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World of imaging
COLOGNE | SEPTEMBER 18 - 23
2012

boulevard of competitions



Idea

- Coherent image installation from the leading professional photography competitions
- Exhibition format in a modern architectonic ambience
- Exhibition for approx. 5–8 professional photography competitions
- Prominent integration into media coverage of the photokina campaign
- Not curated



Location

- North Boulevard of Koelnmesse, gross exhibition space of approx. 5,600 m²
- Implementation of the image exhibition will be planned in three blocks
- Light-flooded room with a height of 9.00 m
- Well-frequented connecting structure between Entrance North, Press Centre North, Halls 6 + 9 and the southern section of the exhibition grounds



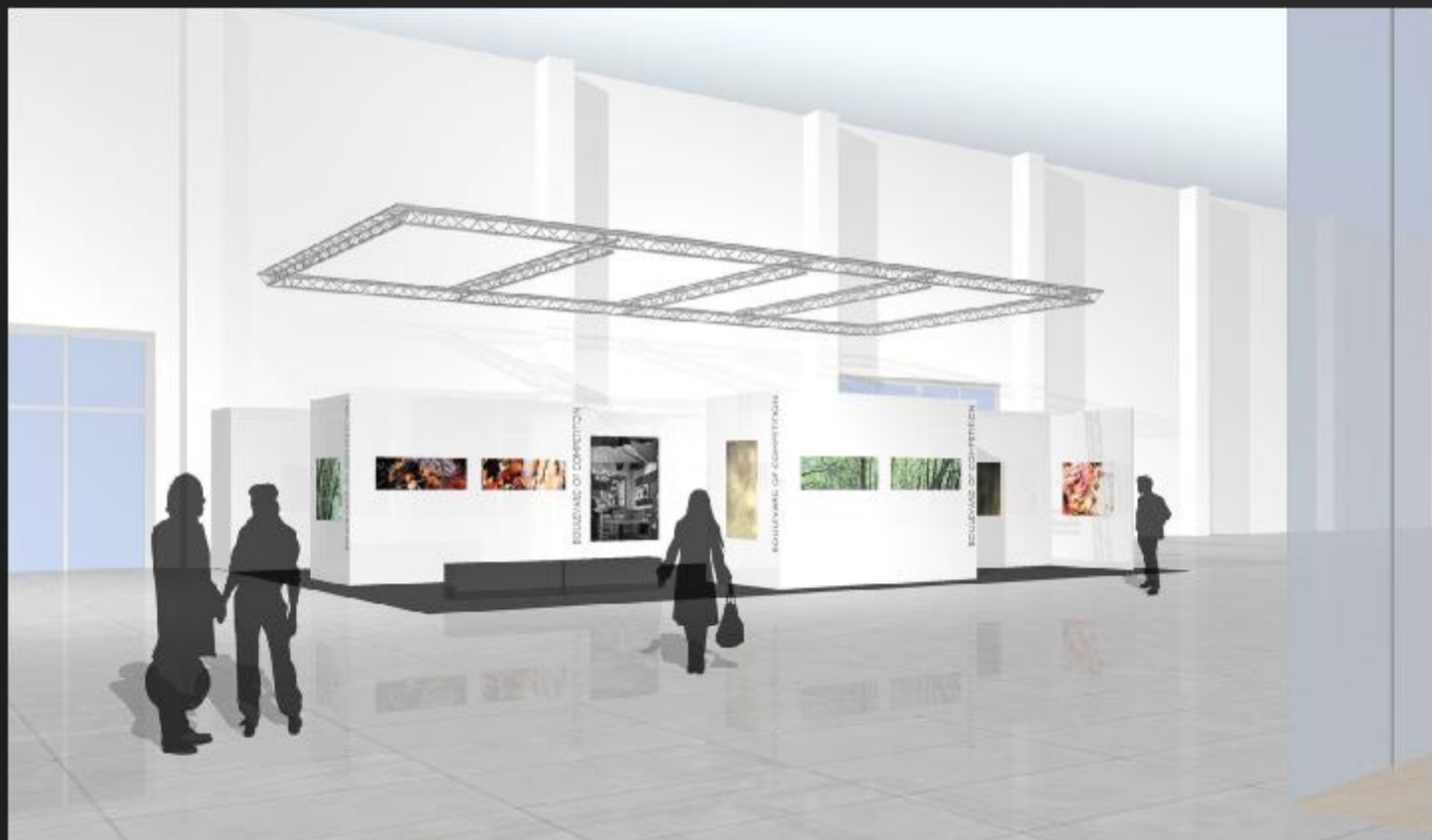


Implementation





Implementation



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Implementation





photokina provides

- Infrastructure, consisting of:
exhibition space, three-metre-high walls painted white, lettering, professional area lighting, uniform design including carpets, hanging, general trade fair security
- Media accompaniment, consisting of:
Announcement by means of a separate press release, integration into the Newsletter campaign, integration into the website, mention in the photokina dailies, integration into the exhibition centre plan of the trade fair for visitors
- Project management and coordination by Juliane Rückriem

Optional services (subject to a fee)

- Additional lighting, furniture of every kind, booking advertising space above the exhibition area (e.g. for banners above the image exhibition that indicate a stand), individual security



Exhibitors provide

- Production of the exhibits (number and sizes by agreement with Juliane Rückriem)
- Delivery of the exhibits on 15th September 2012 (no originals; images will be destroyed after the trade fair)
- Supervision of the exhibition by personnel during the trade fair



Next steps

- Agreement with potentially interested parties (exclusively for exhibitors)
If you have any questions or are interested in taking part, we will be happy to help you at any time.
- Selection and determination of the scope of the exhibition (in the event of excess demand, we will unfortunately be forced to limit the exhibition)
- Planning of the concrete implementation
- Start of the PR work



Your contact

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Thank you for your attention!