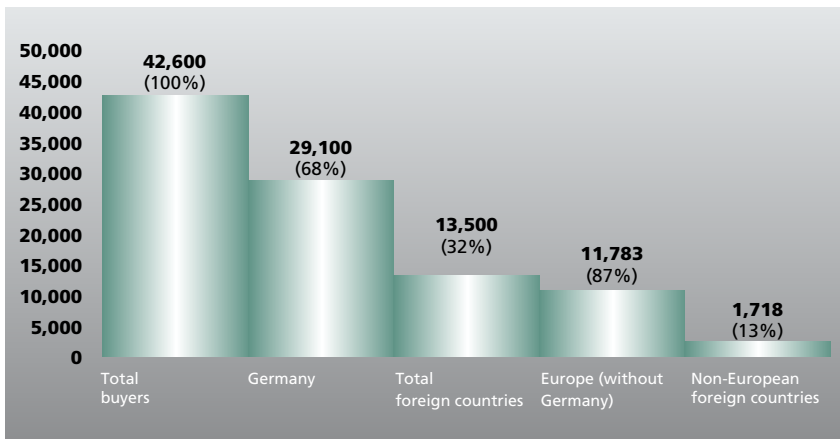




# IGEDO FASHION FAIRS DÜSSELDORF

## BUYER AND EXHIBITOR STRUCTURE JULY 2007

## BUYER STRUCTURE



## VISITOR STRUCTURE

42,600 trade visitors, 30% of them from abroad (Europe, North and South America, Asia, Australia, Africa).

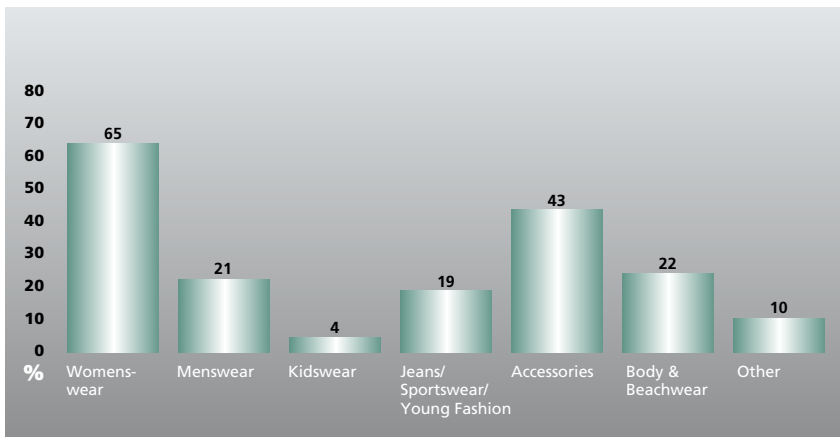
More than 1,400 journalists from 30 countries: Trade, fashion, daily, Sunday and business press, weeklies, special interest magazines, television and radio.

## PRESS RESULTS YEARLY

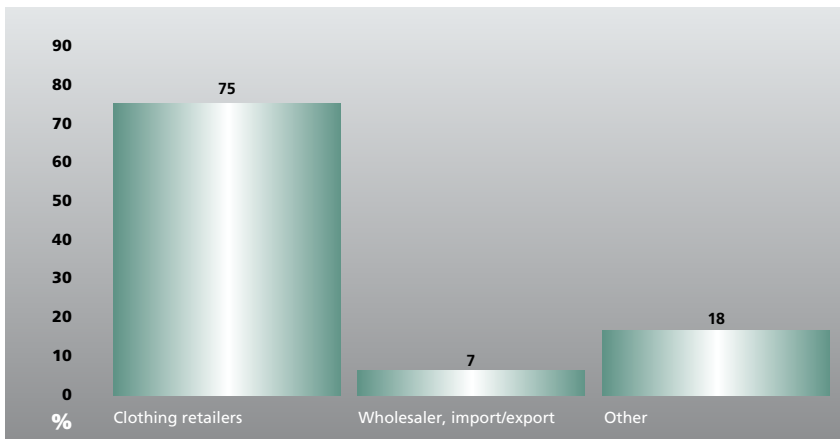
- More than 7,000 releases with a total circulation of roughly 300 million.
- Over 1,000 TV reports and specials with a total airtime of 70 hours.

## INTEREST IN PRODUCT LINES

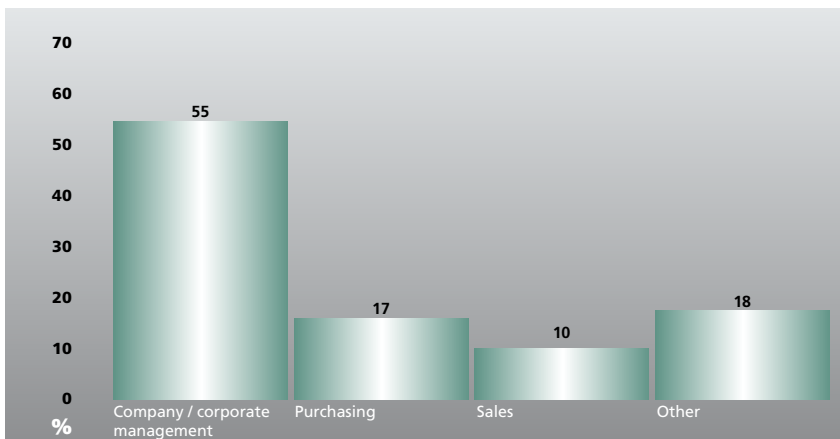
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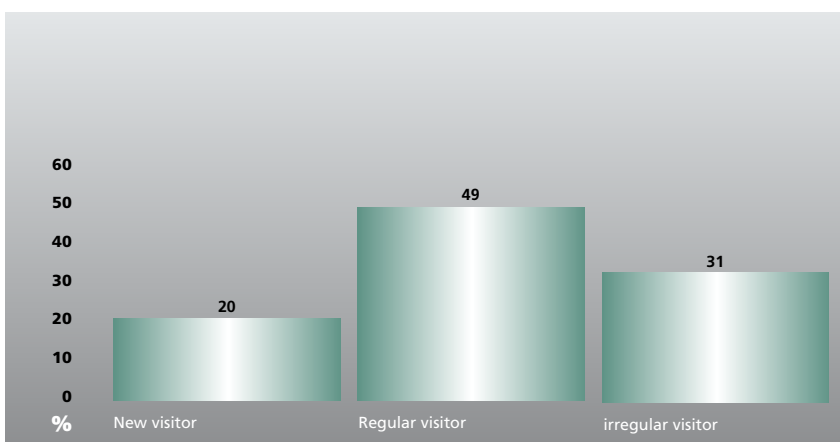
## TYPE OF BUSINESS (%)



## AREA OF RESPONSIBILITY IN THE COMPANY (%)



## VISITING HABITS (%)



### THE POWER OF D.

Mit den Igedo Fashion Fairs Düsseldorf als Motor konzentrieren sich in der Mode-metropole am Rhein 3.000 Marken auf der Messe und in den Showrooms. Der einzigartige Navigator durch das Angebot, der Katalog THE POWER OF D., bietet den Gesamtüberblick aller Modemarken in Düsseldorf für Profis aus aller Welt.

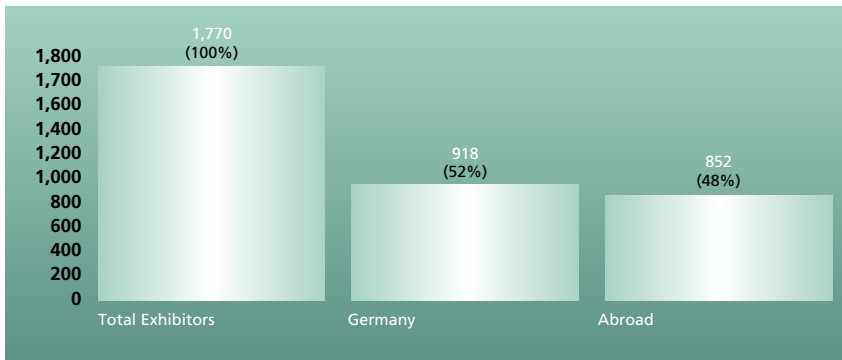
### MARKETING

- Mailing an 70.000 Einzelhändler weltweit (Database der Igedo Company, selektierbar nach Kriterien wie Nation, PLZ, Genre, Größe, Art des Unternehmens, Sortiment)
- Internationales Netz an Auslandsvertretungen inkl. PR-Büros in 107 Ländern
- E-mail Newsletter an ca. 15.000 Modefacheinzelhändler weltweit
- internationale Anzeigenkampagne
- internationale Pressearbeit und PR

### SERVICE

- Trendschauen und Seminare
- Get-Together der Aussteller, Einkäufer und Medien
- Mode-Dekorationen und Ruhe-Oasen
- Fashion Shuttle Service zu allen Show-Plätzen während der Igedo Fashion Fairs Düsseldorf
- VIP-Limousinen-Service
- Mode- und Trend-Informationen

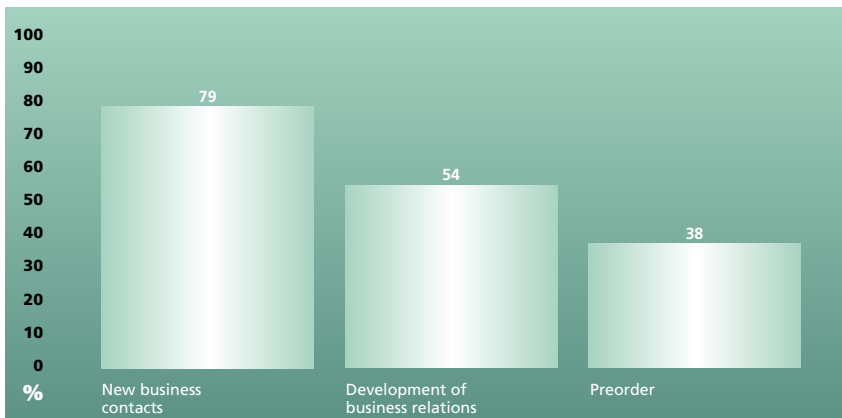
## EXHIBITOR STRUCTURE



## RANG OF EXHIBITORS



## TARGET OF FAIR PARTICIPATION



## ASSESSMENT OF TARGET ACHIEVEMENT

Top Box in %

