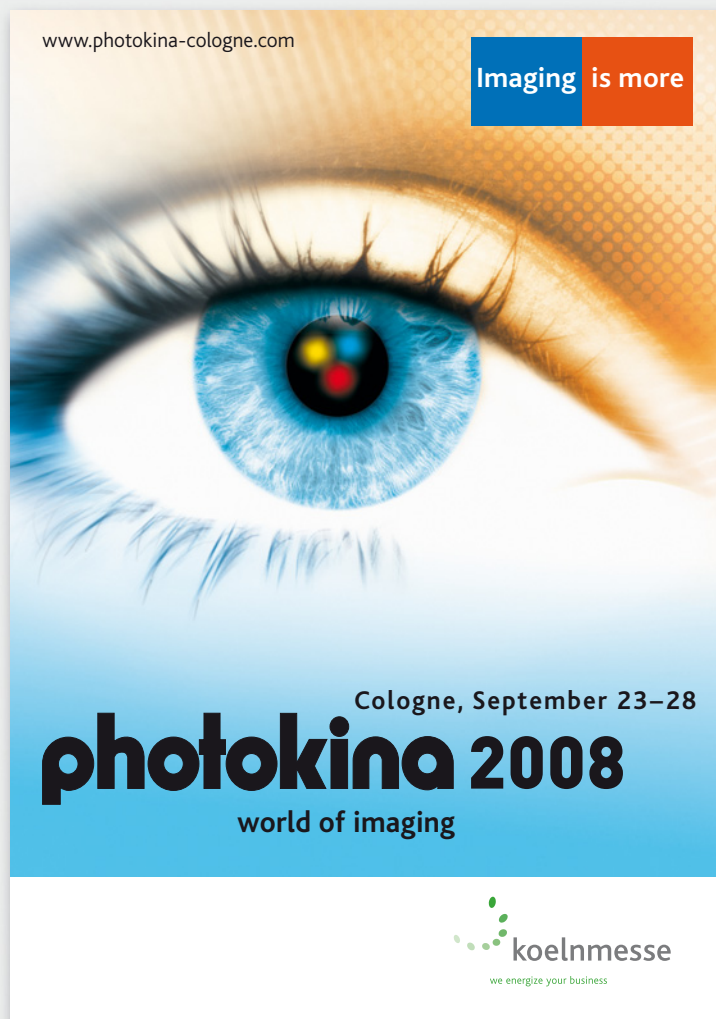


photokina facts and figures

facts and figures



photokina facts and figures



Date:

Tuesday, 23rd September to
Sunday, 28th September 2008

Opening times:

Exhibitors: 9:00 a.m. to 7:00 p.m.
Visitors: 10:00 a.m. to 6:00 p.m.

Project management:

Christian Müller-Rieker
Tel.: +49 221 821-2497
E-Mail: c.mueller-rieker@koelnmesse.de

Team:

Sandra Rheinfeld
Tel.: +49 221 821-2481
E-Mail: s.rheinfeld@koelnmesse.de

Frank Masur-Burgemeister

Tel.: +49 221 821-2409
E-Mail: f.masur-burgemeister@koelnmesse.de

Sandra Praller

Tel.: +49 221 821-2410
E-Mail: s.praller@koelnmesse.de

Karina Siebertz

Tel.: +49 221 821-3519
E-Mail: k.siebertz@koelnmesse.de

Trade fair profile

photokina is the leading international trade fair for the entire photographic and imaging sector. It is the only event in the world that offers a comprehensive presentation of all the imaging media, imaging technologies and imaging markets – for consumers and professionals alike. photokina therefore has unique expertise in imaging, making it the total solution provider for all image users. The trade fair covers everything from image creation and storage to editing, transmission and output. photokina not only provides the photographic and imaging sector with new sales momentum, but is also a trend and innovation forum that demonstrates the convergence and networking of different technologies and products.

The target groups of photokina

Exhibitors:

Manufacturers and distributors of:

- Image-capturing products and systems, e.g. cameras, camcorders, scanners, camera phones, etc.
- Image-storing products and systems, e.g. memory cards, films, other storage media, etc.
- Image-editing products and systems, e.g. software, etc.
- Image-processing products and systems, e.g. large labs, mini labs, image kiosk systems, etc.
- Image output products and systems, e.g. projectors, monitors, printers, etc.
- Accessories, e.g. albums, frames, bags, cables, batteries, etc.

- Consumables, e.g. paper, ink, etc.
- Optical products, e.g. lenses, filters, binoculars, etc. and trade goods, optical modules and semi-finished products
- Photo studio equipment and professional lighting technology
- AV media technology and presentation systems
- Suppliers of imaging services

Visitors:

- Buyers from the photographic/consumer electronics/IT/telecommunications trade, drugstores, department stores, mail-order companies, online retailers, specialist retailers, computer shops, IT companies, import/export, specialist wholesalers, trade cooperatives
- Professional photographers
- Employees and producers from advertising agencies and publishers
- Image agencies
- Professionals from the prepress, printing and publishing segments
- Professionals from large and specialist laboratories
- AV dealers and producers
- Decision-makers from marketing, sales and advertising
- Non-professional users of photographic, video and imaging products

Results of photokina 2006

Exhibitors: 1,579 from 46 countries

Gross

exhibition space: 230,000 m²

Visitors: 162,492 from 156 countries

Rate of trade visitors: 65 %

Product areas at photokina

- Photo Cameras and Camcorders
- Camphones
- Scanners
- Camera Accessories
- Digital Storage Media
- Films
- Photographic Studio Equipment
- Lighting Technology and Lighting
- Image Processing Software
- Digital Imaging and Publishing
- Large Scale Laboratory and Minilab Systems
- Photo-Imaging Kiosks
- Online Imaging Services
- Albums and Frames
- Photo-Fun Products
- Home Printing
- Large Format Printing
- Fine Art Printing
- Materials for Print and Photofinishing
- Slide Technology
- Video and Film Technology
- Large Format Screens
- Projection
- Media Control
- Home Entertainment
- Mobile Imaging
- Imaging Services
- Additional Imaging Products

Deadlines

Deadline for application: June 30, 2008

Early bird til December 31, 2007

Editorial deadline (catalogue):

June 16, 2008

Advertising deadline (catalogue):

July 10, 2008

Prices (obligatory costs)

- **Stand space rental in the halls:**
149.00 € per m² til 31.12.2007
151.00 € per m² from 01.01.2008 on
- **Upper floor:** 50 % of the normal stand space rental (price per m²)
- **Outdoor space rental:** 75.50 € per m²
- **Electricity fee:** 5.95 € per m²
- **AUMA fee:** 0.60 € per m²
- **A contribution to promotional costs,** depending on the stand space

up to 24 m ² :	400.00 €
25 to 100 m ² :	600.00 €
101 to 200 m ² :	1,000.00 €
201 to 400 m ² :	1,300.00 €
401 to 800 m ² :	2,000.00 €
more than 800 m ² :	3,000.00 €
- **Down payment:** 757.00 €*
* for companies exhibiting for the first time as a lump-sum; for exhibitors who participated at photokina 2006 the amount of the down payment is based on the extent of the services used at the previous show.
- **Co-exhibitor fee:** 450.00 €
- **Catalogue entry:** catalogue, Internet, Matchmaking: 419.00 €

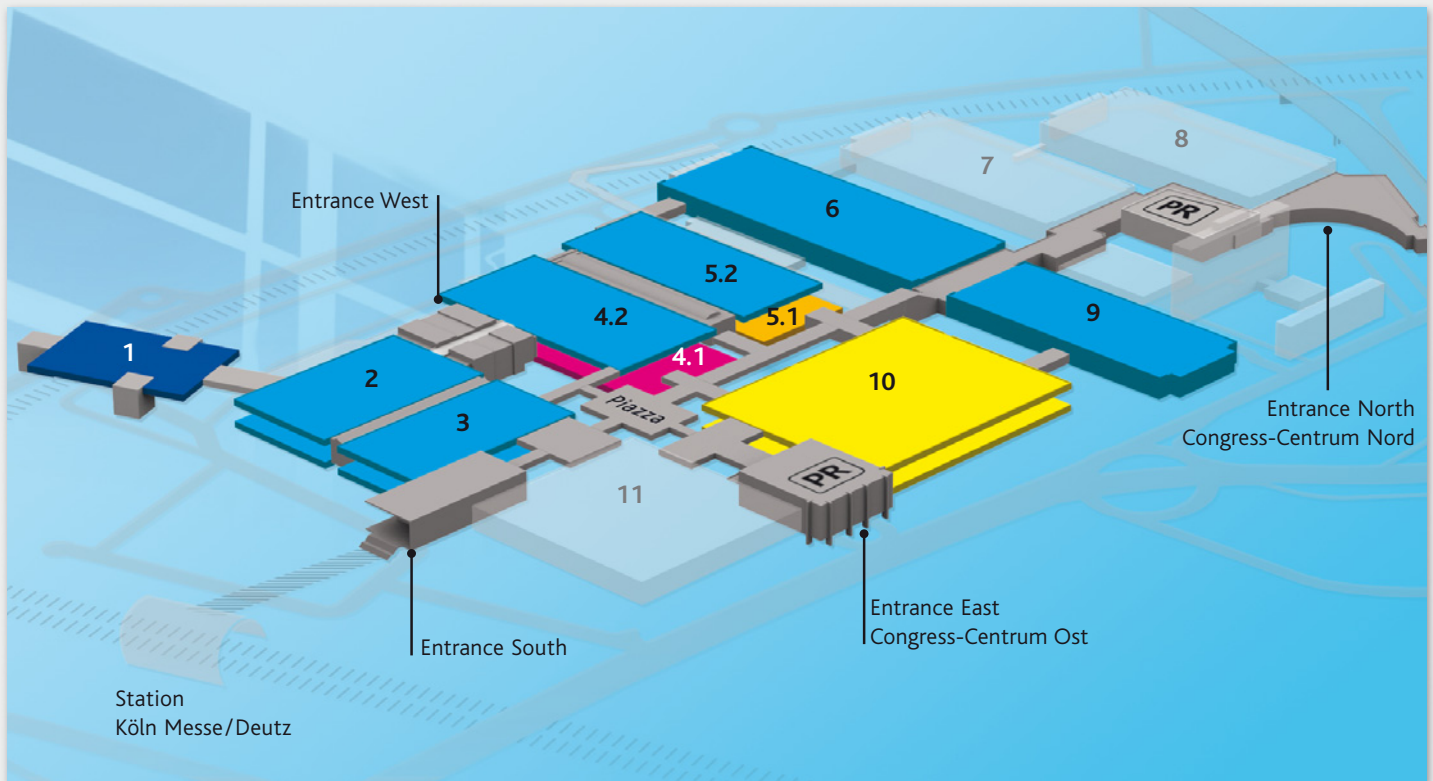
Exhibitor passes

- **free of charge** for a stand space
up to 10 m² = 2 passes
up to 20 m² = 4 passes
up to 100 m² an additional pass for each additional 10 m²
over 100 m² an additional pass for each additional 15 m²
- **Additional exhibitor passes against payment:**
59,00 € when ordered up to June 30, 2008
79,00 € when ordered from July 1, 2008 on.

Admission fees

- Day ticket advance sale: 21.00 €
- Day ticket box office: 28.00 €
- Day ticket (weekend): advance sale: 12.00 €
- Day ticket (weekend) box office: 16.00 €
- 2-day ticket advance sale: 35.00 €
- 2-day ticket box office: 47.00 €
- Season ticket advance sale: 59.00 €
- Season ticket box office: 79.00 €
- Day ticket/voucher: 11.00 €
- Special day ticket: 9.00 €
- Catalogue (without CD): 19.00 €

The hall layout: 1–6, 9, 10



Halls/Product areas

- Hall 1:
Visual Gallery, support programme
- Halls 2, 3, 4.2, 5.2, 6, 9:
Image Input/Equipment/Accessories
- Hall 4.1:
Image Processing
- Hall 5.1:
Image Storage
- Hall 10:
Image Output/Services

Construction/Dismantling times/construction height

- **Beginning**
Halls 1, 2.2, 3.2, 4.2, 5.2, 6 and 9:
Thursday, 11th September 2008, 8.00 a.m.
- **Beginning**
Hall 2.1, 3.1, 4.1 and 5.1:
Friday, 12th September 2008, 8.00 a.m.
- **Beginning Hall 10:**
Tuesday, 16th September 2008, 12.00 a.m.
- **Ending for all the halls:**
Wednesday, 1st October 2008, 6 p.m.
- **The general construction height:** 4.50 m