



# INTERSCHUTZ 2010

International trade fair for rescue services,  
fire prevention, disaster relief, safety and security  
Leipzig 7 – 12 June 2010



# FLYING THE FLAG FOR INDUSTRY





## **QUENCHING THE THIRST FOR KNOWLEDGE**

How can we improve the care of injured personnel at the scene of a major incident? What new vehicles and equipment are now available for firefighters? What protective gear enhances personal safety on call-outs? By exhibiting at INTERSCHUTZ you can supply answers to these and many other questions. Because this is the top trade show for all specialists in disaster prevention and rescue – whether technicians or managers, volunteers or full-time professionals. This is where they come to exchange ideas and check out the latest innovations.

## **INTERSCHUTZ – A MAJOR OPERATION**

Steady growth, exhibitors and innovations from all over the world, and a large international public – these are what make INTERSCHUTZ so special. And this is why, for many years now, it has been the world's leading trade fair for rescue services, fire prevention, disaster relief, safety and security.

## **EXHIBITORS UNDER THE SPOTLIGHT**

The unique mix of commercial and non-commercial exhibitors has played a major part in the success of the show. While manufacturers showcase their latest products and services, the emergency services are here to demonstrate how these are actually used. From simple tools to complex medical equipment and modern information technology.

## **MAKE YOUR CUSTOMERS' EYES LIGHT UP**

Get your message across face to face. Make new contacts and cultivate your existing customers in an informal setting. Show the visiting public that you are an innovator and a dependable performer who delivers the goods. INTERSCHUTZ offers all the facilities you need for a successful trade fair presentation and is an ideal platform for all exhibitors involved with rescue services, fire prevention, disaster relief, safety and security.

# WARMLY RECOMMENDED: EXHIBITING AT THE SHOW

## THE BENEFITS OF EXHIBITING AT THE SHOW

### → The No.1 event in the industry calendar

With more than 120,000 visitors and over 1,200 exhibitors, INTERSCHUTZ is the leading international trade fair for public safety. Featuring the world's largest array of exhibits for disaster prevention, rescue and emergency services, INTERSCHUTZ offers you a fantastic opportunity to demonstrate the competence of your company and organization to the entire industry – with just one trade fair presentation.

### → Unique concept

Due to the combination of commercial and non-commercial exhibitors under the same roof you benefit as a supplier from direct feedback from the users of your security solutions. This puts you in an excellent position to fine-tune your product range to meet changing market needs.

### → Efficient business platform

With over 90 % of visitors classed as trade visitors, you can be certain of reaching large numbers of decision-makers and buyers. This makes INTERSCHUTZ an ideal platform for successful new product launches and business deals.

### → International audience

At INTERSCHUTZ you'll meet top decision-makers from all over the world. This gives you ready access to profitable new markets.

### → Barometer of trends

Learn about pioneering innovations and key trends within the industry at the conferences, symposia and corporate lectures that accompany the show. You'll benefit from the professional expertise of leading experts and gather useful information for shaping the future course of your company and organization.

### → Attention guaranteed

An extensive advertising campaign and an attractive program of events serve to generate and maintain the interest of visitors and the media.

### → Excellent facilities

The modern exhibition complex in Leipzig with its fascinating steel and glass architecture provides you with everything you need in terms of both organization and technical facilities.

### → Reasonably priced entry

For as little as € 5,321 (plus VAT) you can book a 20m<sup>2</sup> fair-package system stand, fully fitted and ready to go – and enjoy all the benefits of exhibiting at INTERSCHUTZ.



# THINGS WERE HOT AT INTERSCHUTZ 2005!

## ENTHUSIASM IS CATCHING

INTERSCHUTZ 2005 clocked up record exhibitor numbers. Many participating companies also reported a very high volume of new orders, reflecting the seniority of visitors at the show, with many top decision-makers from all over the world.

It was a similar story on the visitor side, with total visitor numbers and the number of foreign visitors both significantly higher than in 2000. The figures served to affirm the position of INTERSCHUTZ as the industry's most important international platform for dialogue and business.

Net display area (German exhibitors)	63,148
Net display area (foreign exhibitors)	25,028
Number of exhibitors (German)	634
Number of exhibitors (foreign)	541
Number of visitors (German)	107,232
Number of visitors (foreign)	29,369

Chart → approved by FKM



### → Rescuers on the scene

The display category "Rescue" traditionally forms a very important part of the show. A total of 12,900 visitors to INTERSCHUTZ 2005 worked in the rescue services or disaster relief. For the next show in 2010 the organizers have therefore decided to devote a separate hall to this theme.



# HERE NEWS TRAVELS LIKE WILDFIRE

## **BURNING INTEREST IN NEW PRODUCT DEVELOPMENTS**

Over 90 % of the trade fair public are classed as trade visitors who want to find out about the latest developments in their field. INTERSCHUTZ gives them a complete overview of the market, plus the opportunity to exchange ideas with experts and fellow professionals from all over the world. So for you as an exhibitor, INTERSCHUTZ is also an ideal opportunity to demonstrate your strengths and the capabilities of your product range.

## **THE RANGE OF EXHIBITS AT INTERSCHUTZ 2010 IN LEIPZIG:**

- Vehicles and vehicle equipment
- Fire extinguishing appliances and systems, Fire extinguishing agents
- Technical support and environmental protection
- Rescue, emergency, First-aid and medical equipment
- Personal protective equipment
- Measuring and detection apparatus
- Control-station and signalling technology
- Information and organization
- Equipment for fire stations and workshops
- Building and construction industry, structural and organizational fire protection
- Associations, organisations, service companies
- Technical literature, model making, fan articles, gifts

## **THE SUPPORTING PROGRAM – MORE IRONS IN THE FIRE**

Another high point of the show and a guaranteed crowd-puller is the attractive and varied supporting program that accompanies INTERSCHUTZ. As at earlier shows, we offer the visitor a mix of events ranging from the spectacular to the informative. More details will be available soon on the Internet at [www.interschutz.de](http://www.interschutz.de).

# GETTING YOUR PRESENTATION ON THE ROAD



## INDIVIDUAL STAND CONCEPTS

Showcase your company at INTERSCHUTZ with an individually designed exhibition stand. Our affordable rental charges are your ticket to new business contacts from all over the world.

### → Rental charges

Row stand	open on one side	€ 135/m <sup>2</sup>
Corner stand	open on two sides	€ 144/m <sup>2</sup>
End stand	open on three sides	€ 150/m <sup>2</sup>
Island stand	open on four sides	€ 156/m <sup>2</sup>

→ Two-storey stands € 69/m<sup>2</sup> for space on the upper floor

→ Open-air site € 85/m<sup>2</sup>

→ Co-exhibitor charge € 660

→ AUMA contribution currently € 0.60/m<sup>2</sup>

All prices include VAT at the current rate.

## ALL-IN FAIR PACKAGE: THE COMPLETE SOLUTION

Alternatively you can book one of our all-in fair packages. These include stand space, stand plus full assembly service, and a whole range of other services besides. For more information go to [www.interschutz.de/fairpackage](http://www.interschutz.de/fairpackage).

Stand space	Row stand	Corner stand	End stand
20 m <sup>2</sup>	5,321 €	5,501 €	5,621 €
25 m <sup>2</sup>	6,494 €	6,719 €	6,869 €
30 m <sup>2</sup>	7,667 €	7,937 €	8,117 €
35 m <sup>2</sup>	8,840 €	9,155 €	9,365 €
40 m <sup>2</sup>	10,013 €	10,373 €	10,613 €

All prices include VAT at the current rate.

All area measurements will be rounded up to the next square metre.

**Closing date for bookings is 31 May 2009.**





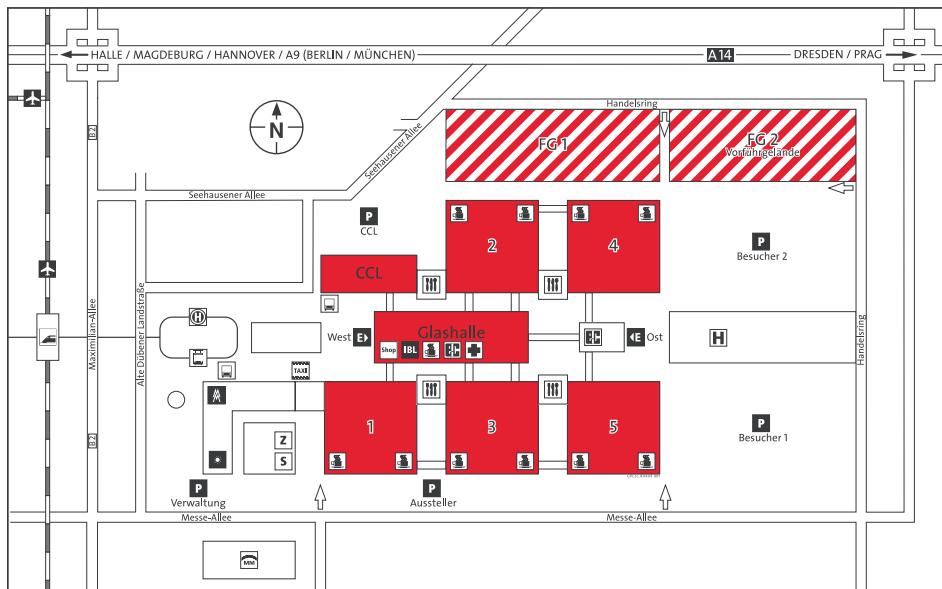
# THE SCENE OF THE ACTION AT A GLANCE

## SAFE TO SAY, A GOOD CHOICE

The historic Leipzig Fair is said to be the oldest fair in the world – and yet its modern counterpart is at the cutting edge of the trade show business. Here experience and tradition are teamed with up-to-the-minute facilities to create a display environment totally tailored to your needs and those of your visitors.

## A CITY FULL OF LIFE

Outside the exhibition complex, the city of Leipzig has plenty to offer: shopping streets where you can spend many a happy hour (and maybe even a little money). An abundance of art and cultural activities. And a vibrant nightlife. You can find detailed information at [www.do-it-at-leipzig.de](http://www.do-it-at-leipzig.de).



- H 2,4, FG 1,2 Vehicles and vehicle equipment
- H 5 Fire extinguishing appliances and systems, Fire extinguishing agents
- H 2, FG 1,2 Technical support and environmental protection
- H 2, FG 1 Rescue, emergency First-aid and medical equipment
- H 3 Personal protective equipment
- H 3 Measuring and detection apparatus
- H 3 Control-station and signalling technology
- H 3 Information and organization
- H 5 Equipment for fire stations and workshops
- H 5 Building and construction industry, structural and organizational fire protection
- H 1 Associations, organisations, service companies
- H 1 Technical literature, model making, fan articles, gifts

- |                               |            |                      |                       |                                     |
|-------------------------------|------------|----------------------|-----------------------|-------------------------------------|
| Administration Press Center   | Restaurant | Taxi                 | Bus stop              | Police                              |
| Entrance                      | Fair shop  | Airport-City-Shuttle | Station Leipzig Messe | Customs                             |
| International Business Lounge | Café       | Tram line 16         | First aid             | Forwarding Agencies                 |
| EC-Cash dispensing machine    | Parking    | Tram                 | Heliport              | MaxicoM (Euro-Asia Business Center) |

Modifications reserved · May 2008

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# IN HOT PURSUIT OF YOUR SUCCESS



## COMMUNICATIONS FIREWORKS

Through advertising and publicity campaigns aimed at your target audience, plus our comprehensive website at [www.interschutz.de](http://www.interschutz.de), we are working hard to ensure that INTERSCHUTZ 2010 is an all-round success. Which means that we are also working for the success of your presentation.

### → Global advertising campaign

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

### → Cooperative advertising

As part of our marketing service we can supply all exhibitors with a large selection of targeted advertising materials – most of them free of charge – for use in your own communication activities.

### → International PR effort

Professional press and PR campaigns conducted worldwide ensure a massive media presence at the show. INTERSCHUTZ 2005 attracted more than 750 journalists from 22 countries.

## 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 frequently visited websites

## WE HELP WHENEVER WE CAN

We offer guidance and practical assistance at every stage – before and during the show. Just contact our project team – and watch your problems disappear in a puff of smoke ...

# OUR

# COMMAND POST

## ON CONSTANT STAND-BY



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