



INTERSCHUTZ 2010

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Registration deadline: 31 May 2009
Time flies – and the registration deadline for INTERSCHUTZ 2010 is rapidly approaching. The last day to register is 31 May 2009. To help you plan your appearance and take your specific requirements into consideration, Deutsche Messe is dependent on receiving your timely registration. You'll find all the necessary registration forms and instructions at www.interschutz.d



INTERSCHUTZ on target

High rate of registrations received for Leipzig event

Just over a year is left to go before the gates open on INTERSCHUTZ 2010 – the international trade fair for rescue services, fire prevention, disaster relief, safety and security. Taking place from 7 to 12 June at the Leipzig exhibition center, this six-day event features over 1,100 exhibitors from some 40 different nations, unveiling the latest world market offerings in five exhibition halls and an outdoor area. Rescue services and technical fire protection will be squarely in the spotlight at the upcoming event. The organizers, Hannover-based Deutsche Messe and the German Fire Protection Association (vfdb), are anticipating 120,000 visitors – boosted by the concurrent staging of the 28th German Firefighting Convention in Leipzig (for more details, see page 5).

The show's organizers are upbeat about the future, despite the current economic crisis. After all, tradeshow registrations are at an all-time high. "The rate of registrations was higher at the end of March than during the comparable timeframe five years ago," explains Andreas Züge, INTERSCHUTZ Project Director at Han-

nover-based Deutsche Messe - the organizer of the event.

High rate of international participation
Staged once every five years, INTERSCHUTZ is distinguished by a high rate of international participation. At the 2005 event in Hannover for example, 45% of exhibitors as well as 20% of all visitors came from abroad. Around 95% percent of all attendees were professionals, with 69% of them having either an advisory role or the final say in procurement decisions.

Unique tradeshow concept
A successful event is guaranteed, thanks to the show's unique blend of commercial and non-commercial exhibitors. Companies at INTERSCHUTZ will display a broad range of innovative solutions for all areas of rescue services, fire prevention, disaster relief and security/safety, while emergency squads will demonstrate the relevant applications in spectacular live demonstrations. The exhibition program is rounded out by specialist congresses, symposia and company presentations.

Rescue services – Fire prevention –

Exhibitors present innovative products, while live teams demonstrate them in action

Conflagrations, flooding, earthquakes and drought – on the one hand, Mother Nature is constantly confronting humanity with new challenges. But on the other, we also need to be able to deal with manmade problems like acts of terror, severe traffic accidents or explosions. In all of these cases, fast relief is of the essence.



Always mobile and extremely flexible

Rescue services in the spotlight

Rescue services will be strongly represented at INTERSCHUTZ 2010. Participating emergency relief organizations will demonstrate their high level of expertise and training, including perfect deployment of state-of-the-art medical technology and sophisticated electronics. A high degree of mobility and flexibility are fundamental prerequisites for sustained success in rescue operations. Big-name automotive and car body manufacturers like Binz, Dlouhy and Miesen will be represented, showcasing their latest developments in rescue vehicles and ambulances. They will be joined at the show by providers of medical and electronic equipment.

The topic of rescue services is always a fixture at INTERSCHUTZ. At the 2005 installment of the show in Hannover, some 40,000 visitors reported being primarily

interested in this display category. At INTERSCHUTZ 2010, a special area in Hall 2 will be dedicated to “self-rescue” topics as well as to “outside” rescue services and techniques.

This display sector is a must for anyone who is active in rescue and emergency relief services. Considering the fast pace of developments in information technology – for example, rapid data transmission from mission control centers to onsite rescue squads – there is a burning need to keep up to date. “Self-rescue” techniques as well as the latest technical innovations for localizing firefighters at the site of a blaze are just some of the topics to be covered in Hall 2. And as a result of the demographic shift, rescue operations involving older people have become a subject of growing importance.

Rescue services in transition

11th DRK congress for rescue services convenes in Hannover

Rescue services will figure as an important part of the supporting program at INTERSCHUTZ 2010. The overall direction rescue services need to take was already made clear at the 11th rescue services congress of the German Red Cross (DRK), held recently at the Hannover exhibition center from 19 to 21 March. A total of 1,000 people attended to find out the latest information on the changing face of rescue services in Germany and the rest of Europe. Topics included the changed policy framework for issues like intra-European competition, domestic and foreign security in the face of new threats, social and demographic trends and their impact on health care and – last but not least – the individual positioning and integration of emergency relief services within the context of a united Europe. Deutsche Messe was represented at the congress with its own stand advertising INTERSCHUTZ 2010.

26th Rescue Services Congress at INTERSCHUTZ 2010

The 26th German Rescue Services Congress will take place on 11 and 12 June during INTERSCHUTZ 2010 in Leipzig. The organizers are S+K Verlag publishers in cooperation with Deutsche Messe and vfdb. With some 2,000 attendees anticipated, the congress venue represents an acknowledgment of the key role enjoyed by rescue services at the show.



Security and safety – Disaster relief

Currently, fire brigades and emergency relief services across the globe are faced with a major realignment of their complex tasks. New technologies and operational methods, more efficient system integration, improved international cooperation – the advantages of all of these will be amply demonstrated at INTERSCHUTZ 2010.



Major exercise staged by Berlin fire department in mid-March 2009.



The search for new approaches

Disaster relief and firefighting face new hurdles

Emergency relief organizations are confronted by some major new challenges, forcing them to consider a fundamental realignment. The changed framework not only necessitates new, transnational thinking, but above all increased investment in equipment and training. According to the German Firefighters Association (DFV), German municipalities have estimated the pent-up demand for firefighting infrastructure and equipment at several hundred million euros. This is why the relief organizations have demanded the German government close the gaps in fire protection and disaster relief contained in its second stimulus package: “The federal government must prioritize planned investments,” demands DFV President Hans-Peter Kröger.

Long-term planning at German fire departments envisions federal financing for the procurement of some 1,400 state-

of-the-art firefighting trucks by the year 2023. This program is scheduled to commence with the delivery of 40 fire engines and 40 hose layers at the end of 2009. Through the end of 2012 there are options on an additional 275 firefighting vehicles.

INTERSCHUTZ comes at just the right time

INTERSCHUTZ 2010 will feature the current state of the art as well as trends for fire prevention and disaster relief, including ultra-modern vehicles equipped with sophisticated communications and navigations systems and mission control centers that can directly transmit video images of the blaze or disaster site to vehicles. Rescue robots and drones relieve crews of onerous tasks, issuing warnings and protecting people in dangerous situations. They are also capable of monitoring hazardous zones and large areas. Visiting

professionals will be treated to an impressive display of the latest innovations.

Safety first

The topic of security will be featured at INTERSCHUTZ. “Engineers and scientists are working full-tilt on the development of electronic security systems,” reports Angelika Staimer, President of the Security Systems division within ZVEI, adding: “The EU is furnishing over 1.4 billion euros over a period of five years to allow researchers to develop better sensors, actuators and systems.”

Fire protection and safety/security are particularly critical issues for planners and architects in attendance from Germany and abroad, which is why the show will also feature technical, constructional and organizational measures aimed at preventing and defending against security-relevant incidents.

International fire prevention symposium 8 - 9 June 2010 – Congress Center Leipzig

“Development in fire risk analysis and fire prevention” is the title of a two-day international symposium organized by vfdb at the Congress Center Leipzig (CCL) from 8 to 9 June 2010.

The following topics will be covered:

- Risk analysis and proactive fire prevention in complex building structures

- Sustainable construction and proactive fire prevention (e.g. the fire behavior of “natural” building materials, fire hazards due to improved insulation materials etc.)
- Fires caused by terrorist attacks (e.g. fire load analyses following terror attacks, identification of sensitive structures, consequences of improved risk analysis)

- Fire detection and early warning systems
- Prognosis techniques for risk analysis and fire scenarios

The target groups for this symposium are fire prevention engineers, fire prevention planners, fire prevention researchers, building and fire prevention authorities and experts from related fields.



Just like the German Firefighting Convention held in Augsburg 10 years ago, the organizers are anticipating strong attendance from international firefighting associations at the Leipzig event.

DFV President Kröger: “We’re bringing Lisbon to Leipzig”

28th German Firefighting Convention has strong European focus

A lot of things will be different in the united Europe of the future. By the time the Treaty of Lisbon comes into force, majority decisions among the 27 member states will be responsible for determining EU policy. This throws a completely new light on the advocacy of national or particular interests. The German Firefighters Association (DFV) - which in January 2008 became the first national firefighters' association to open an office in Brussels – has taken up this challenge and is integrating INTERSCHUTZ 2010 into its European activities. “We are bringing Lisbon to Leipzig”, asserts DFV President Hans-Peter Kröger.

Concurrent with INTERSCHUTZ 2010, DFV is also organizing the 28th German Firefighting Convention in Leipzig. There it will play host to the world firefighting association CTIF, which unites government agencies and associations from 49 different nations under its umbrella. The main focus of CTIF is on Europe, where the majority of its members are located. CTIF maintains its headquarters in Paris and relies on the support of DFV to staff its branch office in Berlin. So, what could

be more natural than to invite the world's firefighters to come to Leipzig?

Top-level meeting of firefighters in EU

The German Firefighters Association (DFV) has put together a European and international package. On Tuesday, 8 June 2010 it is inviting firefighting organizations within the EU to attend a top-level meeting at the Congress Center Leipzig (CCL). “In the Europe of the future, we need to organize majorities to reach our common goals,” states DFV President Kröger, adding: “DFV is already working towards putting together the broadest possible coalition to ensure we are noticed by the EU and also receive the backing of the German federal government during the Firefighting Convention 2010.”

Tuesday at INTERSCHUTZ will be capped off by an international evening at the joint pavilion of DFV and CTIF in Hall 1. On the next day, Wednesday, 9 June, the delegate conference of the world firefighting association takes place in CCL. DFV plans to round out its international activities with a conference on firefighting in Central

Europe on Thursday, 10 June. Afterwards the action will continue, reverting to the firefighting conference's traditional focus involving DFV conferences, a nighttime event for the various state associations, a festive evening and the big fire brigade festival in downtown Leipzig.

Fire brigade festival in downtown Leipzig

DFV has teamed up with the city of Leipzig to organize a fire brigade festival from Thursday to Saturday at the big market square in downtown Leipzig. The event features a performance stage and numerous food stalls. On Grimmaische Strasse, a street branching off from the market square, a fire brigade “activity mile” will be set up, allowing local citizens and visitors to get a closer look at the work of the fire brigades. The organizers at DFV have also geared this event to inspire INTERSCHUTZ exhibitors and visitors to pay an after-show visit to the downtown festival.

Further information is available at:
www.dfv.org/feuerwehrtag

Status as at end of March 2009

Tradeshow exhibitors present the latest innovations for firefighters.





Firefighting “wizards”

A competition for “wizards”, i.e. firefighters with clever ideas, is making its debut at the upcoming INTERSCHUTZ. The winners will be honored on Saturday, the last day of the show, at a ceremony where the prizes and trophies will be passed out. This competition is organized by the vfdb association in partnership with “Feuerwehr Magazine” – a trade publication, the May 2009 issue of which contains the terms of entry for the contest. The event is dedicated to promoting clever ideas, positive innovations and practical improvements which have already been successfully implemented.

A jury of experts will screen the entries, the best of which will be published in Feuerwehr Magazine and presented during the show at the vfdb stand. Readers of Feuerwehr Magazine and tradeshow visitors will decide the ultimate winners of the three top prizes, worth €3,333, €2,222 and €1,111 respectively. These prizes will be handed out at the vfdb stand.

Entries should be submitted to “Wizards Contest” c/o Feuerwehr Magazine, Kurt Schumacher Allee 2, 28329 Bremen, Germany.



Commercial exhibitors who wish to be part of the training and demonstration program should contact:

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Phone: +49 511 89-33125
joerg-uwe.strauss@messe.de

Non-commercial exhibitors, contact:

Julia Mehrhardt
Phone: +49 511 89-32134
julia.mehrhardt@messe.de

The “toughest fireman” in the world!

They give it their all – and more. They fight toe-to-toe in a knockout system, and after four grueling days, the winner takes it all – the honor of being named the “Toughest Fireman in the World”. In 2005 more than 20,000 spectators witnessed this spectacular event, drawing the active participation of 140 contestants.

And in Leipzig next year the search begins anew – for the “toughest fireman in the world”.

Contact:
Armin Taube
Mönchengladbach Fire Department
armin.taube@tfa-info.de

The best INTERSCHUTZ cocktail

Are you a passionate hobby bartender? Are you always trying out new recipes on your friends, even coming up with your own sophisticated creations? Then you should definitely take part in a creative contest sponsored by Deutsche Messe: the prize for the best INTERSCHUTZ cocktail – with and without alcohol. The cocktail should exhibit a reddish hue, in keeping with the show’s “red rooster” logo. A jury chaired by a professional bartender will determine the winner. Use your imagination!

Submit your recipe to the INTERSCHUTZ team at Deutsche Messe, Messengelände, 30521 Hannover.

Contact: eva-maria.gansauge@messe.de



The cream in the coffee:

Exciting activities at outdoor demonstration site

With live demonstrations and shows staged by industrial and non-commercial exhibitors alike, the outdoor training and demonstration site is always a crowd-pleaser. Each day the show will feature informative demonstrations and realistic

presentations – from new fire extinguishers and technologies, to simulated fires and firefighting exercises, to an array of different rescue services, to hazard elimination and damage control following chemical disasters.



Side-by-side with Hannover

Leipzig gears up for INTERSCHUTZ 2010

Ensclosed in a park-like landscape, the modern new Leipzig exhibition center (which includes the Congress Center Leipzig) combines discriminating architecture and esthetics with state-of-the-art infrastructure. Multi-purpose halls and function rooms, combinable event modules, ample outdoor areas and excellent vehicle access offer the ideal setting for a diverse array of events – from shareholder meetings to TV shows.

A subsidiary of the Leipzig exhibition company – Leipziger Messe Gastveranstaltungen – has been busy leasing halls and outdoor areas to outside parties for the last 15 years. An experienced team there develops tailored concepts and helps manage their implementation, armed with a network of services and resources ranging from technical equipment to catering. For INTERSCHUTZ 2010, the Leipzig-based team is cooperating closely with its Hannover counterparts to ensure optimum quality of service for

all participants – including behind the scenes.

In Leipzig INTERSCHUTZ will occupy the entire exhibition center, i.e. all five exhibition halls and an outdoor area measuring some 70,000 square meters. Each of the ultra-modern halls there has a footprint of 150 x 150 meters. Oversize exhibits are earmarked for Hall 1, which has overhead clearance of 16 meters. Halls 2 and 4, located in the northern portion of the exhibition center, are directly adjacent to the outdoor exhibition area. These halls are reserved for exhibitors from the display categories of vehicles and vehicle equipment, technical support and environmental protection, rescue and emergency services, and first aid and medical equipment, who may require both indoor and outdoor space for their INTERSCHUTZ appearance. Emergency relief and rescue service organizations will once again be staging their spectacular demonstrations in the outdoor area.

Your hotel reservation for INTERSCHUTZ 2010

Prefer a quiet neighborhood, or would you rather be close to Leipzig's pulsating nightlife? More than 50 hotels with a total of 12,000 beds between them are available. A list of hotels and reservation forms can be downloaded at:

<http://service.leipziger-messe.de/service-unterkunft.html>
(Note: Click the "English" link at the bottom of the page)

Hotel reservation team:
Phone: +49 341 678-8946
hotelreservation@leipziger-messe.de

Information on getting there:
www.leipziger-messe.de

Information on Leipzig:
www.leipzig.de
www.do-it-at-leipzig.de

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Tailored concept for your tradeshow appearance

In close cooperation with the Leipzig-based INTERSCHUTZ team, your experienced team in Hannover offers you a wide range of services to guarantee your successful showing. Deutsche Messe offers you tailored concepts before, during and after INTERSCHUTZ 2010. Take your pick!

Fast and convenient: the "fair package"

Pressed for time organizing your appearance at INTERSCHUTZ 2010? Then our "fair package" is the convenient, turn-key answer for you. This comprehensive solution includes the floor space, shell scheme and numerous other services at a single stroke. Deutsche Messe will take care of the bulk of organizing your tradeshow stand.

For detailed information on the various fair packages available, visit www.interschutz.de/fairpackage

Take advantage of our advertising materials!

Let your customers and business partners know about your tradeshow appearance well in advance. Deutsche Messe supports you with a variety of advertising materials, most of them free of charge.



Whether it involves a logo, an exhibition map or a poster – the relevant templates are available for downloading in PC or MAC format.

Downloadable files are available at www.interschutz.de/53214

Global ad campaign

Ads encouraging readers to visit INTERSCHUTZ 2010 are already being run

in technical journals and trade papers. The target markets are Germany, Europe, the United States, South America and Asia.

Our Internet services for you

Deutsche Messe has greatly expanded the range of services available to its exhibitors. To access them, visit www.interschutz.de/8365

Your team in Hannover



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Eva-Maria Gansauge



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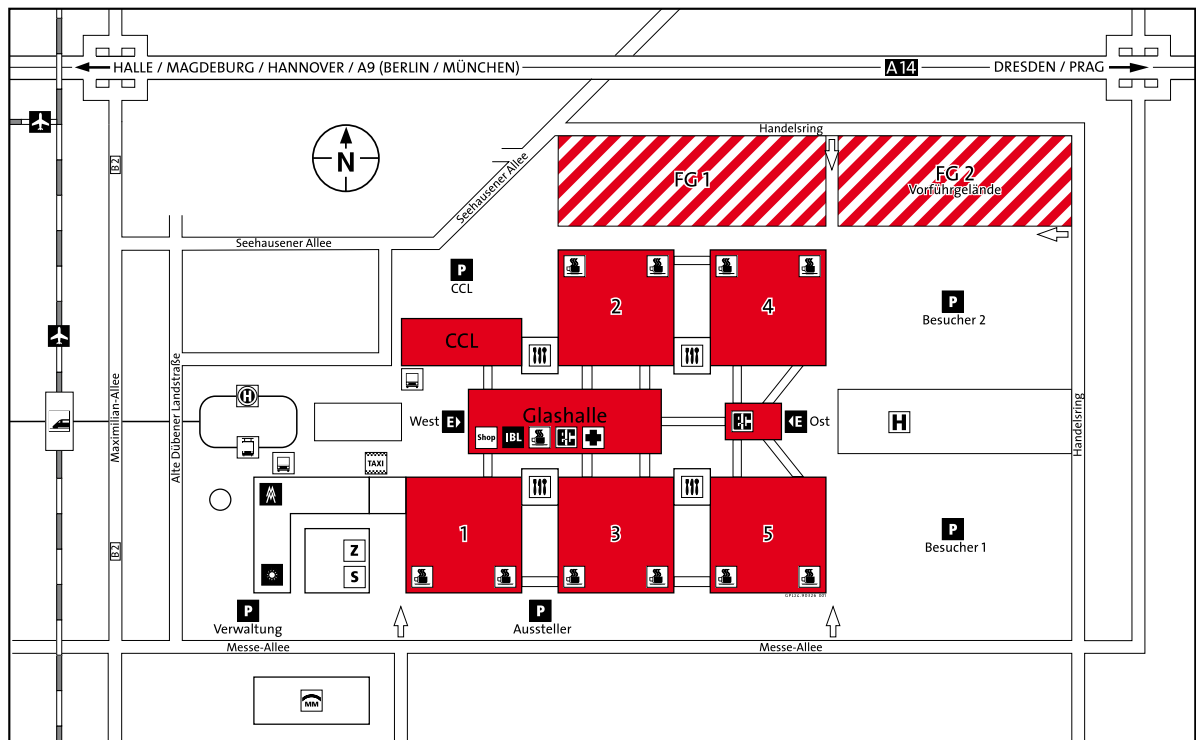


INTERSCHUTZ

DER ROTE HAHN

INTERNATIONAL EXHIBITION FOR RESCUE, FIRE PREVENTION, DISASTER RELIEF, SAFETY, SECURITY
LEIPZIG 7 - 12 JUNE 2010

Map of INTERSCHUTZ



- | | | | | |
|---|---------------------------|--------------------------------------|--|--|
| Verwaltung / Administration
Pressezentrum / Press Center | Gastronomie
Restaurant | Haltestelle Linie 16
Tram line 16 | Hubschrauber-
landeplatz / Heliport | Polizei
Police |
| Eingang
Entrance | Parkplatz
Parking | Straßenbahn
Tram | Sanitätsstelle
First aid | Zoll
Customs |
| EC-Automat
EC-Cash dispensing machine | Airport-City-Shuttle | Bus-Haltestelle
Bus stop | Messe-Shop
Fair shop | Spedition
Forwarding Agencies |
| International
Business Lounge | Taxi | Bahnhof / Station
Leipzig Messe | Café | MaxicoM
(Euro-Asia Business Center) |

Stand: 04/2009 - April 2009

Änderungen vorbehalten - Modifications reserved

90402

Warning! Beware of false exhibitor guides!

Publishers of “unofficial exhibitor guides” – for example, “expo Guide”, “FAIRGUIDE.COM” and “Construct Data Verlag AG” – have recently been contacting exhibitors with bogus publication offers, including over the Internet. Many exhibitors have filled out these forms in the incorrect assumption that they involve the official exhibitor catalogue published by Deutsche Messe AG.

Deutsche Messe explicitly distances itself from these activities and warns all exhibitors to avoid being fooled.

Always look for the INTERSCHUTZ 2010 logo! You will receive the opportunity to order a listing in the official media for INTERSCHUTZ 2010 – i.e. the catalogue and electronic media – when you receive our stand confirmation. You can always recognize our correspondence on the basis of the logos for Deutsche Messe and INTERSCHUTZ 2010. If you are not 100% certain, just give us a call!

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