



360°

CONNECTED
MARKETING WORLD

COMMUNICATION
EVENT
PROMOTION

21 - 23 August 2012
Messe Zurich Exhibition Centre

EXHIBITOR INFORMATION

suisse
emex '12

TRADE SHOW & CONGRESS



SuisseEMEX'12 - THE NEXT LEVEL

360° connected marketing world and business platform

WELCOME TO THE LARGEST MARKETING PLATFORM IN SWITZERLAND

SuisseEMEX is the leading Swiss trade show for the marketing and event branch with an integrated congress focusing on current topics and trends. What makes it unique is the exhibitor mix presented as a 360° marketing world in the form of a diverse and innovative B2B total event.

During the three days of the exhibition, we are proud to welcome approximately 13,000 market-oriented business and branch specialists from all areas of marketing who are on the lookout for new ideas, solutions, offers and trends within the industry. They appreciate the "all-inclusive" trade show concept with exhibitors arranged according to category, and they are eager to take advantage of the free presentations from industry experts as well as opportunities for dialogue and networking.

Around 400 exhibitors in four exhibition halls are grouped into the following three main categories for ease of orientation:

- **MARKETING / COMMUNICATION**
- **EVENT / LIVE COMMUNICATION**
- **PROMOTION / PROMOTIONAL ITEMS**

We place a high priority on the open communication zones, as they encourage business networking and trade discussions between the exhibitors and visitors. Thanks to the attractive set-up with a focus on the corresponding target group, our exhibitors enjoy increased visitor frequency at their booths and make contact in the exhibition halls with the visitor group in which they are interested.

Are you interested in participating? With our individual exhibitor options and attractive "all-inclusive booth packages", we will find the right solution for you to best present yourself at SuisseEMEX. We are more than happy to assist you in planning your successful trade show appearance.

Now it's up to you to register for SuisseEMEX'12 and make successful contacts!

Yours sincerely,



EMEX Management GmbH
Ewa Ming, CEO

KEY INFO AT A GLANCE

SuisseEMEX - Trade Show & Congress for Marketing

Trade show dates	21 - 23 August 2012
Number of exhibitors	360 companies from Switzerland and abroad
Number of visitors	12,850 mainly from CH / D / A
Exhibition area	15,000 m ² in four exhibition halls + outdoor areas
Print & online media	Over 40 partnerships

Trade show location

Messe Zurich Exhibition Centre with modern infrastructure, public access and 1,500 parking spots in Zurich-Oerlikon www.messe.ch

Opening times for visitors

Tuesday, 21st of August 2012 12.00 to 19.00
Agency & Entrepreneurs' Day, followed by EMEX WIESN FEST – free for exhibitors and their guests

Wednesday, 22nd of August 2012 09.00 to 18.00
XING & Networking Day followed by booth parties

Thursday, 23rd of August 2012 09.00 to 17.00
Google Dayw2

"All-Inclusive" Trade Show & Congress ticket

Day pass	CHF 60.00
Specials / Students	CHF 40.00
Exhibitor charge for visitor vouchers	CHF 20.00 (max. CHF 1'200.00)

Registration / Booth reservation

Early Bird discount Until 15th of March 2012

Deadline for registrations 30th of June 2012 -

late applications cannot be guaranteed

Registration form

www.suisse-emex.ch

Event organiser

EMEX Management GmbH, Zurich
www.suisse-emex.ch

We are inviting you to be successful both today and tomorrow – take the first step and be an exhibitor at SuisseEMEX'12.

We are happy to advise you on +41 44 366 61 11



IN FOCUS

Decision-makers / Industry expertise / Trends and innovation



DIALOGUE UNITES – ONLINE AND OFFLINE

The next dimension has been reached in communication. Entrepreneurs, marketers and advertising experts are always searching for new strategies for success. The key is to continue to develop the sixth edition of SuisseEMEX in dialogue with you to make it a unique 360° networked marketing world and a business platform for “the next level” as well as to present new content, innovation and a top-calibre exhibitor line-up.

WHAT ATTRACTS OVER 12,500 VISITORS TO SUISSE EMEX?

- 55% Finding new partners / suppliers / products / services
- 28% Making new contacts and maintaining existing ones
- 12% Making use of further training opportunities at the exhibition
- 5% Other reasons

A POSITIVE, SUCCESSFUL AND WELL-ESTABLISHED START TO THE 6TH ROUND

85% WOULD RECOMMEND SUISSE EMEX TO BUSINESS ASSOCIATES

83% ENJOYED THE OVERALL ATMOSPHERE AT SUISSE EMEX

85% RESPONDED POSITIVELY TO SUISSE EMEX AND WOULD RETURN IN 2012



OVER 12,850 INDUSTRY VISITORS IN FOCUS

- Market-oriented entrepreneurs, CEOs and department heads from SMEs, agencies & large firms
- Marketing directors, heads of advertising, PR, communication and sponsoring
- Decision-makers from media, print and publishing branches
- Directors of marketing, sales and promotion
- Event, seminar and congress planners, trade show and live communication managers
- Educators and training managers, trainers, team developers, coaches
- Industry experts & junior management from marketing, communication and event branches

Visitor breakdown 2011

- 25% Owners / CEOs / Board members
- 29% Members of management / Executives
- 43% Industry experts / Employees
- 3% Trainees / Students

A 360° CONNECTED MARKETING WORLD

The categories – Your business

COMMUNICATION

Solutions & know-how from marketing and classic & online advertising for the businesses of today and the customers of tomorrow
Halls 3&4

Advertising **Visual Communication**

Creative Concepts Labelling Cross Media

Dialogue Marketing **CRM** Outdoor Advertising

Call Centres **Direct Marketing** Lettershop Design

Innovation & Trends Market Research **Media**

Mobile Marketing eCommerce Catalogue Systems

New & **Social Media** Newsletters **Online Marketing**

Communication Technology Sustainability

Paper Finishing **Public Relations** Trade Associations

SME Special Print & Production **Paper & Packaging**

Focus Sales Publishing Training & Professional Development

PROMOTION

Ideas & trend products for sales promotion
Hall 5

Mobile Sales Promotion Decorations

Merchandising **Trend Products & Specialities**

Displays & POS Systems Corporate Fashion **Promotional Items**

Company Giveaways **Event Promotion** Sponsoring

EVENT

Unforgettable experiences!
Halls 5&6

Event Services Tent & Marquee Hire **Venues**

Seminar Academy **Booth Construction** Interior Design Meetings

Event Technology Catering Gastronomic Experiences

Live Communication Agencies **Entertainment**

Destinations **Seminar Congress & Incentives**

Event Locations **Live Marketing**



THIS TRADE SHOW IS NOW A REGULAR EVENT FOR US

Our "Thank-You Station" in a retro style from the 1960s was a complete success. We were able to optimally integrate and present our core skills of "digital printing and illuminated advertising" in our booth design. EMEX has been an established component of our marketing strategy for years and it will remain so. The number and quality of contacts we made were excellent. This trade show is now a regular event for us and we are already looking forward to next year.

Daniel Weissbaum, Head of Marketing and Sales, Attilio Meyer AG

THE LEADING MARKETING TRADE SHOW IN THE GERMAN-SPEAKING WORLD



SuisseEMEX has made great strides in the quality of its events and has now solidified its position as the leading marketing trade show in the German-speaking world.

Manfred Zaunbauer, CEO, Europack Schweiz GmbH

THE MOST IMPORTANT EXHIBITION IN THE MICE INDUSTRY



The programme for event planners is ideal as it allows us to make new contacts in an extremely short time and – in combination with our own booth – is the main reason why SuisseEMEX is the most important exhibition in the MICE industry for Zermatt Tourism.

Pascal Gebert, Sales Manager, Zermatt Tourism



FREE TRADE CONGRESS ON FOUR STAGES

WITH TOP KEYNOTES

- EMEX Marketing Forum | Hall 3
- Online Forum | Hall 4
- Entrepreneurs' Forum (Unternehmer Forum) at the Business Park | Hall 4
- **NEW** Event Forum with LiveCom & Venues Zone | Hall 6

„Call for Speakers“ until 30th of March 2012

Application form at www.suisse-emex.ch

YOUR ADDED VALUE IN BRIEF

NEWS

- 1st trade show day = Agency & Entrepreneurs' Day
- Increased focus on trends & innovations
- Discounted entry (CHF 20.00) until 10.00 with the Early Morning ticket, incl. coffee to encourage more trade visitors from the moment the doors open
- SME Business & Office Management area
- Event Forum: Expert panel on live marketing, conventions, trade shows and events
- "Meet the Expert": Roundtable discussion as a new presentation form to make more expertise available

TRIED & TESTED

- Networking & business matching
- Hosted buyer programme for seminar & event planners
- EMEX Wiesn exhibitors' evening on first day of the show for mixing business & pleasure
- Campus talks at the Online Forum: Roundtable moderators and exhibitors invite you to join industry discussions
- Trade association aperitifs and get-togethers

Last but not least: "All-inclusive" concept for a total congress and networking experience at the trade show

BECOME AN EXHIBITOR AND PROFIT



NUMEROUS NEW CONTACTS

„SuisseEMEX provides an ideal platform for CPT AG to make contact with customers and decision-makers and to introduce them to our company’s services. The positive feedback from our customers and the numerous new contacts we were able to make at SuisseEMEX confirm this. We really value the event’s professional organisation and the high frequency of visitors to our booth.“

Stephan Marioni-Eglin, Marketing & Sales Manager, CPT AG

TAKE PART, MAKE CONTACTS AND MAXIMISE YOUR MARKET PRESENCE!

BOOTH PRICES FOR INDIVIDUAL EXHIBITORS

The minimum area for rent is 12 m² with a minimum recess depth of 3 metres

Type of booth:	Regular price:	EARLY BIRD price*
Row booth	CHF 310.00 / m ²	CHF 285.00 / m ²
Corner booth surcharge	15% - open on 2 sides	15%**
End booth surcharge	20% - open on 3 sides	20%**
Island booth surcharge	20% - open on 4 sides	20%**
Outside area in the open	CHF 250.00 / m ²	CHF 240.00 / m ²



The minimum size for the end booth is 18 m² and for the island booth 36 m². From 100 m² upward, there is no extra charge for multiple open fronts.

*EARLY BIRD: The early booking discount applies for registration by 15th of March 2012 and for payments made on time.

** Surcharges for open frontage at the Early Bird price are calculated based on the regular price of CHF 310.00 / m².

OBLIGATORY FEES - in addition to the booth floor area

Marketing package for exhibitors	CHF 600.00 / per exhibitor and per co-exhibitor
Electricity usage (without socket) + waste disposal	CHF 6.00 / m ²
Fee for any co-exhibitors	CHF 600.00 / co-exhibitor
Any redeemed visitor credit vouchers	CHF 20.00 / ticket up to a max. of 60 vouchers (max. CHF 1,200.00), no charge for additional tickets

You will find detailed information and terms on the registration form at www.suisse-emex.ch

RENTAL MODULAR BOOTHS – in case you do not have your own booth



„BASIC“ TYPE



„COMFORT“ TYPE

Prices given are per m² including assembly and disassembly, basic lighting and signage.
Rental prices exclude the price of the booth floor area, further additional costs, and obligatory fees.

OUR PACKAGES: QUICK, UNCOMPLICATED AND ATTRACTIVE!

ALL-INCLUSIVE BOOTH PACKAGES

WE RECOMMEND OUR ALL-INCLUSIVE BOOTH PACKAGES FOR A TRADE SHOW APPEARANCE WITH THE LEAST EFFORT

REGISTRATION FORM AT
www.suisse-emex.ch



„EASY BUSINESS” BOOTH 6 M² ALL-INCLUSIVE BOOTH PACKAGE

Easy Business type booth, 3 x 2 m floor area for 3 days, 1 exhibitor marketing package, 1 electrical connection + electricity, Max. 1 co-exhibitor allowed

Row booth	CHF 4,300.00
Corner booth	CHF 4,600.00
after 15 March 2012	
Row booth	CHF 4,600.00
Corner booth	CHF 4,900.00

ADDITIONAL SPECIAL CATEGORIES AND OFFERS

BUSINESS PARK | HALL 4

Contact counter	CHF 4,100.00
after 15 th of March 2012	CHF 4,400.00

ENTERTAINMENT / ARTIST AISLE | HALL 5

Contact counter	CHF 950.00
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MEETING-INCENTIVE BUSINESS NEW WITH SEMINAR ACADEMY | HALL 6

Contact counter	CHF 2,200.00
after 15 th of March 2012	CHF 2,500.00
Booth packages	CHF 4,300.00
after 15 th of March 2012	CHF 4,600.00

LIVECOM & VENUES | HALL 6

Contact island for 4 exhibitors	CHF 14,900.00
after 15 th of March 2012	CHF 16,000.00

Contact us to request more detailed information about the individual booth packages or download it at www.suisse-emex.ch



NEW LARGE-SIZE END BOOTH PACKAGE

Book a large-size booth and share the costs with co-exhibitors

End booth 64 m² (8 m x 8 m)
Package rate CHF 20,000.00
instead of the regular price of CHF 27,000.00

Included in price: 1 main exhibitor, 2 co-exhibitors, 3 exhibitor marketing packages, waste disposal + electricity, special mention in the hall map



NEW LARGE-SIZE ISLAND BOOTH PACKAGE

Book a large-size booth and share the costs with co-exhibitors

Island booth 128 m² (8 m x 16 m)
Package rate CHF 35,000.00
instead of the regular price of CHF 44,500.00

Included in price: 1 main exhibitor, 3 co-exhibitors, 4 exhibitor marketing packages, waste disposal + electricity, special mention in the hall map

DIALOGUE UNITES

Be a part of the action from 21 to 23 August 2012
and make new contacts!

Are you ready for **THE NEXT LEVEL?**



We're looking forward to your participation



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A company of the Wigra Gruppe | www.wigra.com
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