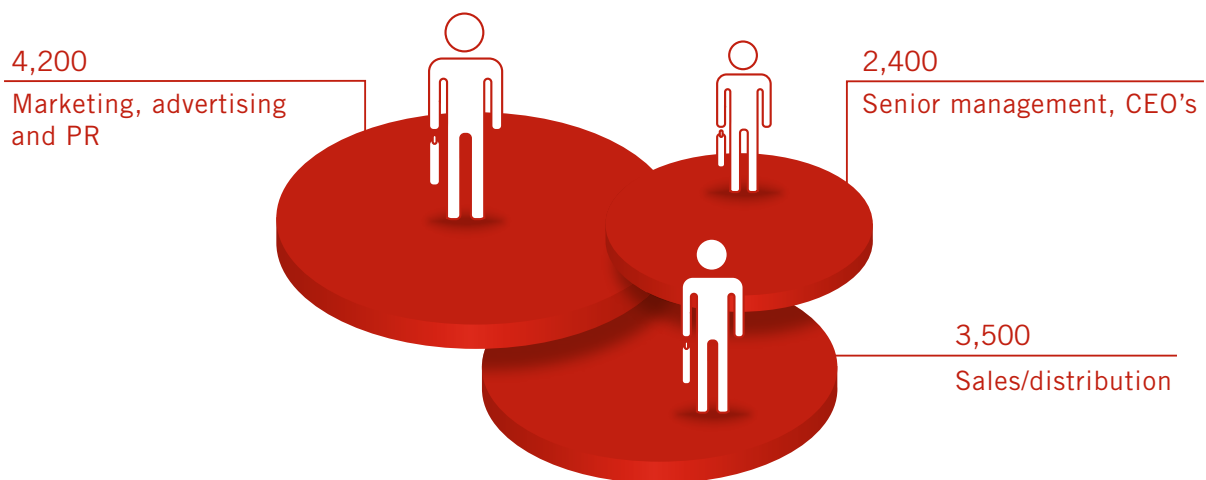


Fig. → Trade visitors according to function (more than one reply possible)

An exclusive audience at PROMOTION WORLD

PROMOTION WORLD opens up the entire spectrum of incentives and promotional products to trade visitors. For no fewer than **72 %** the visit to the international trade fair in Hannover is the only event of its kind that they will attend.



More facts, figures and information on PROMOTION WORLD at:
www.promotion-world.de/profile

A forum for growth

Unrivalled opportunities

PROMOTION WORLD 2010 is your chance to show your target groups what kind of promotional products and incentives you have to offer. Exhibitors can benefit from strategically focused, effective marketing. Here you can meet advertising and marketing buyers from across industry and business, enhance existing customer relations and extend your network of key contacts. As the leading international fair for promotional products and incentives, PROMOTION WORLD is the ideal basis for new business leads among industry and SME's on domestic and foreign markets.

Over the past five years Germany has seen a 15 % rise in sales of promotional products. Furthermore, 84 % of German companies have stated that they will maintain or increase their budget for promotional products in the coming period – make sure you profit from this positive trend.



An idea that pays off

Anyone who has experienced PROMOTION WORLD can verify its role in fostering business leads and client relations. In 2010 this incomparable marketplace will again be in a class of its own, focusing on quality and the proven business concept of PROMOTION WORLD.

» PROMOTION WORLD 2009 was very successful for us – we were able to follow up on the good results of the previous year. In view of the current situation that is much more than we had hoped for. The idea of holding PROMOTION WORLD parallel to HANNOVER MESSE is ideal as the key decision-makers are definitely there. «

Jürgen Weber, Head of Industrial Division, Fortis, Sarstedt

» PROMOTION WORLD is really important to our company, as it is a great way of meeting our main customer groups from industry. «

Anke Dreyer, Executive and Head of Sales, HanseFlag GmbH, Stuhr

» Linking PROMOTION WORLD to HANNOVER MESSE is an excellent idea. The concept has been much improved by the introduction of two days exclusively for trade visitors. We can report some promising business leads and keen interest in our diaries and notebooks. «

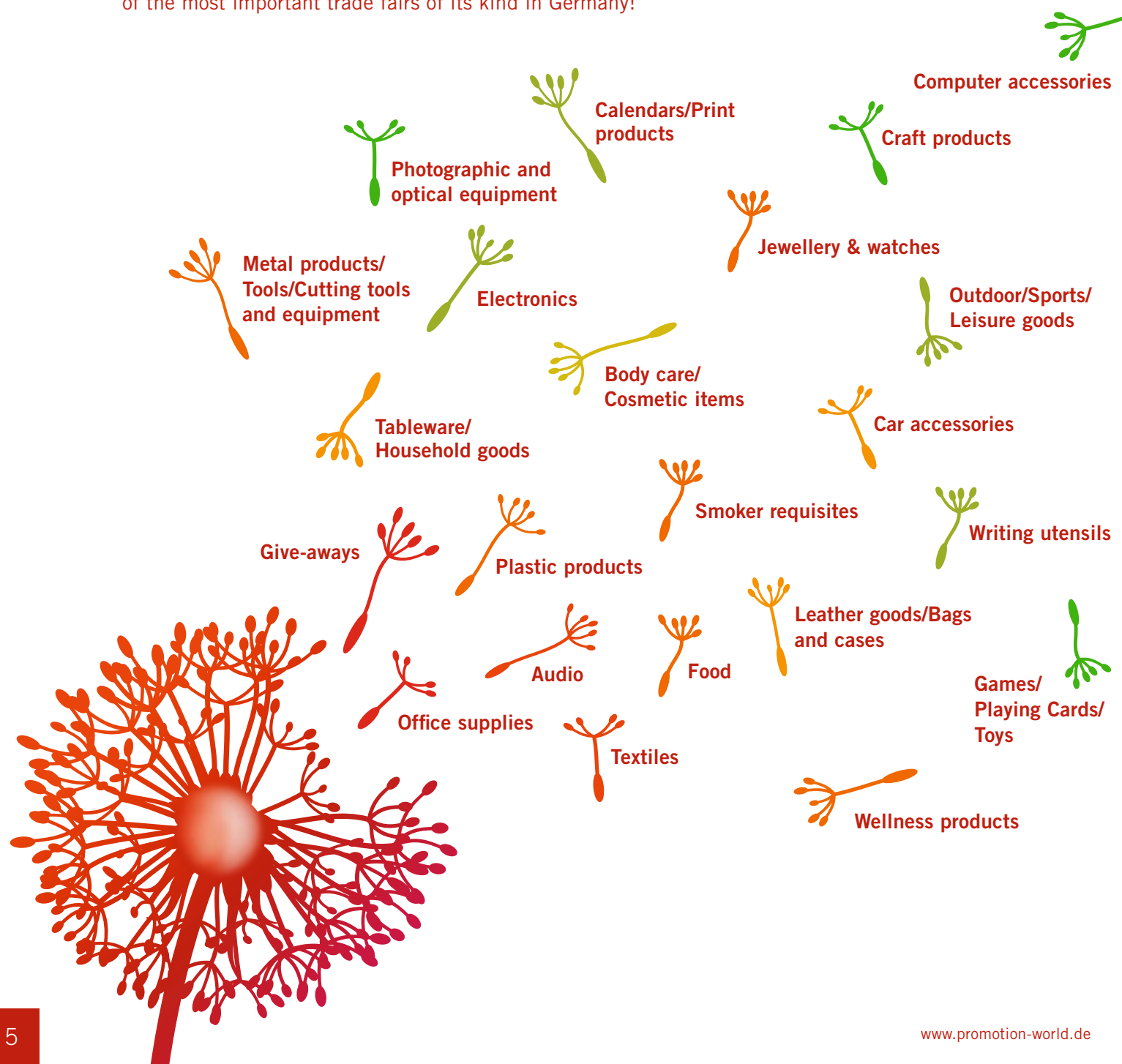
Ulf Busse, Sales Manager, Gunova Kalender GmbH, Hellweg





Ideas that work

Present your product highlights for improving customer relations, for more effective sales promotions and for optimized marketing activities at PROMOTION WORLD 2010 to senior marketing executives from across industry. Set the trends, showcase innovations and profit from the purchasing power and serious interest of professional visitors in promotional products and advertising articles for every situation. Make the most of this unique chance to take part in one of the most important trade fairs of its kind in Germany!



Programmed for success



Opening up new business prospects

PROMOTION WORLD 2010 will work for you! An extensive and attractive trade fair program ensures that this internationally esteemed event generates interest across the business world, laying the basis for your success. The highlights of the supporting program include the following:

→ Promotional Gift Award

The Cologne-based publishing house WA Verlag created this award to promote products judged to be unique and innovative. It has become a tradition to present this award during PROMOTION WORLD.

→ The Service and Ideas Park

This platform for information and independent advice on complete marketing solutions guides trade fair visitors, offering insights into promotional products and helping them find marketing solutions that are that “little bit special” for their clients.

→ PROMOTION WORLD Forum

In 2010, top speakers will again be taking part in this forum on current trends, marketing communication strategies and the respective strengths and weaknesses of various advertising and promotional products.

NEW!

→ 4 Trade Visitor Days

For the first time, PROMOTION WORLD 2010 will feature 4 days exclusively for industry professionals (from Tuesday to Friday).

More detailed information on the program can be found at:
www.promotion-world.de

Ideal conditions for your presentation

SERVICE PROGRAM FOR EXHIBITORS

We offer exhibitors at PROMOTION WORLD a diverse range of interesting services. For example, our fair-package offer will save you valuable time in the organization and planning of your participation in the event.

FAIR-PACKAGE: THE COMPLETE SOLUTION FOR YOUR TRADE FAIR INVOLVEMENT

Everything you need for your trade fair presentation! Our fair-package is an all-inclusive solution covering stand construction, infrastructure and numerous services such as stand cleaning, media services and insurance. In short, a tailor-made, convenient service at a fair price.

FOR EXAMPLE:

fair-package "Comfort", 20 sqm row stand with many services included, costs only EUR 5,903 with the early booking discount.

Early booking rate applies until 15.10.2009

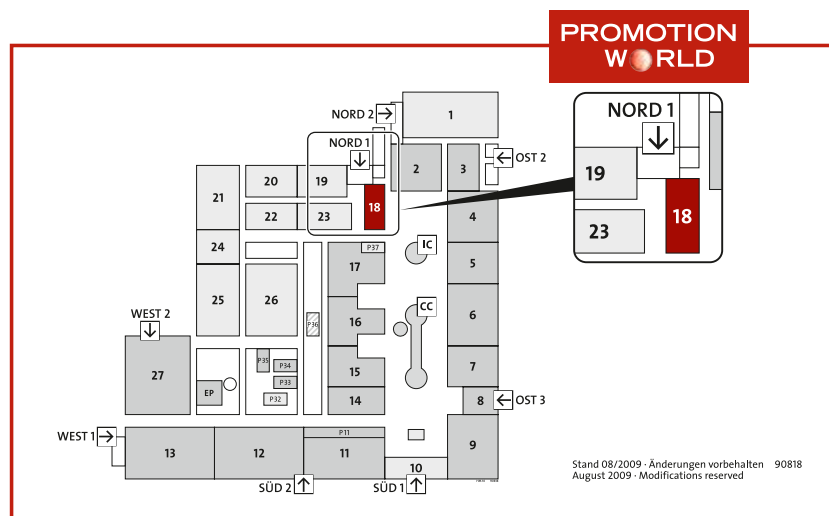
Basic rental charges:

Space EUR/per sqm	Row stand open on 1 side	Corner stand open on 2 sides	End stand open on 3 sides	Island stand open on 4 sides
Registrations received by 15.10.2009 (early booking discount)	EUR 178*	EUR 187*	EUR 194*	EUR 201*
Registrations received as from 16.10.2009	EUR 184*	EUR 193*	EUR 200*	EUR 207*

CHARGES IN ADDITION TO BASIC RENTAL

AUMA* standard contribution of EUR 0.60 /sqm*, Flat rate media charge of EUR 99.00* to be paid by each individual exhibitor
Charge for co-exhibitor EUR 750.00*, fixed media charge for co-exhibitor EUR 99.00*

*VAT at the current rate will be added to all prices, **AUMA – Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e.V.



Full details regarding your trade fair participation can be found at:

www.promotion-world.de/exhibitorservice. Alternatively, you can call us – we would be pleased to help.



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 **BWL**
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