



INTERSCHUTZ 2010

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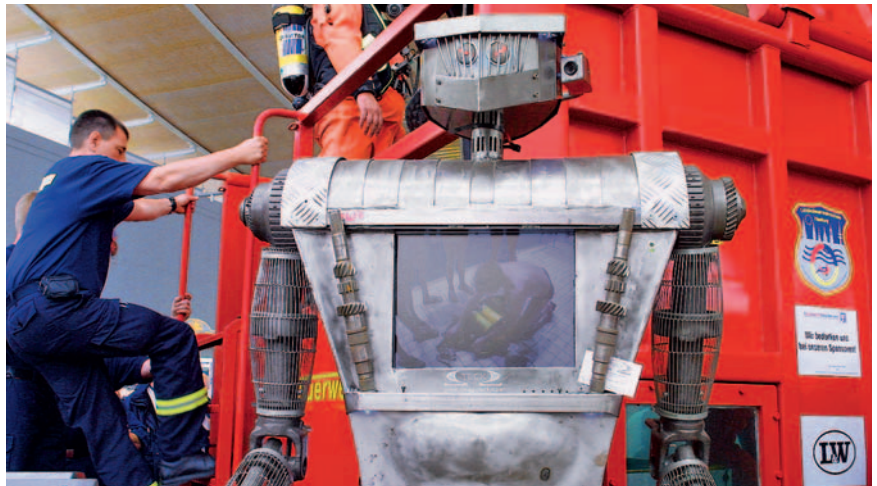


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Global innovations showcase

NAIL DOWN YOUR SPOT TODAY FOR INTERSCHUTZ 2010 IN LEIPZIG!

In June 2010 Leipzig, Germany, will be the place to be for anyone involved in rescue services, disaster relief and fire prevention. This is when the historic city of Leipzig will host INTERSCHUTZ 2010 – the international trade fair for rescue services, fire prevention, disaster relief, safety and security – which runs from 7 to 12 June 2010. The six-day trade fair is a guarantee for successful product launches and business deals. And running concurrently with INTERSCHUTZ in Leipzig is the 28th German Firefighting Convention (for more information, see page 4). Based on the last INTERSCHUTZ 2005, which took place in Hannover, Germany, the organizers at Deutsche Messe are expecting more than 1,100 exhibitors and some 130,000 visitors from across the globe, with a 90 percent rate of trade visitors expected among attendees.

The show's unique blend of commercial and non-commercial exhibitors plays a big part in ensuring a successful event. Companies display their latest products while fire prevention, rescue and emergency squads demonstrate the relevant applications in often spectacular live demonstrations.

Advantages for early birds!

The Leipzig exhibition center possesses modern showgrounds that are big enough to accommodate INTERSCHUTZ. In contrast to Hannover, however, unlimited space is not available. Each of the five exhibition halls at Leipzig boasts around 20,500 square meters (m²) of display space. Located in the northern section of the grounds, halls 2 and 4 are directly adjacent to the open-air site, which measures about 70,000 m². This is where exhibitors requiring both indoor and outdoor space will be located. This primarily involves the sectors of vehicles and vehicle equipment, technical support and environmental protection, rescue and emergency services, first aid and medical equipment. Reserve early to secure your preferred location. We look forward to your appearance at the show!

Get the latest information at:
www.interschutz.de





Fast, effective relief

FLAGSHIP SHOW FEATURES RESCUE SERVICES, DISASTER RELIEF AND FIRE PREVENTION

Fire services and emergency relief organizations are experiencing a major realignment of their complex tasks. Whether it concerns natural catastrophes, terrorist attacks or disasters involving chemicals, biological and radioactive substances or explosives – the new battery of tasks requires enhanced investment in equipment and training as well as integration of the various response networks. For this reason, Deutsche Messe has revised and extended the range of exhibit categories at the show. Apart from disaster relief and fire prevention, the topic of relief services is set to play a major role at INTERSCHUTZ 2010.

In all of the relevant sectors, exhibitors will be displaying the latest technologies, trends and services. More than at any previous event, visitors this year will be treated to a dynamic display of state-of-the-art technical aids, rescue equipment and fire prevention technologies.

Rescue services

What measures are required to maintain today's high rescue service standards? How can we cope with increasing cost pressures in the health care sector? Hall 2 at INTERSCHUTZ will serve as the venue for an independent display sector featuring all the issues involving rescue services, including the latest innovations in equipment and medical technology. The key focus will be on demonstrating the progress that has been made in in-

formation technology – one example involves rapid data transmission from mission control centers to rescue teams in the field.

One interesting segment concerns locally based, volunteer rescue and firefighting services. And the ongoing demographic shift has turned rescue missions involving older people into a highly topical issue.

Disaster relief

The public sector and emergency relief organizations have reached the limits of their capacities. Above all transnational civil defense and disaster relief services need to chart a new course. This is true on the one hand of the need to employ state-of-the-art technology, for example, rescue robots and drones. And on the other it is true of the need to streamline and improve existing networks and crisis management coordination between the

various international disaster relief organizations. INTERSCHUTZ 2010 will consistently expand its focus on this topic both at exhibitors' stands and in its supporting program, which already includes an EU seminar on "Emergency Management".

Fire prevention

Safety and fire prevention go hand in hand, especially where human life, property and the environment are involved. A key focus at the event consists of fire prevention planning. Fire prevention is a key topic above all for planners and architects across the globe. The exhibition will feature all the technical, architectural and organizational measures relevant to fire prevention and firefighting. The supporting program features international seminars on the topic of "Fire Prevention Technology".





And .. action!

EXCITING PLANS FOR INTERSCHUTZ SUPPORTING PROGRAM

Where would INTERSCHUTZ be without its action-packed supporting program? “Hot” topics and “burning” issues will be on the agenda at a series of conferences, symposia, presentations and workshops. But for INTERSCHUTZ visitors, the icing on the cake consists beyond a doubt of the demonstration and training events staged primarily by industrial and non-commercial exhibitors

at the outdoor training and demonstration site. Each day of the show will feature informative demonstrations and realistic presentations – from new fire extinguishers and firefighting techniques in action, to diverse rescue services and disaster prevention and control, including chemical disasters. Plans are already underway for this exciting program.

Wanted: The “toughest” fireman in the world

An absolute highlight of the supporting program and a big crowd favorite at INTERSCHUTZ involves the spectacular contest for the title of “toughest fireman in the world”. In 2005 more than 20,000 spectators witnessed this four-day event which drew 140 active participants to Hannover.

The individual activities demand the utmost of contestants, who need to compete in full gear and give their all – and sometimes more.

Things are set to be even more exciting at the next INTERSCHUTZ, since a new K.O. system has been introduced: Two firemen will compete each time toe-to-toe, with the winner taking all. And at the final station, which involves rushing to the top of a tower, spectators can watch the two contestants’ every move all the way to the top.

Contact:

Armin Taube
Mönchengladbach Fire Department
Von Groote-Strasse 66
41066 Mönchengladbach, Germany
Tel. +49-21 61/97 32-131
Fax +49-21 61/97 32-117
Armin.taube@tfa-info.de



Reactions to INTERSCHUTZ

“Fire services and disaster relief services are faced with major change. We are set to experience rapid inroads by information technology at mission control centers. And the networking of the various systems will also proceed apace, as INTERSCHUTZ 2010 will demonstrate. The resulting rationalization will help free up resources which are sorely need in other places. Visiting INTERSCHUTZ means getting a glimpse of the future!”

Hans Jochen Blätte, President of the German Fire Protection Association (vfdb)



“A competent trade audience, the presence of key decision-makers, the inclusion of all the key fire prevention organizations and naturally the ideal exhibition organization and infrastructure all add up to make INTERSCHUTZ a unique event in all of the world. INTERSCHUTZ is therefore rightly termed the ‘world’s leading trade fair’ for its sector, attaining greater importance than ever in an age of continuing globalization.”

Dr. Rolf Schildknecht, President of the Board of the German Association for Firefighting Technology within the German Engineering Federation (VDMA)



“At Leipzig we want to open the door to Central Europe, where a large number of fire services are being freshly built on the German model. The leading trade fair INTERSCHUTZ takes on a key role in every sense. It will inspire our firefighting convention, and our convention in turn will yield sustained value for the exhibition.”

Hans-Peter Kröger, President of the German Firefighters Association (DFV)



“Wizards Day” celebrates debut

“Wizards Day” will be making its debut at INTERSCHUTZ 2010, organized and managed by the German Fire Protection Association (vfdb) and the “Feuerwehr-Magazin” trade publication. The event is geared to clever ideas, useful innovations and practical improvements that can facilitate the work of firefighters. The terms of entry in this contest will be published in Spring 2009 in “Feuerwehr-Magazin” and on the Internet. A jury composed of firefighting experts will select the best entries. In autumn 2009, the winners will be published in Feuerwehr-Magazin, and during INTERSCHUTZ 2010 will be presented at the stand of vfdb. Readers of Feuerwehr-Magazin and tradeshow visitors will determine the winners of cash prizes totaling € 3,333 € 2,222 and € 1,111. These prizes will be awarded on the last day of the show.

Further information:

Jan-Erik Hegemann
Editor in Chief of Feuerwehr-Magazin
redaktion@feuerwehrmagazin.de



A strong team

GERMAN FIREFIGHTING CONVENTION AND INTERSCHUTZ TO RUN CONCURRENTLY IN LEIPZIG

Leipzig is a symbol and a milestone. "Leipzig will serve as the first eastern German venue for the German Firefighting Convention since reunification. For all of us, Leipzig is a symbol of everyday normalcy in a united Germany and a continuous eastward expansion towards a united Europe," declared Hans-Peter Kröger, President of the German Firefighters Association (DFV).

Historic venue

For Germany's leading firefighters association, which counts more than 1.3 million members in a total of 18 member organizations, Leipzig represents an historic venue. For in 1865, twelve days after the association was established, this eastern German city served as the venue for the first German Firefighting Convention, which returned to the same city in 1913. "Leipzig is a long-established host city of exhibitions, and served as the crucible of the peaceful revolution for German reunification in 1989. But Leipzig is also a city with great enthusiasm for fire prevention and fire protection, and is a city full of landmarks for our association. In

1913 we voted to considerably expand our focus at the Leipzig convention. And over 75 years ago our association signet – the DFV helmet – was created in Leipzig, where the association's first mail-order company was also established," explained the association president. For the 150th anniversary of the German Firefighters Association in July 2003, the delegates unanimously agreed to hold the 28th German Firefighting Convention in the year 2010 in Leipzig. "It is high time we held a firefighters convention in the east of Germany to honor the achievements of our firefighting colleagues between Rostock and Dresden and to benefit from their experience" stated Kröger.

DFV hooks up with other Europe associations

The German Firefighters Association recently opened an office in Brussels this year – the first firefighters association in Germany to do so. The organization's official mission now includes developing into a well-integrated association at the Euro-

pean level. For this reason DFV applied, successfully, to host the delegates' conference of the world firefighting association CTIF in 2010 in Leipzig. "An international flagship exhibition and the highly international character of the delegates conference – this is combination which is good for everyone," asserted the DFV president. Held every ten years, the German Firefighting Convention is the key event for fire departments in Germany, taking place last time in association with the INTERSCHUTZ 2000 exhibition in Augsburg. There, as at the last INTERSCHUTZ 2005 in Hannover, the state-level firefighters associations as well as national groupings and the German Youth Fire Service presented their varied work to an interested trade audience at their own stands within the DFV pavilion. This setup will be repeated at INTERSCHUTZ 2010, and the German Firefighting Convention will once again show the way to the future by featuring numerous individual events focused on work among youth, civic involvement and European cooperation.



Conventions and meetings during INTERSCHUTZ and the German Firefighting Convention

7 June:

Convention: "Integration with fire services"

8 June:

Conference of EU firefighter association presidents

8–9 June:

11. International Fire Protection Symposium by vfdb: Fire prevention planning geared to 'protection targets'

9 June:

Spring conference of IGBref
CTIF delegate convention

10/11 June:

1st IntegRisk Conference/Conference on Emerging Risk
Conference of the Future: Winning new members and youth
Central European Firefighting Symposium



Congress Centrum Leipzig

11 June:

DFV delegate convention
National Specialist Congress of DFV
Special conference by the German Youth Firefighting Commission

13 June

DFV conference: History of the fire services



A look back at...

INTERSCHUTZ 2005 — A HOT EVENT

INTERSCHUTZ 2005 went out in a blaze just like it started, with a brilliant display of fireworks in the shape of a red rooster – the exhibition's symbol. After this colorful finish, the verdict was unanimous: "Now, that was a tradeshow!" INTERSCHUTZ 2005 surpassed all expectations, chalking up a record number of exhibitors and visitors along with numerous first-rate business deals and contract initiations. The show displayed a significantly higher rate of international participation as well as a higher rate of attendees with decision-making authority.

The exhibition concept, reflected in the slogan "Business with a Heart", was extremely well-received by visitors. At the six-day event, which ran from 6 to 11 June 2005, a total of 1,175 exhibitors from 46 different nations occupied 88,000 square meters of display space to present their latest innovations for fire-fighting, disaster relief and safety. Around 130,000 people attended the event.

Strong visitor attendance from Asia

45 percent of all exhibitors came from outside Germany, and around 22 percent of total visitors were also from abroad. A sharp jump was registered in the number of attendees from Asia and the Americas, while China, Taiwan, Hong Kong, Japan and India sent business and political delegations to the show. Other high-ranking groups attended from Central and Eastern Europe, Qatar and Colombia. The overall share of trade visitors was 95 percent. A total of 22,900 visitors were from professional fire-fighting services. And a significant increase in the number of attendees involved in fire protection, disaster relief and rescue services was also observed. INTERSCHUTZ 2005 was rounded out by an extensive program of conferences and presentations. Key crowd-pleasers included demonstrations of fire extinguishing, rescue missions and safety issues – all staged on open-air sites. A total of 84 demonstrations were offered, primarily by volunteer crews whose skills and daring were admired not only by the crowd, but by their peers in the audience as well.





Hotel reservations for INTERSCHUTZ 2010

A list of hotels and a hotel reservation form are available for downloading at: <http://service.leipziger-messe.de/service-unterkunft.html>

Hotel Reservation Team:

Tel.: +49 341 678-8946
hotelreservation@leipziger-messe.de

Information on how to get there:

www.leipziger-messe.de

Information on Leipzig:

www.leipzig.de

www.do-it-at-leipzig.de

Leipzig Tourismus und Marketing GmbH

Richard-Wagner-Strasse 1

04109 Leipzig, Germany

Tel.: +49 (0)341 7104-260/265

Fax: +49 (0)341 7104-271/276

E-mail: info@ltm-leipzig.de

Leipzig – Exhibition city brimming with tradition and innovation

CITY WRITES NEW CHAPTER IN GERMAN HISTORY

The Leipzig exhibition authority – widely considered the world’s oldest – can look back on a proud 800-year history. The latest chapter began in 1996 with a move from the city center to a new, state-of-the-art exhibition center located in the northeast sector of the city, directly connected with the A9 and A14 motorways (autobahns) and not far from Leipzig-Halle Airport. The famous Leipzig “Monday demonstrations” ushered in a new chapter in Ger-

man history in 1989, proving the precursor to the abolition of the iron curtain and the reunification of Germany. Leipzig enjoys a long tradition not just as an exhibition venue, but also as a historical book printing and bookselling capital and a center for music and higher education. The city where Johann Sebastian Bach lived and worked is also famous for its St. Thomas Boys Choir and Gewandhaus Orchestra.

Leipzig’s ability to blend the modern with the historical can be seen in the city’s architecture, which combines impressive specimens of renaissance and Wilhelminian architecture with starkly functional Bauhaus-style buildings. The city’s opulent courtyards and famous arcades beckon visitors with their cafes, bars and restaurants – even at the end of a long day at the show, for there is no official closing time in Leipzig.





Our services for your successful showing

As the organizer of INTERSCHUTZ, we are committed to helping make your appearance at the tradeshow a successful one. That's why we offer you our support in all phases of preparation for the show. Take advantage of our tailored concepts – before, during and after the event. Here are just a few suggestions involving options and services you won't want to miss:

“fair package”

Turnkey solutions for easy participation

Pressed for time in organizing your tradeshow appearance? The our “fair package” solution is the answer for you. This turnkey, all-included option offers you absolute planning certainty. In other words, you can book the floor space, shell scheme and numerous services other at a single stroke.

Simply provide us with the information needed to produce your catalog, Internet and PR listings as well as your stand signage, then tell us what color of carpeting you prefer, and our team at Deutsche Messe will take care of the rest.
www.interschutz.de/fairpackage

Advertising materials

Advertise your tradeshow appearance well in advance. Inform your business partners and customers about your plans. Deutsche Messe has a wealth of advertising materials you can use – the vast majority of them free of charge.

Whether it involves a logo, exhibition map or poster – our advertising materials are ready for downloading in PC or MAC format. Most advertising materials are available in electronic or print form.

For more information, visit:
www.interschutz.de/53214

Communication fireworks

Through targeted advertising and communication campaigns we are working to ensure that INTERSCHUTZ 2010 is a complete success. Deutsche Messe reaches out to the right target audience to make sure your appearance at the show draws just the right crowd.

Eye-catching advertising spreads are scheduled for insertion in technical journals and trade papers, focusing on all key buyer markets: Germany, Europe (including Eastern Europe), the United States, South America and Asia.

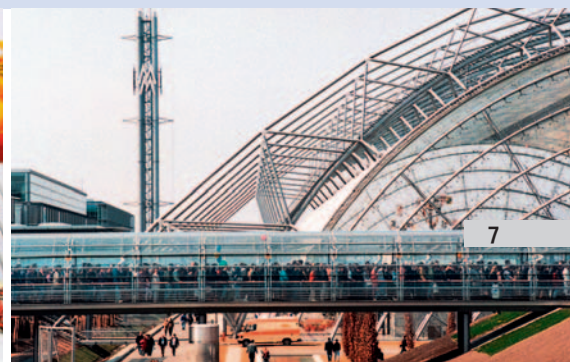
International PR work

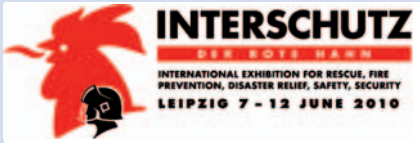
Professional press publicity and PR campaigns conducted across the globe guarantee a massive media presence at the show. INTERSCHUTZ 2005 attracted 777 journalists from 22 different nations.

Discover what our Internet services can do for you:

- Search engine entries to facilitate product and exhibitor searches
- Individual presentation options for your company
- Presentation of your display highlights
- Hyperlinks to your company's own website
- Banner advertising on one of the world's most heavily visited websites

Further information at
www.interschutz.de/8365





Map of INTERSCHUTZ



Your "Mission Control" Team:

Organizer:
Deutsche Messe AG
Dept. 212, Messegelände
30521 Hannover, Germany
Internet:
www.interschutz.de

Andreas Züge
Project Director

Eva-Maria Gansauge
Secretary
Tel. +49 511 89 32121
eva-maria.gansauge@messe.de

Jörg-Uwe Strauß
Project Manager
Tel. +49 511 89 33125
joerg-uwe.strauss@messe.de

Julia Mehrhardt
Project Manager
Tel. +49 511 89 32134
julia.mehrhardt@messe.de

Katharina Weber
Project Assistant
Tel. +49 511 89 32148
katharina.weber@messe.de

Non-commercial sponsor:
German Fire Protection
Association (vfdb)
www.vfdb.de

Local vfdb contacts:
Rolf-Dieter Bräunig
Beekeweg 3,
30 966 Hemmingen, Germany

Tel. +49 5101 92 17 81
Fax +49 721 151 383 928
rolf-dieter.braeunig@onlinehome.de

Published by: Deutsche Messe
Press and Public Relations,
30521 Hannover, Germany
Andreas Züge (Editor),
Jörg-Uwe Strauß

Photos: DFV, Deutsche Messe,
Messe Leipzig, Stadt Leipzig
Production: Schlütersche Druck
GmbH & Co. KG, Langenhagen
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