



**Man's World Hamburg
(8)9-11 Nov 2017 | Fischauktionshalle**

Exhibitor conditions



This is Man's World 1|2

360° curated communications & marketing platform

Annual public fairs in
Zürich and Lausanne



Side-Events



Special-Campaigns



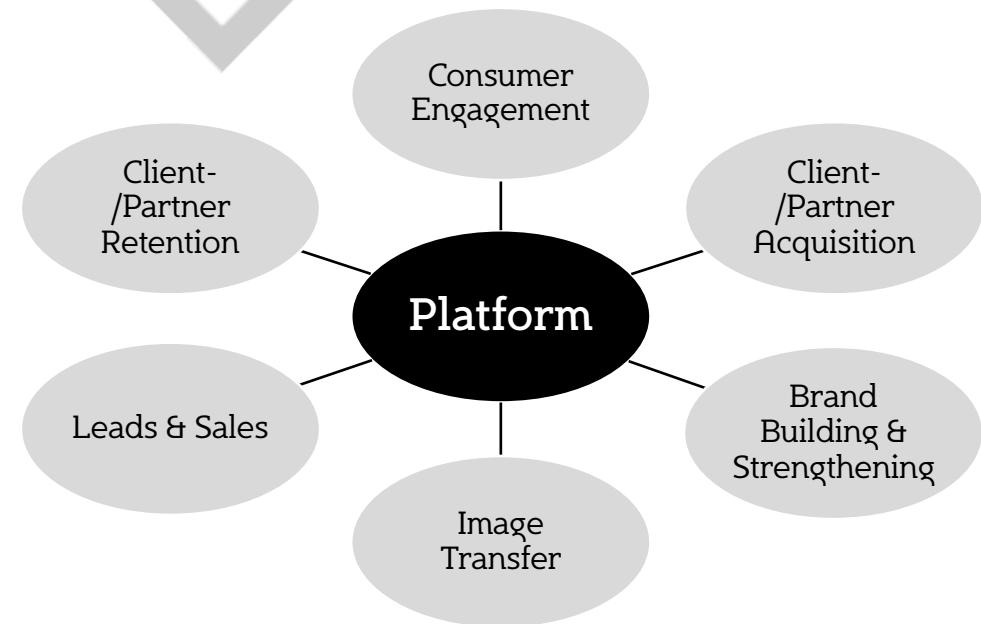
Communication throughout the year



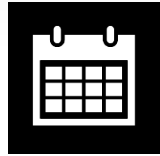
This is Man's World 2|2

Cross-topic platform for men (and women)

experience discover have fun
enjoy **World of experiences** taste
get inspired trigger emotions



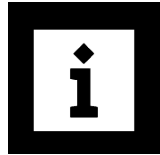
Man's World Hamburg in November 2017



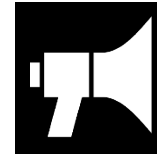
Event on Th|Fr|Sa
exclusive Pre-Opening on Wed
8 to 11 Nov 2017



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



Ca. 80 exhibitors for various areas
in life and interest of men



360° Communication as of Sept 2017,
all year online-presence



Fischauktionshalle >2'500 m²
directly at Elbe pier



Visitor target 2017: 8'000 – 10'000



Target group: adult working men
aged 25-65 y, above average income

Become an Exhibitor

Reasons why

- Get in touch with >12'000 men (and women) in an attractive environment and relaxed atmosphere
- Very limited wastage
- Promote and increase awareness of 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
- Form new brand collaborations

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 though offer and presence
- Prohibited: Pornography, Violence, Religion, Politics



Conditions & Registration - Overview

Basic cost and Marketing Package **EUR 650.-**

- Online Brand Profile until 6 months after event
- Event-Guide entry
- Communication tools for exhibitors
- Contribution campaign
- Exhibitor access passes

Power plug **EUR 129.-**

- T13 incl. consumption of electricity

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

Cost exhibitor space

4-8 m ²	All-in Packages only
9-34m ²	248.-/m ²
35-59 m ²	229.-/m ²
Ab 60 m ²	upon request

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%

Early-Bird Discount

20% Early-Bird discount for exhibitor space with written confirmation by July 31st 2017.

Special early bird conditions for All-In Packages.

Co-exhibitor **EUR 850.-**

Including basic cost and Marketing package. Co-exhibitors must be integrated in the main exhibitor's stand.

Registration deadline **Aug 31st 2017**

Exhibitor space allocation starting end of November 2017

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_20170515.pdf

Man's World Stand Solution starting at 12m²

In addition to the exhibitor cost, Man's World offers competitive complete stand solutions (12 m² and more) including

- Stand construction "Jack" with wooden side- and back wall (2.5m height)
- Corporate Sign exhibitor CI
- Floor with black carpet
- Basic lighting
- Available in nature or black wood; corrugated iron open request (extra charges)

Stand solution «Jack» Price on request

Further services and implementation to be carried by the exhibitor.

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

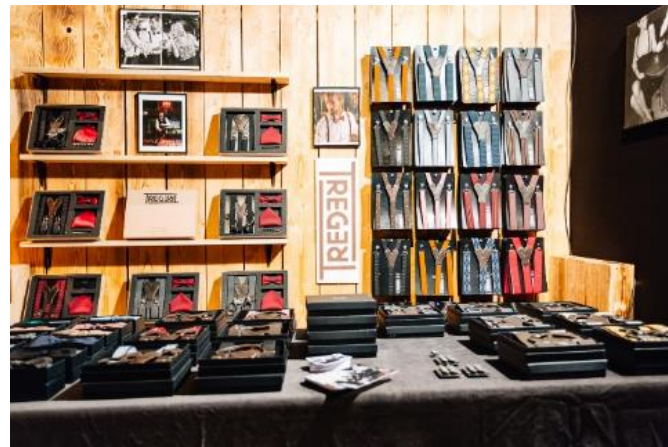


All-Inclusive Package «Jack»

Man's World offers an attractive ready-made presence (incl. Space) for 4m² (2x2m) | 6m² (3x2m) | 8m² (4x2m) including:

- Exhibitor space
- Basic cost & Marketing package
- Build up and deconstruction
- Power plug and electricity consumption
- Basic lighting
- Wooden back wall 2.5m high
- Black carpet (laid and disposed)
- Branding (sign) 70x100cm in the CI of the exhibitor
- Available in nature or black wood; corrugated iron open request (extra charges)

	Standard	Early bird special
Package 4m ²	2'390.-	1'590.-
Package 6m ²	2'890.-	1'990.-
Package 8m ²	3'890.-	2'490.-



Stand solution All-Inclusive Package «Jack»

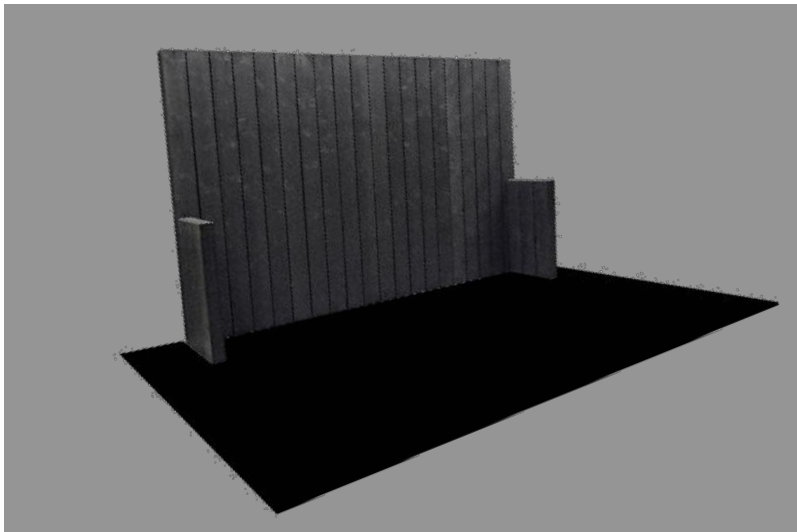
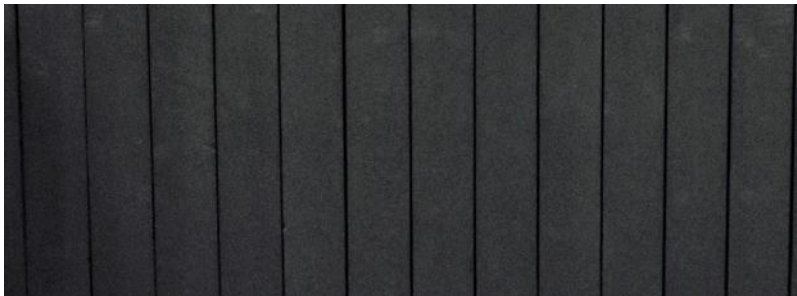
„Flaming Star“, flamed nature wood, black carpet



Sample stand Smith & Smith, Man's World Zürich 2017

Stand solution All-Inclusive Package «Jack»

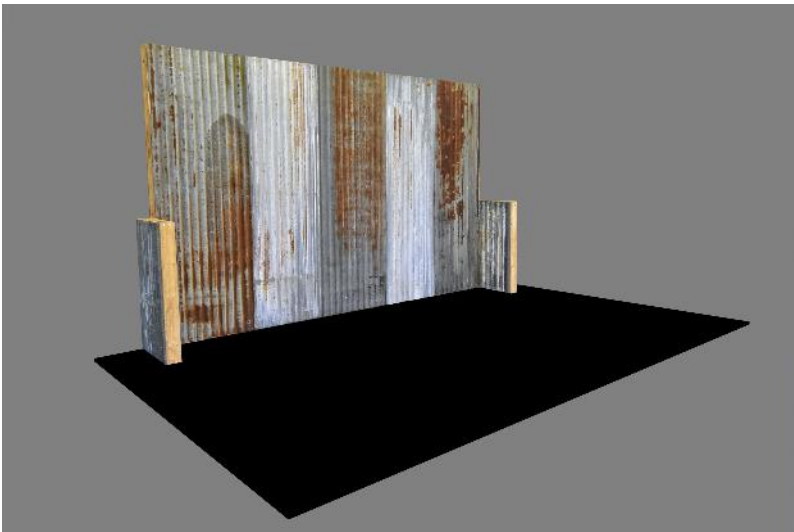
„Black Night“, black wood, black carpet



Sample stand Studio 91, Man's World Zürich 2017

Stand solution All-Inclusive Package «Jack»

„Iron Wave“, corrugated iron, black carpet (on request, subject to additional charges and availability)



Sample stand
VTR Customs, Man's World Zürich 2017

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 through Man's World and partners.

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.

Organisation | Contact



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Karim
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