



**THE USA PAVILION ...
A TRADITION AT
INTERSCHUTZ**

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THE USA PAVILION AT INTERSCHUTZ 2010

An easy, cost-effective way to sell to the world marketplace

INTERSCHUTZ 2010

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



The USA Pavilion is sponsored by FAMA and FEMSA



With **136,600** attendees and **1,175** exhibiting companies, INTERSCHUTZ is the leading international trade fair for public safety. INTERSCHUTZ features the world's largest array of exhibits for disaster prevention, rescue, and emergency services, which makes it a fantastic opportunity for you to sell your products and services to the global marketplace.

In 2005, the U.S. contributed 69 exhibitors, the third largest country contingent. The USA Pavilion hosted 34 companies and a number of independent U.S. exhibits were located throughout the fairgrounds. More than 90% of the INTERSCHUTZ audience consists of industry professionals who want to learn about the latest developments in their field, so it is the ideal place to demonstrate your strengths and capabilities.

EXHIBIT AT INTERSCHUTZ TO:

- **Connect with the entire world at one venue**
- **Launch new products**
- **Meet face-to-face with potential customers**
- **Establish distribution channels**
- **Generate brand awareness**

KEY FACTS

Dates:	7–12 June 2010
Venue:	Leipzig Exhibition Centre
Hours:	9:00 AM–6:00 PM
Attendees:	136,600 in 2005
Press:	750 in 2005
Exhibitors:	1,175 in 2005
Display Area:	One million square feet in 2005

EXHIBIT PROGRAM

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

"W.S. Darley & Co. conducts business in more than 100 countries each year. We have exhibited at INTERSCHUTZ for over 25 years and we'll be exhibiting again in 2010. There's no other fire exhibition that allows us to meet with our customers from around the globe. Attendees at this show are the 'who's who' of the world's fire service."

— Paul C. Darley, President, W.S. Darley & Co.

THE USA PAVILION: THE COST-EFFECTIVE WAY TO EXHIBIT



The USA Pavilion is a unique event-marketing program open exclusively to U.S. companies. Each cost-effective turnkey package includes a fully furnished exhibit booth, targeted marketing and PR campaign, and a complete range of administrative and logistics services.

USA PAVILION HIGHLIGHTS

- **Multi-Lingual Pavilion Management:** Our staff can help you with on-site requests that range from interpreter services, security and cleaning to administrative support, travel directions and transportation.
- **Exhibitor Lounge:** An ideal place to entertain clients or relax with a cup of coffee. Snacks and beverages are served throughout the day.
- **Conference Room:** Offers a private, quiet area where you can conduct demonstrations, meetings or presentations.
- **Networking:** We organize evening social events for U.S. exhibitors and their guests to help make developing new business contacts informal and enjoyable.
- **Promotion and PR Program:** Covers a variety of print and electronic channels, including advertising, direct mail, and the official INTERSCHUTZ website.
- **Housing and Logistics Support:** We work only with hotels and shipping companies that meet our high standards.

USA PAVILION TURNKEY EXHIBIT BOOTH

Standard Package, Nine-Square-Meter Minimum

Row booth \$785 per square meter
Corner booth \$885 per square meter

- Booth with wall elements and carpeting
- Company name sign with USA logo
- Digital print company sign (2 x 2 meters)
- One lockable information counter with bar stool
- One freestanding literature rack
- One round conference table with four chairs
- Lighting and electrical receptacle (usage billed separately)
- Internet connection
- Three exhibitor entrance tickets
- Complimentary visitor tickets

USA PAVILION FACILITIES & SERVICES

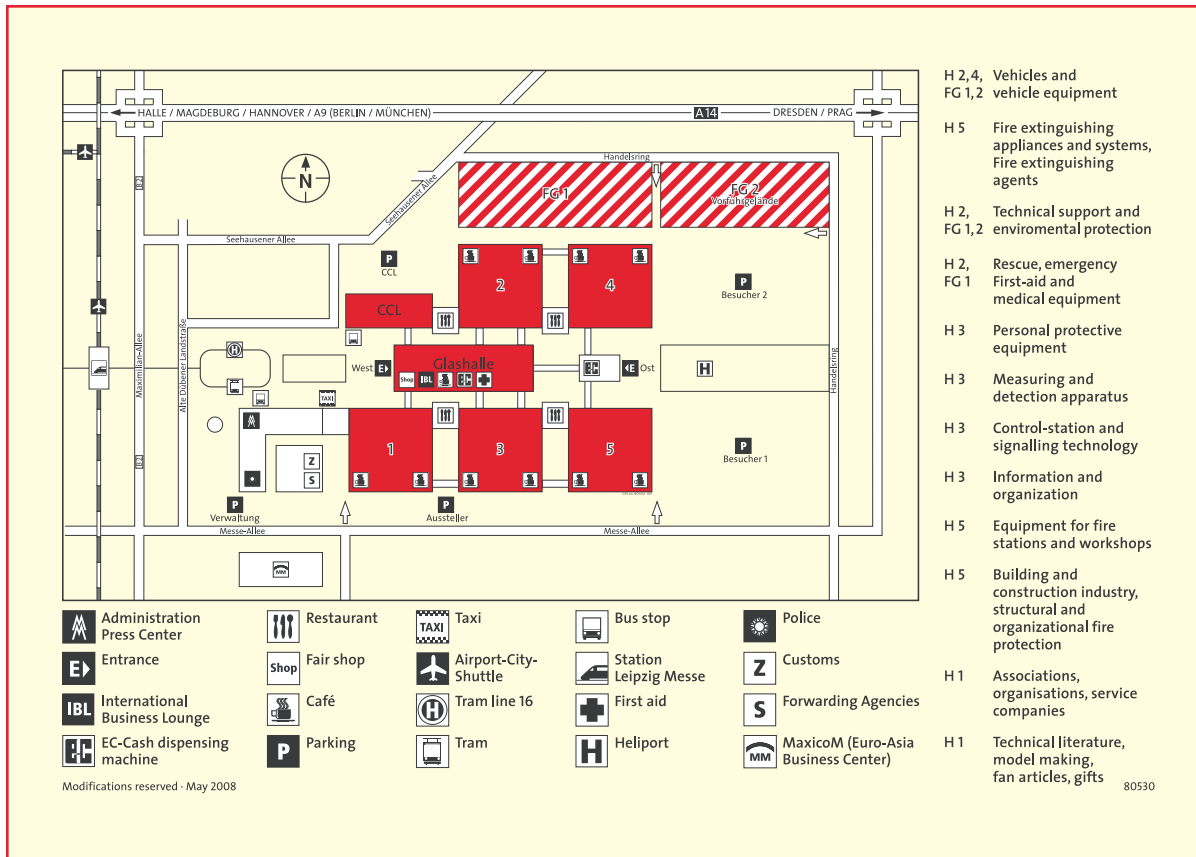
- Multi-lingual pavilion hostess
- Common lounge area with snack and beverage service
- Conference room for private meetings
- Fax and telephone in lounge
- Nightly security and cleaning

USA PAVILION



Typical USA Pavilion,
actual INTERSCHUTZ
design may vary.

INTERSCHUTZ 2010 AT A GLANCE



LEIPZIG: A CITY FULL OF LIFE

Historic Leipziger Messe is said to be the oldest fair in the world – yet its modern counterpart helps define the cutting edge of the trade show business. At the Leipzig fairgrounds, experience and tradition mix with state-of-the-art facilities to provide an optimum environment for you and your customers.

Once INTERSCHUTZ closes for the day, Leipzig offers plenty to keep you busy, from shopping and sightseeing to arts and culture to eating and drinking. Visit www.do-it-at-leipzig.de and www.leipzig.de to learn more.



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The USA Pavilion at INTERSCHUTZ is organized by Hannover Fairs USA and sponsored by Fire Apparatus Manufacturers Association (FAMA) and Fire and Emergency Manufacturers and Services Association (FEMSA).

