



## TICKET SALES

Tickets can be bought at the ticket office or from our dedicated online service [www.promotion-world.de/tickets](http://www.promotion-world.de/tickets)

**Hotline:** +49 (0) 180 5000689

(14 cents/minute from German phone network, mobile phone charges may differ)

### Tickets and prices:

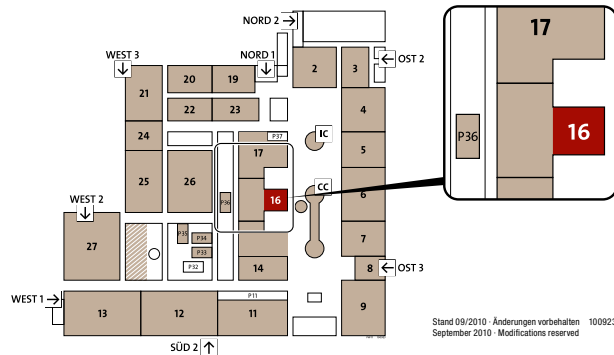
<b>Day ticket (advanced sales)</b>	<b>23 Euros</b>
<b>Day ticket at the entrance</b>	<b>29 Euros</b>
<b>Full-event ticket (advanced sales)</b>	<b>53 Euros</b>
<b>Full-event ticket at the entrance</b>	<b>63 Euros</b>

**Dates:** Monday, 4 April – Friday, 8 April

**Opening hours:** Monday – Friday, 9.00 a.m. – 6.00 p.m.

## THE FAST TRACK TO SUCCESS

As an integral part of HANNOVER MESSE the trade fair PROMOTION WORLD 2011 will enjoy a new venue in the centrally located Hall 16. Getting to the venue couldn't be simpler. A shuttle bus service takes visitors from the airport straight to the Exhibition Grounds. Alternatively, you can take the train (S-Bahn) from the airport to the central railway station (Hauptbahnhof Hannover). From there trams no. 8 and 18 provide a direct link to the entrance of the Exhibition Grounds (Messe-Eingang Nord). Another tip: When you get there use the fast track check-in terminals.



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[www.promotion-world.de](http://www.promotion-world.de)

### The all-in convenience package

Let the professionals organize your travel arrangements and accommodation.

For information about hotel accommodation we recommend that you go to:

[www.hannover.de/hotels/promotionworld](http://www.hannover.de/hotels/promotionworld)

Here you can find the best places to stay during your trade fair visit.

# Delicious Ideas for Promotion

Now located in Hall 16/East



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International Trade Fair for  
Promotional Products and Incentives

**PROMOTION  
WORLD**  
Hannover · 04 – 08 April 2011

[promotion-world.de](http://promotion-world.de)



## Designed to meet your needs.



Promotional products are an ideal tool when it comes to consolidating customer loyalty. Choose products which serve as a constant reminder of your company and reinforce the message day to day. Whether you're looking for a useful item or an aesthetically pleasing "gem" to serve this purpose – you'll be spoilt for choice at PROMOTION WORLD, the ultimate showcase for promotional products.

At PROMOTION WORLD 2011 you can find novel product ideas, innovations and quality products which will serve to enhance customer relations and your dialogue with clients. The exhibits and expert advice available can open a pathway to new business leads and new business potential. Visit the International Trade Fair for Promotional Products and Incentives and discover the solutions that suit you best:

- Innovative products and concepts
- Professional advice on promotional products
- High-quality, classy brand-name products
- A diverse array of attractive promotional products



## The whole world of promotional products.

Exhibitors at PROMOTION WORLD 2011 will provide a comprehensive overview of the latest in promotional products and incentives. This represents an excellent opportunity to improve your customer relations using quality gifts, incentives or giveaways for wider distribution.

### Product highlights

PROMOTION WORLD showcases promotional products suitable for every situation and from a broad range of segments:

- Office supplies such as print products, writing utensils and computer accessories
- Consumer electronics and items from the world of photography
- A vast selection of body care and beauty products
- The latest trends in food, drink and tableware
- Everything imaginable for leisure, travel and mobility
- Textiles, leather wares, metal and plastic products for everyday and special occasions
- High-quality handcrafted items, jewellery and watches

Admission from Tuesday to Friday is restricted exclusively to professionals. During these four days dedicated to the trade, you will be able to meet exhibitors for individual consultations and advice.



## A tasteful mix with the promise of success.



PROMOTION WORLD will be there for you again in 2011 with a fascinating program:

### Forum: promotion in motion

High-calibre speakers will provide an insight into successful marketing strategies. The focus will be on the following highlights:

- Promotional product advertising
- Social Media
- Live marketing
- Multi-sensory marketing

### Promotional Gift Award

The perfect promotional gift has something individual or personal about it and is perfectly pitched to reach its target audience. Every year the best ideas are honoured with the Promotional Gift Award. You can experience the winner receiving the award live in Hannover when presented by the patron of the competition, the Cologne-based publishers WA Verlag.

### Service and Ideas Park

This is the place to meet manufacturers and suppliers of promotional products and incentives and receive objective information and advice face to face. There's no better forum for catching up on new ideas and promotional products to add that special "something" to spice up your marketing.