

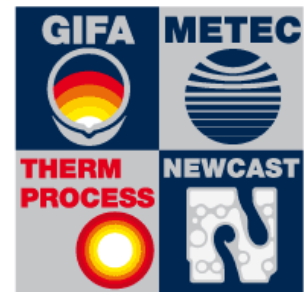
New Look for “The Bright World of Metals”

Advertising guidelines adopted for the four international trade fairs GIFA, METEC, THERMROCESS and NEWCAST 2011

The preparations for the four international technology trade fairs GIFA, METEC, THERMROCESS and NEWCAST held in summer 2011 are gradually taking real shape: Messe Düsseldorf is now intensifying its extensive marketing activities for the trade fair quartet held every four years along newly developed advertising lines. The core of the new image is a world globe with a metallic shine standing for the high internationality of the four trade fairs. Its sweeping tail symbolises the dynamism and the growth of the markets involved.

The new image motif accompanies the umbrella brand “The Bright World of Metals” which serves as a recurring theme for the technology trade fairs. It will be featured each time all four trade fairs are of relevance, e.g. on the web homepage www.gmtn.de as well as on joint posters and brochures. At the same time, the new motif gives each individual trade fair a personal face by differing in colour. The new design will feature across all communication channels, i.e. in adverts, on billboards, in brochures, on the Internet and in all printed materials care of Messe Düsseldorf.

The campaign launched to promote the previous event (GIFA, METEC, THERMROCESS, NEWCAST 2007) was awarded by the Econ publishing house in Munich with an entry into the “Jahrbuch der Werbung” (Yearbook of Advertising) in 2008. This Yearbook has been published for 45 years now and honours the



The Bright World of Metals

Düsseldorf, Germany
28 June - 02 July 2011

12th International Foundry
Trade Fair with
WFO Technical Forum

8th International Metallurgical
Trade Fair with Congresses

10th International Trade Fair
and Symposium for
Thermo Process Technology

3rd International Trade Fair
for Precision Castings

www.gmtn.de



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The global
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best campaigns from Germany, Austria and Switzerland every year.

The four international technology trade fairs GIFA, International Foundry Trade Fair, METEC, the International Metallurgical Technology Trade Fair, THERMPROCESS, the International Trade Fair for Thermo Process Technology, and NEWCAST, the International Castings Trade Fair, will be staged in Düsseldorf from 28 June to 2 July in 2011. Under the motto “The Bright World of Metals” such topics as castings, foundry technology, metallurgy and thermal processing technology will be the focus of this entire world. All four technology trade fairs will place special emphasis on the topical issue of energy and resource efficiency. Again the events will be accompanied by a high-calibre fringe programme with numerous seminars, international congresses and lecture series.

Constantly updated information on the international trade fairs GIFA, METEC, THERMPROCESS and NEWCAST held at the Düsseldorf fairgrounds from 28 June to 2 July 2011 can be found on the following websites www.gifa.de, www.metec.de, www.thermprocess.de and www.newcast.de.

Oktober 2009

Press Liaison & PR for GMTN 2011

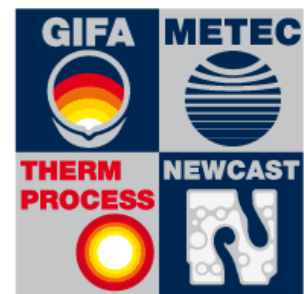
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