



# **Man's World Zürich | 2-5 February 2017**

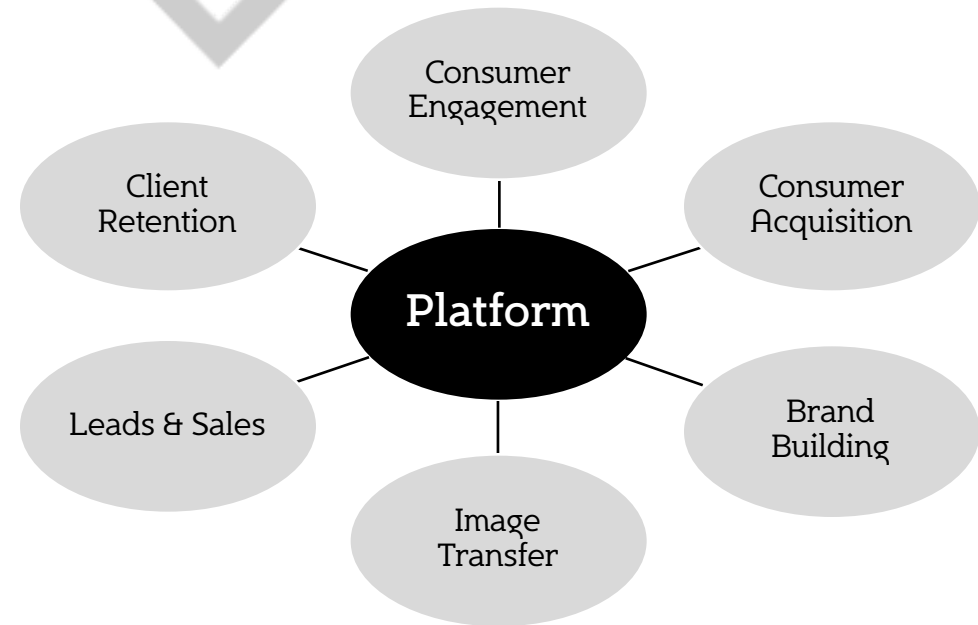
## **Exhibitor conditions**



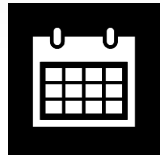
# This is Man's World

## Cross-topic platform for Men (and women)

try out      discover      enjoy  
**Experience & emotions**  
get inspired      create emotions      taste



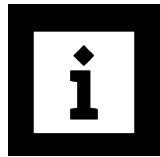
# Man's World Zürich in February 2017



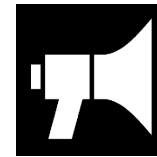
Cross-topic platform, Th|Fr|Sa|Su  
2 to 5 Feb 2017



Experience, discover, taste, get  
inspired, try out, enjoy...



Ca. 100 exhibitors for various areas  
in life and interest of men



360° Communication as of Sept 2016,  
all year online-presence



Industrial hall >3'000 m<sup>2</sup>  
in Zürich



Visitor target 2017 >12'000



Target group: adult working men  
aged 25-65 J.

# Become an Exhibitor

## Reasons why

- Get in touch with >12'000 men (and women) in an attractive environment
- Promote your brand and offer (sales allowed)
- Acquire new customers and host existing customers
- Strengthening of your image and positioning with the target group
- Leads & Sales

## Man's World curates

- The exhibitors will be carefully selected by Man's World.
- Visual appearance and content must be approved by Man's World

## Exhibitor selection criteria

- Variety and quality of exhibitor mix
- Obvious link to target group through offer and presence
- Prohibited: Pornography, Violence, Religion, Politics



# Conditions & Registration - Overview

## Registration cost Fr. 750.-

- Registration online/ Event-Guide
- Communication tools for exhibitors
- Contribution campaign
- Exhibitor access passes

## T13 Power plug Fr. 250.-

Implementation cost and further services conducted by Man's World must be carried by the exhibitor

## Cost exhibitor space

12-34 m<sup>2</sup> 280.-/m<sup>2</sup>

35-59 m<sup>2</sup> 240.-/m<sup>2</sup>

Ab 60 m<sup>2</sup> 220.-/m<sup>2</sup>

Additional charges for open side stands:

1 additional open side (corner stand): 10%  
2 additional open sides (head stand): 20%  
3 additional open sides (island stand): 30%

## Co-exhibitor Fr. 1'650.-

Including registration cost. Co-exhibitors must be integrated in the main exhibitor's stand.

## Registration deadline Oct 31st 2016

10% Early-Bird discount for exhibitor space until July 31st

Exhibitor space allocation starting mid November 2016

## Exhibitor regulations

The exhibitor regulations are an integral part of the contract between Man's World and the exhibitor.

[http://www.mansworld.com/media/files/MansWorld\\_Anbieter\\_Reglement\\_final\\_20160527.pdf](http://www.mansworld.com/media/files/MansWorld_Anbieter_Reglement_final_20160527.pdf)

# Man's World Stand Solutions starting at 12m<sup>2</sup>

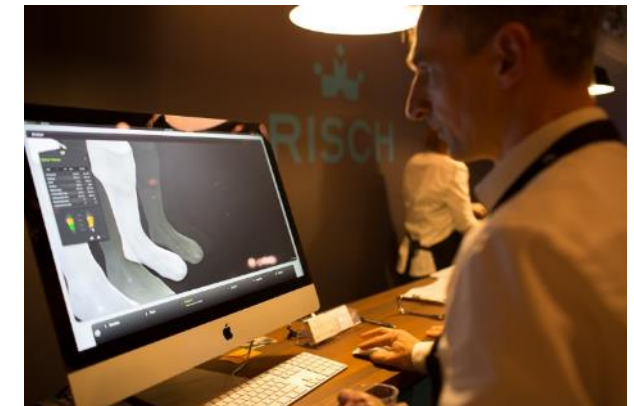
In addition to the exhibitor cost, Man's World offers competitive complete stand solutions including

- >12m<sup>2</sup>: Stand construction "Jack" with wooden side- and back wall (2.5m height)
- >20m<sup>2</sup>: Stand construction "Soho" brickstone look with fully printed back wall (2.5m height)
- Corporate Sign exhibitor CI
- Floor with black carpet
- Basic lighting

Stand solution «Jack» 210.-/m<sup>2</sup>

Stand solution «Soho» 340.-/m<sup>2</sup>

Further services and implementation to be carried by the exhibitor



\*All prices in CHF excl. VAT | in addition to exhibitor space and registration cost



# All-Inclusive Package «Jack»

Man's World offers an attractive ready-made presence (incl. Space) for

4m<sup>2</sup> (2x2m) | 6m<sup>2</sup> (3x2m) | 8m<sup>2</sup> (4x2m)

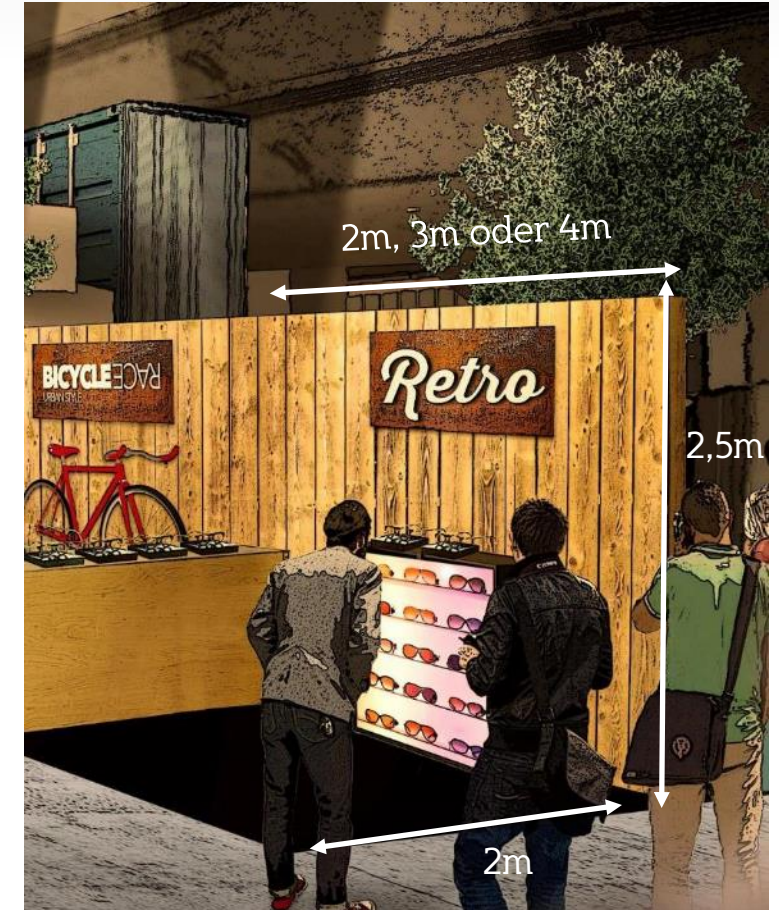
Included:

- Exhibitor space & Registration cost
- Build up and deconstruction
- Power access & basic lighting
- Wooden back wall 2.5m high
- black carpet
- Branding (sign) 70x100cm in the CI of the exhibitor

Package 4m2                    2'690.-

Package 6m2                    3'450.-

Package 8m2                    4'200.-



# All-Inclusive Package «Urban»

Man's World offers an attractive ready-made presence (incl. space) for

4m<sup>2</sup> (2x2m) | 6m<sup>2</sup> (3x2m) | 8m<sup>2</sup> (4x2m)

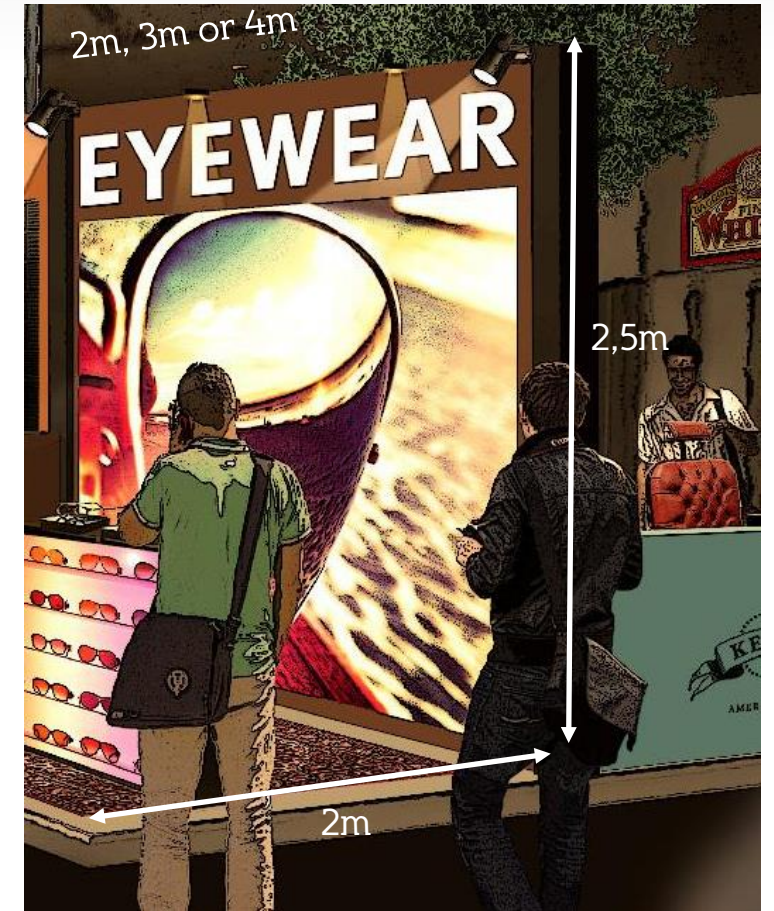
Included:

- Exhibitor space & Registration cost
- Build up and deconstruction
- Power access & basic lighting
- Back wall 2.5m high, full-scale print defined by exhibitor
- black carpet
- Branding (sign) 70x100cm in the CI of the exhibitor

Package 4m<sup>2</sup>                    2'990.-

Package 6m<sup>2</sup>                    3'900.-

Package 8m<sup>2</sup>                    4'900.-





# Additional services

MAN'S WORLD is more than happy to support exhibitors in design, planning and implementation of their presence. From a single power plug to a complete presence.

## Implementation

Stand construction, decoration, technics, staff etc.

## Concept of Presence & Activation

Integration concepts and implementation with partner-agency JEFF

## Advertising / Sponsoring

Additional advertising and sponsoring options are available

## Please note

Costs for implementation/presence are carried by the exhibitor

Exhibitors must be insured for third party liability

Interested in MAN'S WORLD? Please contact us:

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**MAN'S  
WORLD**

**WEIL MÄNNER MÄNNER SIND.**