

# Open Lounge Area

29 – 31 October 2012, Messe Frankfurt/Main,  
Germany

## Great speaking and exhibiting opportunity

You are a start-up or a company with innovative products and services, looking for a new market?

Then join us at World Publishing Expo 2012 in Frankfurt. More than 8,000 decision makers of the newspaper community will be pleased to meet you there.

[www.wan-ifra.org/worldpublishingexpo2012](http://www.wan-ifra.org/worldpublishingexpo2012)



# Open Lounge Area

Great speaking and exhibiting opportunity

## Your stand:



**Present your company at the Open Lounge Area to more than 8,000 decision makers of the Newspaper-Community:**

### Stand package at the Open Lounge Area:

- Stand space:
  - Walls, grey or white (height=250 cm)
  - Carpet in black, grey, red, blue or green
  - Fascia board construction including fascia board
  - Lettering on fascia board (max. 20 letters)
- 1 bar table (alternative: table 45cm x 45cm)
- 3 barstools (alternative: 1 bench, 2 cubes)
- 2 sideboards (1. 100x100x50cm and 2. 70x100x50cm)
- 1 brochure rack
- 1 paper basket
- Spotlights, 100W (1 pc. per 3 sqm)
- 1 mains connection 2kW, 1 triple outlet, Electricity consumption
- Basic cleaning
- Daily cleaning
- 5 exhibitor passes

### Included in all stand options:

- company entry in the printed and online catalogue (1400 characters incl. spaces)
  - Release date for the online catalogue: 2 July 2012
  - Deadline for the printed catalogue: 31 August 2012
- Logo and stand number in the 'list of exhibitors' (online)

## Forum Media Port:



**Present together with a client of yours a case study at the Media Port at one of the following sessions:**

### Monday, 29 October

- 10.30 - 13.00 h: Tablet and Mobile Trends
- 14.00 - 16.30 h: Social Media Best Cases (XMA winners)

### Tuesday, 30 October

- 10.30 - 13.00 h: Digital Innovations
- 14.00 - 16.30 h: Innovative Advertising

### Wednesday, 31 October

- 10.30 - 13.00 h: Cross-media Publishing
- 14.00 - 16.00 h: Excellence in Printing (INCQC winners)

### Both options – one exceptional package:

- free speaking opportunity at the Media Port
- stand package at the Open Lounge Area

### The rate for 3 days?

**Only EUR 399 / EUR 409 per m²!**

### Upgrade your Media Port presentation:

- Web banner at the Media Port event website promoting your Media Port presentation
- Logo and stand number in all presentations (linked to the online catalogue entry)
- Publication of a text ad in the Executive News Service Newsletter for 1 week
- company flyer incl. in session folder (min. 50 info packs per session)

### The upgrade rate? Only EUR 750 / EUR 890!

### Contact:

#### for exhibiting:

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#### for a presentation slot:

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### Visit us online:

- Event Blog: [www.wan-ifra.org/wpe2012\\_blog](http://www.wan-ifra.org/wpe2012_blog)
- Twitter: @newspaperworld, #wpe12, #IFRA Expo
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