



**Man's World Zürich
(8) 9-11 March 2018 | StageOne, Zürich-Oerlikon**

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



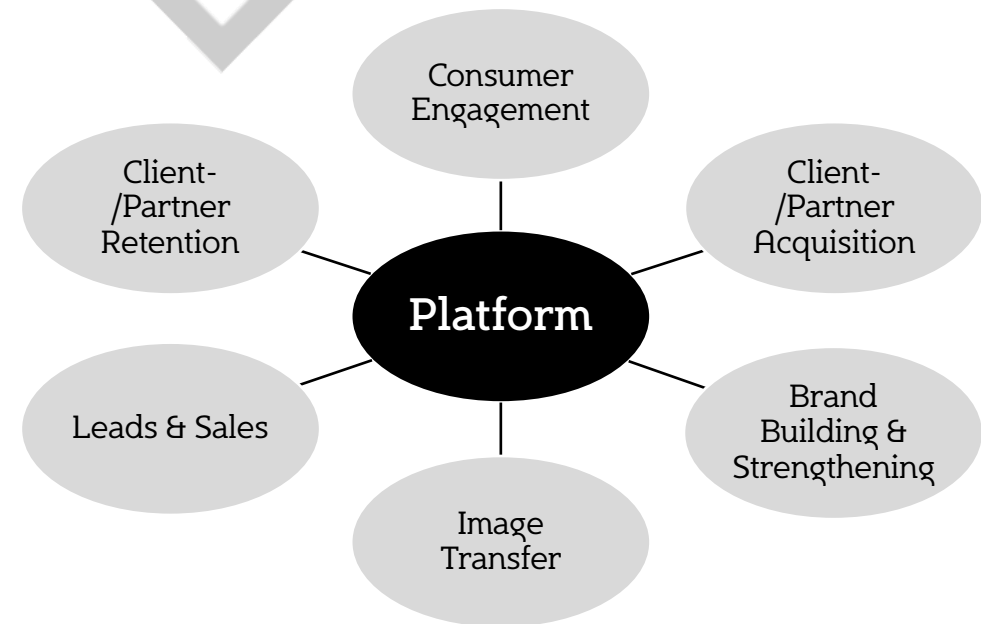
Communication throughout the year



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 Zürich in March 2018



Cross-topic platform, Fr|Sa|Su
9 to 11 March 2018; Pre-Opening on
Thu, 8 March



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



StageOne Hall in Zürich-Oerlikon,
total >5'000 m² and outdoor area



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



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



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



Visitor target 2018 >12'000

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

Basic cost and Marketing Package **Fr. 990.-**

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

Power plug **Fr. 250.-**

- 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 m² All-in Packages only
From 9 m² Fr. 360.-/m²

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 until July 31st.

Co-exhibitor **Fr. 990.-**

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

Registration deadline Oct 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 from 12m²

In addition to the exhibitor space, 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»

190.-/m²*

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 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)

Package 4m²

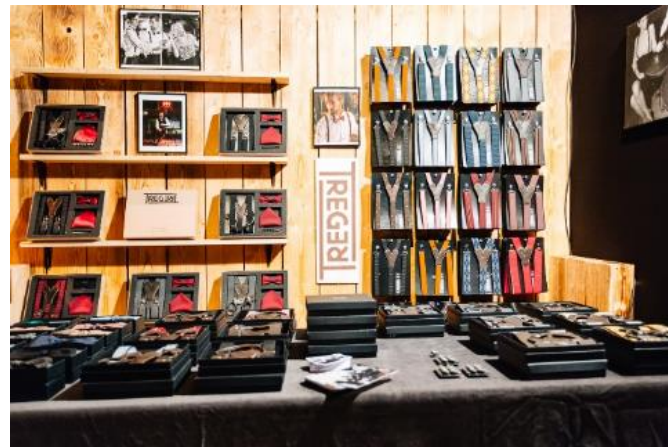
Fr. 3'250.-

Package 6m²

Fr. 4'200.-

Package 8m²

Fr. 5'100.-



Stand solution All-Inclusive Package «Jack»

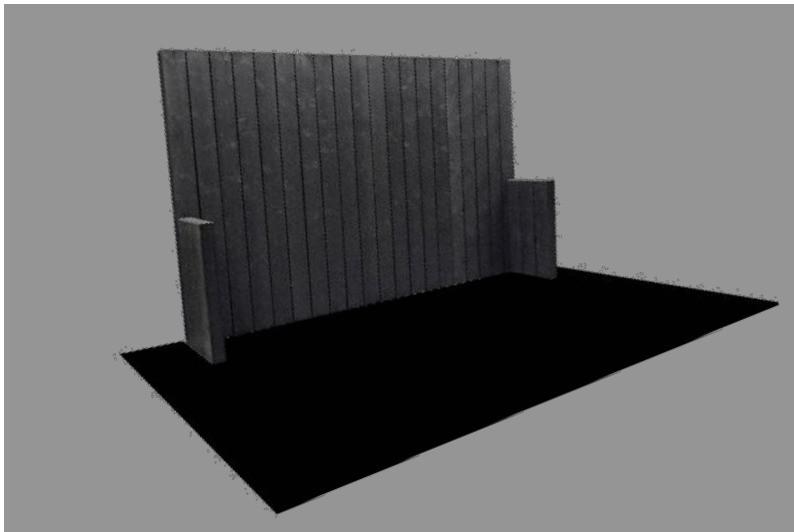
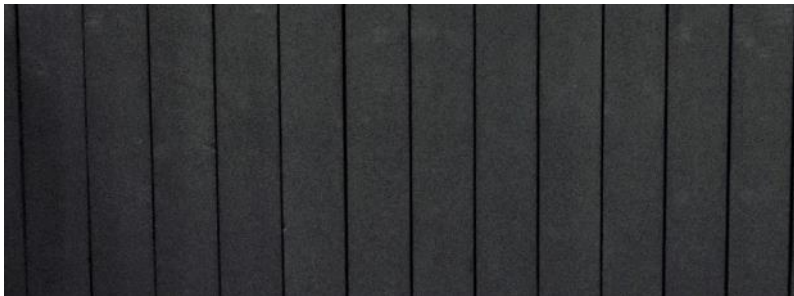
„Flaming Star“, flamed nature wood, black carpet



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

Stand solution All-Inclusive Package «Jack»

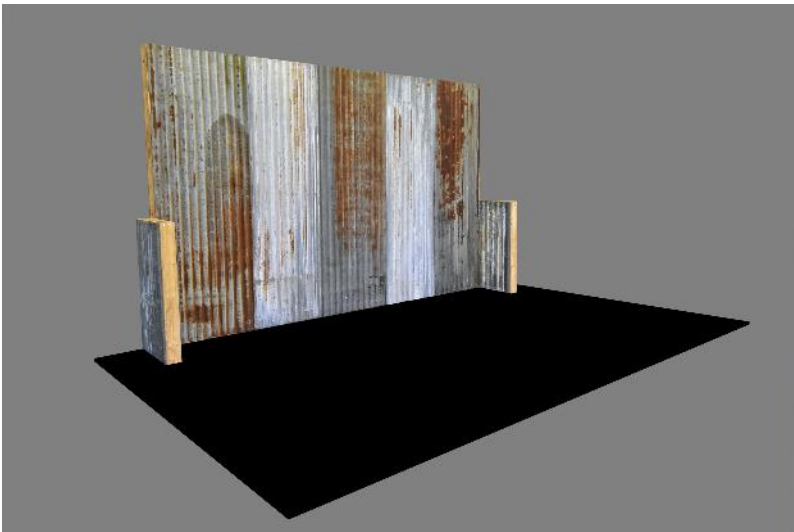
„Black Night“, black wood, black carpet



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)



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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