viscom – Two trade fairs. One date. One location.

For 30 years, viscom – international trade fair for visual communication – which is annually alternating between Düsseldorf and Frankfurt, has influenced the development of the industries of visual communication.

Complex markets require clear structures. viscom combines two trade fairs, viscom SIGN and viscom POS, under a single roof. Having been systematically developed, both trade fairs are distinctly positioned. As a package they create effective and efficient synergies and THE annual meeting point for the industries of visual communication in the advertising industry in Europe.

Therewith viscom reflects the value chain of technology, procedures and materials right up to the newest applications at the point of sale:

viscom SIGN is the trade fair for advertising technologies and digital print technologies: Procedures, technologies and materials.

viscom POS, trade fair for communication and digitalization at the POS: Print and finishing applications, marketing for the POS, premium packaging products, brand and room presentation.
viscom – facts and figures for your success.

TOP SCORE FROM EXHIBITORS

DEVELOPMENT

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>320*</td>
</tr>
<tr>
<td>2015</td>
<td>302</td>
</tr>
<tr>
<td>2012</td>
<td>327</td>
</tr>
<tr>
<td>2009</td>
<td>310</td>
</tr>
<tr>
<td>2006</td>
<td>171</td>
</tr>
<tr>
<td>2003</td>
<td>296</td>
</tr>
<tr>
<td>2000</td>
<td>202</td>
</tr>
</tbody>
</table>

*expected

EXHIBITORS

<table>
<thead>
<tr>
<th>Target Group</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print service/print shop</td>
<td>52.6%</td>
</tr>
<tr>
<td>Signmaking</td>
<td>50.5%</td>
</tr>
<tr>
<td>Brand manufacturers</td>
<td>50.0%</td>
</tr>
<tr>
<td>Digital signage users</td>
<td>47.6%</td>
</tr>
<tr>
<td>Display manufacturers and distributors</td>
<td>44.3%</td>
</tr>
<tr>
<td>Advertising displays and product carriers</td>
<td></td>
</tr>
<tr>
<td>Window dressers and decorators</td>
<td>35.6%</td>
</tr>
<tr>
<td>Agencies</td>
<td>33.3%</td>
</tr>
<tr>
<td>Stand and shop fitting</td>
<td>28.8%</td>
</tr>
<tr>
<td>Architecture/interior design</td>
<td>14.6%</td>
</tr>
</tbody>
</table>

*multiple responses

ORIGIN

<table>
<thead>
<tr>
<th>Country</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>61%</td>
</tr>
<tr>
<td>International</td>
<td>39%</td>
</tr>
</tbody>
</table>

302 Exhibitors 2015

REACHING TARGET GROUPS*

Exhibitors award the ratings “good” to “very good” to the possibilities of reaching the major target groups during the trade fair:

<table>
<thead>
<tr>
<th>Target Group</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print service/print shop</td>
<td>52.6%</td>
</tr>
<tr>
<td>Signmaking</td>
<td>50.5%</td>
</tr>
<tr>
<td>Brand manufacturers</td>
<td>50.0%</td>
</tr>
<tr>
<td>Digital signage users</td>
<td>47.6%</td>
</tr>
<tr>
<td>Display manufacturers and distributors</td>
<td>44.3%</td>
</tr>
<tr>
<td>Advertising displays and product carriers</td>
<td></td>
</tr>
<tr>
<td>Window dressers and decorators</td>
<td>35.6%</td>
</tr>
<tr>
<td>Agencies</td>
<td>33.3%</td>
</tr>
<tr>
<td>Stand and shop fitting</td>
<td>28.8%</td>
</tr>
<tr>
<td>Architecture/interior design</td>
<td>14.6%</td>
</tr>
</tbody>
</table>

*multiple responses

SATISFACTION

76% of the exhibitors recommend participating in viscom
viscom – facts and figures for your success.

VISITORS WITH CLEAR OBJECTIVES

DEVELOPMENT

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>6,653</td>
</tr>
<tr>
<td>2003</td>
<td>6,725</td>
</tr>
<tr>
<td>2006</td>
<td>6,715</td>
</tr>
<tr>
<td>2009</td>
<td>11,029</td>
</tr>
<tr>
<td>2012</td>
<td>12,100</td>
</tr>
<tr>
<td>2015</td>
<td>10,338</td>
</tr>
<tr>
<td>2016</td>
<td>11,500*</td>
</tr>
</tbody>
</table>

*expected

MAIN AREAS OF INTEREST*

<table>
<thead>
<tr>
<th>Area</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product managers interested in signmaking and large format printing</td>
<td>5,407</td>
</tr>
<tr>
<td>Visitors interested in digital signage</td>
<td>1,600</td>
</tr>
<tr>
<td>Visitors interested in interior design</td>
<td>2,100</td>
</tr>
</tbody>
</table>

*multiple responses

ORIGIN

- 76% Germany
- 24% international from 66 countries

QUALITY

- 53% of the exhibitors were satisfied or very satisfied with the visitor quality
- 76% of the visitors are decision makers
viscom – access the growing markets.

DEMAND IS GROWING

3.5% annual growth forecasted for worldwide packaging market to 2020
Study: Smithers Pira „The Future of Global Packaging to 2020”

The market of luxury packaging is growing worldwide, thanks to the trend of personalised packaging, sustainability demand, economy and demography.
Study: Smithers Pira „The Future of Luxury Packaging to 2019”

23% growth in inkjet based packaging printing
2014: 1 billion sqm ➔ 2019: 2 billion sqm
Source: InfoTrends

inkjet printing and printed packaging
$ 51.7 billion market share 2014
Study: Smithers Pira „The Future of Inkjet Printing to 2019”

Global market for printed POS/Signage in 2014
$ 49.4 billion worldwide
$ 30.7 billion of it is indoor
Study: Smithers Pira „The Future of Signage in an Electronic World to 2020”

Interiors market 2014
330 million sqm laminate & wood
52 million sqm wall covering and wallpaper
Study: InfoTrends „Profiting through Digital Printing in the Décor Marketplace”

30% growth per year for digital textile printing.
More than 3.2 billion sqm to 2019.
Study: InfoTrends „Digital Textile Forecast”

49.1% of the visitors come with concrete investment intentions and volume of in total
233 million Euro.*
*at viscom 2015 (Wissler & Partner, Switzerland)

INVESTMENT VOLUME OF THE VISITORS

Proportion of printing process in the worldwide production.

Digital printing

Sheet-fed

offset printing

Rotary offset
printing

Flexo printing

others

2013

2018

Study: Smithers Pira „2014 (2018 Prognose)”

Global market for printed POS/Signage in 2014
$ 49.4 billion worldwide
$ 30.7 billion of it is indoor
Study: Smithers Pira „The Future of Signage in an Electronic World to 2020”

Interiors market 2014
330 million sqm laminate & wood
52 million sqm wall covering and wallpaper
Study: InfoTrends „Profiting through Digital Printing in the Décor Marketplace”

30% growth per year for digital textile printing.
More than 3.2 billion sqm to 2019.
Study: InfoTrends „Digital Textile Forecast”
viscom – our network is unique.

**RICH IN CONTACTS**

- 45 national and international Institutions and partners
- 50,000 companies are part of viscom’s network
- 47 trade journals and online publications united in viscom’s worldwide media network
- 900 international media contacts
- 85 international specialised journalists onsite in 2015
- 365 days of editorial support on viscomblog

www.viscomblog.com
viscom – because it is much more than a trade fair.

INNOVATIVE

viscom offers to its exhibitors and visitors the perfect environment to present themselves, to communicate and to generate business.

The special exhibition areas and the supporting program focus on trends and inspirations.

NEW 2016 Matchmaking:
Initiation of tailor-made industry-specific business contacts before and during the trade fair

NEW 30 Years viscom show & do arena:
Exhibitors show some of the important development steps of the last years: from signwriters, to gold-plating and T-shirt printing up to graffiti screens

NEW Digital retail special area:
Exhibiting made easy: Packages for the suppliers of digital solutions for POS/POI

NEW POS display and packaging special area:
Packages with special rates and many extras for Superstar-participants and suppliers of premium packaging for the POS

NEW Store tour in Frankfurt with our partner the Retail Academy: The Retail Academy leads you to interesting digital projects in stores of Frankfurt.

THE KEY TO SUCCESS

» Product innovations and innovative industry awards
» Trends in special exhibition areas
» Space for new topics and markets
» Added value for exhibitors through participation to event stages
» Useful tips for every day, inspiration and business boosts for visitors
» Space for discussions and networking with happy-hour, business-café & co.
» From packages to individual offers – an exhibitor solution for every need and budget
» Established meeting place of the industries
The supporting program, created by exhibitors and top-class speakers, is focused on the need of information of the visitors related to novelties, innovations, backgrounds, product presentations and professional development. An essential guarantee for the success of the exhibitors.

- **3** days
- **4** stages
- **10** theme-sessions
- **96** single presentations

**viscom – because it is offering even more**

**FOCUSED**

- **3** special areas for digital retail and POS display & packaging
- **1** show & do arena
- **1** world of inspiration presents the value chain of material to design and construction right up to refined products in packaging and in the interior design. With lunch & learn and speakers corner.
- **3** awards (SUPERSTAR, digital retail award, wrap stars)
- **3** focus days

- **Digital retail** addresses the trade, brand manufacturers, marketing and trade marketing managers, agencies, signmakers: all about digital marketing and the whole customer journey.

- **POS communication**: this is about the triad of packaging, display and shop design and about refinement tips, trends and techniques – for buyers and users of displays and premium-packaging, interior designers, stand and shop fitters, signmakers, agencies.

- **Interior design** is targeting interior designers, stand and shop fitters, agencies, print service, trade: It is all about the emotionalising room presentation, where refinement, personalisation and the individual digital print are very important
viscom – tailor made for your requirements.

PARTICIPATION OPPORTUNITIES

- **Stand area individual**
  - row stand: 189 €/sqm
  - corner stand: 221 €/sqm
  - end of block: 233 €/sqm
  - island site: 249 €/sqm

  - Including individual stand construction
  - Prices on request or own stand construction

- **With system stand offers**
  - BASIC: 149 €/sqm
  - AVANT: 168 €/sqm
  - HERMES: 172 €/sqm
  - ATLAS: 182 €/sqm
  - HELIOS: 200 €/sqm

  Prices in addition to regular stand area price

- **Trampolin-package**
  - For first time exhibitors: 4,299 €
  - 12 sqm row stand
  - Inclusive stand construction

- **Digital retail box**
  - For participants of the special area
  - Start 9 (9 sqm Box): 6,880 €
  - Basic 12 (12 sqm Box): 8,760 €
  - Big 18 (18 sqm Box): 12,790 €

  All packages inclusive stand construction, Basic 12 and Big 18 inclusive digital-retail-services

- **Digital retail award for nominated projects**
  - 250 € early bird-submission (May to end of June)
  - 380 € from July onwards

- **world of inspiration – Packaging, Display, Digital Marketing, Interiors technology & material – design & development – products & applications – instore & object design**
  - „Basic“: show case and brochure stand, without your own staff, with communal hostess 1,575 €
  - „Plus“: stand construction, show case or brochures stand, with your own staff 2,575 €

  - **space on the material wall**
    - 100 € 1st exhibit, 50 € further exhibits

- **show & do arena by invitation only**

- **Presentation by invitation only**

All prices in addition of 19% VAT

- **Superstar lounge**
  - approx. 12 sqm networking box incl. all additional costs with coffee-catering in the box
  - logo in the exhibition catalogue and in the viscom email newsletter
  - logo in the DISPLAY Magazine (in German) and on www.display.de, 1 exhibit in the SUPERSTAR Awards, entry in the SUPERSTAR yearbook (in German) 4,299 €

- **Superstar award**
  - 800 €/exhibit with stand/up to 3 exhibits
  - 950 €/exhibit without stand/up to 3 exhibits
  - 750 €/exhibit with stand/starting from the 4th exhibit
  - 900 €/exhibit without stand/starting from the 4th exhibit
  - 700 €/exhibit with stand/starting from the 10th exhibit
  - 850 €/exhibit without stand/starting from the 10th exhibit

  Additional obligatory marketing fee:
  - 300 € 1st exhibit
  - 250 € 2nd exhibit
  - 200 € 3rd exhibit
  - 150 € starting from the 4th exhibit

For all packaging participants:
- “Basic” and “Plus” packages incl. focus report in German in the category “POS communicative” of the magazine “creativ verpacken”: 1 photo + 400 characters (ca. 1/6 page) and 1/2 page advert 4c in the viscom catalogue

Optional: Case study, category “POS communicative” in the magazine “creativ verpacken” (German and English): 1 photo + 1,700 characters for 500 € instead of 800 €.

Cooperation Partner:

display
viscom – we are there for you and your industry.

SERVICE ORIENTED

We are there to advise YOU on your INDIVIDUAL participation.

Petra Lassahn  
Overall direction  
Phone +49 211 90191-133  
petra.lassahn@reedexpo.de

Marc Eberhardt  
Head of exhibitor consultation and support  
Phone +49 211 90191-327  
marc.eberhardt@reedexpo.de

Till Küppers  
Exhibitor consultation and support  
Phone +49 211 90191-147  
till.kueppers@reedexpo.de

Sara Kaplan  
New exhibitors consultation and support  
Phone +49 211 90191-311  
sara.kaplan@reedexpo.de

Céline Gandihon  
Special shows and supporting program  
Phone +49 211 90191-211  
celine.gandihon@reedexpo.de

Carolin Wilhelm  
Visitor support and supporting program  
Phone +49 211 90191-219  
carolin.wilhelm@reedexpo.de