

Exhibitor Information

as at 13 January 2009



Munich Trade Fair, Germany
6-7-8-9 October 2009

Dear Exhibitor

This information sheet lists all important services, contacts and deadlines to assist you in preparing your successful participation at inter airport Europe 2009.

Each department will send you further information in due course so that you don't miss any of the services on offer. Procedures and dates may change so please watch out for new deadlines and service descriptions in the relevant information mailings.

Please don't hesitate to contact us if you need any further information. We look forward to assisting you in making the most of your show participation.

Your inter airport Team

Marketing Services

Pre-show advertising and marketing are essential tools to boost visitor attendance at your stand. We offer a wide range of marketing and press services, and many of these services are free of charge - please make use of them to promote your business!

→ Online Marketing Packages

Visitors increasingly use the internet to prepare their show visits. You can now choose between three different Online Marketing Packages to complement your show participation:

Silver Package*

- Enhanced Website Listing
- Online Show Planner

Gold Package*

- Enhanced Website Listing
- Online Show Planner
- Online Press Box

Platinum Package*

- Enhanced Website Listing
- Online Show Planner
- Online Press Box
- Website Banner

**For a detailed description and prices, please refer to the relevant information sheet "Online Marketing Packages"*

To order your preferred marketing package, please tick the respective box on your stand space contract. After receipt of payment, you will be sent your personal password allowing you to create and edit your company profile online (from February 2009 onwards). You can book or upgrade your online marketing package at any time, even after having submitted your stand space contract - simply ask us for a new order form. Co-exhibitors will be sent an individual order form once they have been officially registered.

→ Show Preview - free of charge -

In the run-up to the show, we will be publishing a detailed exhibition preview. The preview is a vital source of information and reference for airport professionals and trade journalists worldwide and will be distributed in summer 2009 to over 30,000 recipients. All exhibitors are invited to submit a short company profile. The *inter airport* Press Office will send you more information in **Spring 2009**.

→ Show Catalogue

All registered exhibitors and their co-exhibitors will be granted a basic entry in the alphabetical list of exhibitors free of charge. You can provide visitors with further information on your products and services by booking additional company entries in the exhibit category section or the list of trademarks. You also have the opportunity to place advertisements in b/w or colour. The publishing department will send you further information on services and prices together with entry forms in **Spring 2009**.

→ Promotional Material - free of charge -

As in previous years, you will be provided with a range of free promotional material such as posters, stickers, brochures, logos and various online-tools such as customised email signatures and banners. All promotional items are especially designed for *inter airport* Europe 2009 and can be used in numerous ways to support your pre-show marketing. The respective order form will be sent to you in **May 2009**.

→ Entry ticket vouchers for your customers

Visitors are very responsive to personal invitations, so you should consider sending entry ticket vouchers to your key prospects. From May onwards, you can order entry ticket vouchers **at a reduced rate** by using the promotional material form. Your benefit: You save money as compared to the normal ticket price, plus we guarantee that you will only be invoiced for the actual number of tickets used at the show. After the event, we will send you a detailed invoice with the names of all visitors who came to *inter airport* Europe as a result of your invitation.

Press Services

→ Online Press Box

Create your own online press box and make your press information readily available to customers and trade journalists worldwide! You can upload an unlimited number of press releases onto the *inter airport* Europe website by using your individual password. This service is part of the Online Marketing Packages "Gold" and "Platinum", please see the respective information sheet for prices and details.

→ Press Centre on site

As for previous shows, we are expecting a large number of journalists from all over the world. They will enjoy full support at the Press Centre which is located near the main visitor entrance (East). You can initiate or increase your press coverage in trade journals by using the Press Centre as a platform for keeping the media up-to-date on your products & services.

Press Trays

All registered (co-)exhibitors have the opportunity to display press kits on the shelves provided in the Press Centre. Your press kits should contain brief and factual descriptions of your major exhibits, we recommend producing specific press literature. Further information will be sent to you in **August 2009**.

Press conferences

If you are organising your own press conference during the show, please let us know so that we can announce it in the Press Centre and on our website. Further information will be sent to you in **August 2009**.

Online Exhibitor Handbook - for main exhibitors and pavilion organisers only-

The Exhibitor Handbook will give you quick access to rules and regulations and other technical information concerning the show. In addition, you will find all necessary forms to order services on-site such as shell schemes, rental furniture, electricity & water supply and many more. The Technical Management will send you further details on how to use the handbook by the beginning of **June 2009**. In this context, we would like to remind you to submit your stand design plans for approval in plenty of time. Also, please be aware of the individual deadlines from the service providers.

Registration of Associated Companies (Co-exhibitors)

Main exhibitors should declare any additional companies represented on their stands. Only registered co-exhibitors will be listed in the official exhibitor list and can benefit from the various exhibitor services on offer. The registration of co-exhibitors is **FREE OF CHARGE**, all you need to do is to fill in the respective fields in the stand space contract form.

Provisional Exhibitor Schedule

The schedule below is subject to change. You will find a continuously updated version on our website at www.interairport.com/europe (under the section "Exhibitor Services").

Dates to remember		Department in charge
February 2009	Enhanced Website Listings, Press Boxes and Online Show Planner go online (see "Online Marketing Packages" for further information)	<i>inter airport</i> Team
Spring 2009	<i>inter airport</i> Newsletter will be published	<i>inter airport</i> Team
Spring 2009	Show Preview: Invitation letter will be sent to exhibitors on how to submit a company profile	Press Office
Spring 2009	Exhibitors will be sent entry forms for the official Show Catalogue	Catalogue Department
May 2009	Exhibitors can order promotional material and entry ticket vouchers to invite customers (order form will be sent)	<i>inter airport</i> Team
May 2009	<i>inter airport</i> Visitor Brochure will be published	<i>inter airport</i> Team
June 2009	Exhibitor Handbook will be available online	Technical Department
August 2009	<i>inter airport</i> Show Preview will be published Info mailing on how to use the Press Office on site	Press Office
September 2009	A-Z Guide (on-site info) will be sent to exhibitors	Technical Department
6-9 October 2009	<i>inter airport</i> Europe 2009	<i>inter airport</i> Team

Contacts & Departments

inter airport Team (Show Management)	
Nicola Hamann, Exhibition Director Imke Barnstedt, Exhibition Manager Sandra Berliment, Exhibition Executive Claudia Stace, Exhibition Assistant Tel: +44 1727 814 400 Fax: +44 1727 814 401 Email: europe@interairport.com	<i>General information Stand reservation / bookings Registration of co-exhibitors Promotional material / ticket vouchers Online marketing package Sponsorship</i>
Technical Department	
Antje Extra, Technical Director Sabine Henrich, Technical Manager Tel: +44 1727 814 400 Fax: +44 1727 814 401 Email: antje.extra@mackbrooks.co.uk sabine.henrich@mackbrooks.co.uk	<i>Stand design and technical regulations Exhibitor handbook</i>
Press Office	
Susanne Neuner, PR Director Jessica Hennig, PR Assistant Tel: +44 1727 814 400 Fax: +44 1727 814 401 Email: press@interairport.com	<i>Press enquiries Show preview Press office on site (including press trays & press conferences)</i>
Catalogue Department	
Mack Brooks Publishing Ltd Liljana Goszdziewski, Catalogue Production Tel: +44 1727 814 400 Fax: +44 1727 814 501 Email: liljana.goszdziewski@mackbrooks.co.uk	<i>Catalogue enquiries (including advertisements)</i>
French speaking exhibitors	
Fabienne Taylor Tel: +44 1284 788 088 Fax: +44 1284 787 250 Email: fabienne.taylor@mackbrooksfrance.com	<i>General information and bookings</i>
Exhibitors from the USA and Canada	
Mack Brooks Exhibitions USA Email: inquiries@interairport.com	<i>General information and bookings</i>

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