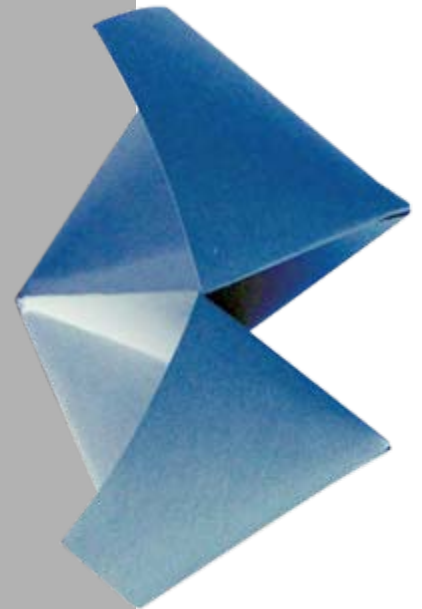


„Congress Frankfurt“ Branding Exercise with launched „Roomigami“ - Campaign

Claudia Delius-Fisher

Pattaya, October 30, 2007



Messe Frankfurt – revision of the company's corporate design

The complete revision of the company's corporate design in 2006 incorporated a new classification of all corporate logos. This also led to the following change:

The department known until then as

■ **Congress Center Messe Frankfurt**



was renamed

■ **Congress Frankfurt**



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Messe Frankfurt – facts

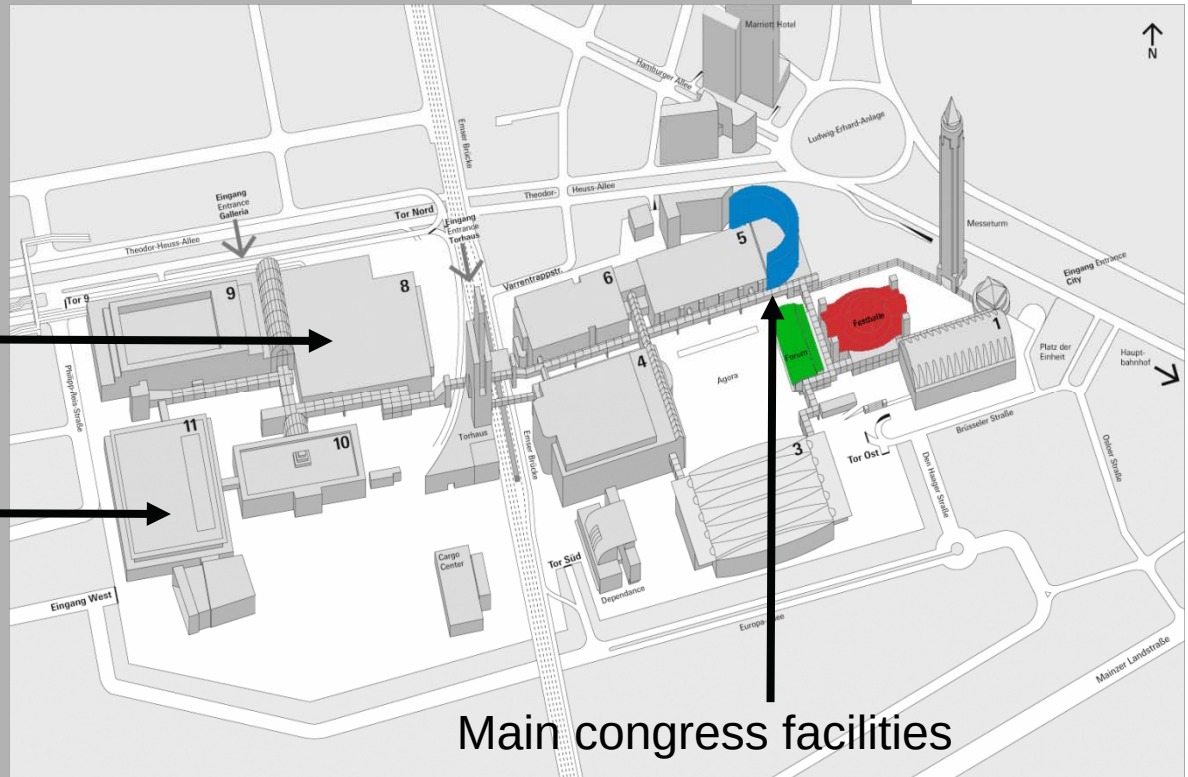
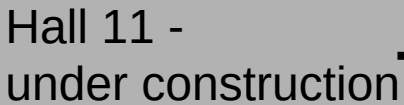
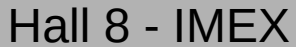
- Organiser of 110 Trade shows in Frankfurt and worldwide (2006)
- More than 68,000 exhibitors and 2,7 million visitors (2006)
- Owner of a trade show ground with eight exhibition halls
- Turnover (2006): 406 Million Euro
- Staff members: 1,400
- Guest events on the fairground
 - Guest trade shows
 - Meetings and conventions
 - Special events



Messe Frankfurt – fairground

322,000 sqm exhibition space

75 meeting rooms seating 22,000 delegates



Messe Frankfurt – congress facilities

■ Congress Center

Highly versatile plenary hall for 2,200 delegates,
Maritim Hotel in the same building



■ Forum

2 large halls for 2,000 delegates each,
light-flooded and futuristic building



■ Festhalle

Multi-purpose building, seating 9,500 delegates



■ Further and future facilities in the various exhibition halls

Congress Frankfurt

We ...

- market the congress facilities
- acquire and host conventions and meetings
- advise each organiser on the available locations
- supply him/her with an individual tailor-made room solution

We ...

- achieve high customer satisfaction
- achieve high profitability by optimal use of facilities



Congress Frankfurt – past marketing message

Starting in 1996

Marketing focused on one single facility - the then new purpose-built Congress Center

The congress destination Messe Frankfurt was marketed using

- The **logo** „Congress Center Messe Frankfurt“
- A **photograph** of the building



Branding exercise – new marketing message

From 2006 – with the name detached from the single building -

Marketing focuses on

Hardware (space and facilities)

- More than a single coherent building
- Selling a massive overall site
- A broad range of combinations of rooms and facilities

Software (services)

- Optimising the use of space and facilities
- Advising each client individually
- Helping to create the perfect event location

Branding exercise - opportunities for changes

2006 provided excellent opportunities for changes:

- The revision of the corporate design of Messe Frankfurt
- The 10th Anniversary of the Congress Center

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10 Years Congress Center Messe Frankfurt

November 2006

Congress Frankfurt

The opening of the Congress Center Messe Frankfurt ten years ago provided the ideal spark that triggered our conference business. The later-made range of space for attend general meetings and large congresses gave Frankfurt the facilities that the international conference community needed. Since then, we have been growing with you, our customers. Your business is also our business – which is why your requirements continue to be the focus of our activities.



Michael von Zitzewitz, Chairman of the Board of Management of Messe Frankfurt

Just five years after the Congress Center premises, we were able to extend the landscaping and conference facilities through the building of the Forum and the parallel construction of the new



For many years a showpiece and image producer for Frankfurt am Main as a European conference destination: the Congress Center Messe Frankfurt and the Maritim Hotel Frankfurt

Thank You Gala for customers

1996–2006: Celebration to mark the 10th anniversary/New Service Brand: Congress Frankfurt

The glittering celebration to mark the 10th anniversary of the Congress Center Messe Frankfurt and the Maritim Hotel Frankfurt – a milestone occasion as well as a forward looking event. Around 300 guests have been invited to this grand reunion gala of whom have had personal memories of this place. They are and were customers of the Congress Center and the Maritim Hotel. Many of them regularly hold their events here, continuing their successful story of congresses and conferences.

This evening is a time when we want to thank our partners for the excellent collaboration as well as giving them an insight into our plans for the future," explains Claudia Dehnbach. "10 years ago we launched the topic of congresses and conferences to

the new building, the Congress Center. Now our events take place in many facilities throughout the Messe Frankfurt grounds. The largest room in the Congress Center can accommodate 2,200 guests, in addition we have the Forum which can take up to 2,000 guests on each of its floors. The first hall, inner room as well as two circles hold nearly 10,000 people. In total we have a capacity of over 17,000 seats and 37 conference rooms, which is why, in the future, we will be called "Congress Frankfurt" which will entail the marketing of our services and room and space facilities for congresses and conferences." The new brand word "Congress Frankfurt" has been developed in order to communicate the positioning of the congress destination "Messe Frankfurt to the outside world."

The space facilities continue to grow. This year the "Europa" room in Hall 4.0 which has been fully renovated and has again for 400 guests has been added to our portfolio, and the expansion development in the summer sector of the trade fair grounds are starting to take shape where multifunctional suitable facilities are planned.

The anniversary gala evening is compared by television producer Barbara Hahling. The big games from the world of the conference business, the PCs and the international associations have been invited to join in the celebration, to dine, dance, sing and to cheer to one another until the early hours of the morning about everything concerned with this industry in Frankfurt and any where else. An extraordinary evening full of culinary surprises.

A ten-year upswing

The opening of the Congress Center Messe Frankfurt ten years ago was an important day for the success prospects of Frankfurt. From 1996 onwards, we were able to set the course for Frankfurt for the status of Germany's leading conference and congress city. The new conference center provided fresh impetus to the congress industry and the Board of Messe Frankfurt. Of the nearly 60,000 conferences that are held in our city each year, a substantial portion take place in the Congress Center Messe Frankfurt, which is also a testament and an important image factor for Frankfurt in its capacity as a European location.

We are proud that the financial, cultural, technological and medical industries, all of which are so important to the city of Frankfurt, look to the Congress Center and international partners in this multifunctional building, which is not only an excellent venue for discussions and meetings but also serves as a splendid place for celebrations.

I am sure that the congresses will continue to find very favorable conditions in our Congress Center and I would like to express my thanks to the employees for continuing to be good hosts for Frankfurt.

Peter von Zitzewitz

Peter von Zitzewitz, Chairman of the Board of Management of Messe Frankfurt

Frankfurt's hotel landscape is booming. The new Mühlentempel Hotel Frankfurt City, situated directly by the river, offers a further 200 high quality hotel rooms within walking distance of the Congress Center. This means that within the direct vicinity, the three "M" hotels – Maritim, Marriott and Mühlentempel – provide over 1,600 hotel rooms in the 4 star plus category for Congress Frankfurt guests.

The city of Frankfurt offers a total of 29,000 hotel beds – in all 41 hotels and all budgets, including the city's traditional hotels, modernist design hotels, classics such as the Intercontinental Hotel, and architecturally significant hotels such as the Radisson SAS Hotel with its curved silhouette visible from afar, or exceptional hotels such as the Rocco Forte Hotel Villa Karmelita in the Södelheimer district that also just opened this year.

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At a glance

Continuing the liberal tradition (Chairman of the Board of Management of Messe Frankfurt)

Congress Center Center Cielo

Frankfurt is a desirable choice (Base case of congresses in Frankfurt)

Conference location meetings (Frankfurt 2nd position in Germany)

We really would be a lot more (Interview with Dr. Nadia Maack)

Green strongly in Frankfurt (17 votes decide for location with growth potential)

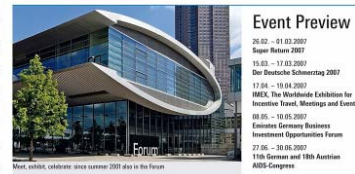
Reinvest the "Power of Congress" (The future of the congress center)

It's all a question of timing (The scheduling of dates is an intricate matter)

Technology that's always to be done (A congress center is never finished)

Behind the scenes (The Hall Manager with his story ...)

Most, which celebrate since 2003 this in the Forum



Event Preview

20.02. – 01.03.2007
Super Return 2007

15.03. – 17.03.2007
Der Deutsche Schachkongress 2007

17.03. – 19.03.2007
IMEX, The Worldwide Exhibition for Incentive Travel, Meetings and Events

08.05. – 10.05.2007
Estimates Germany Business Investment Opportunities Forum

27.06. – 30.06.2007
11th German and 18th Austrian AIGG-Congress

Branding exercise - developing a supporting campaign

The general goals

- **Simple message**
- **Service in the forefront**
- **Image** of the destination
- **„Soft“ aspects** / skills
- A more **long-term** campaign

The special goal

- **Be different** in a radical and sympathetic way

Supporting campaign - telling the inside story

- Briefing the marketing agency
- First ideas – brainstorming meeting

Veranstaltungsvielfalter ?
– sounds very German!

Eventmanifolder ?
– sounds not very English!

Roomigami!
– sounds great!



The graphic is a vertical poster for Congress Frankfurt. It features a bright pink header with the 'congressfrankfurt' logo. Below the header, the title 'Veranstaltungsvielfalter' is written in a serif font. A block of German text describes the venue's capabilities, including 22,000 seats and various facilities. At the bottom, there is a large, stylized red origami dog (resembling a Shiba Inu) standing on a reflective surface. The 'messe frankfurt' logo is in the bottom right corner.

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Veranstaltungsvielfalter

Planen Sie Ihre Veranstaltung, wie Sie wollen. Und nicht, wie die Umstände es vielleicht zulassen. Sie suchen variable und kombinierbare Räume für Ihre Tagung oder Ihren Kongress – mit Ausstrahlung und perfekter Infrastruktur. Congress Frankfurt bietet Ihnen genau das: ein ganz genaues Raumangebot auf dem Gelände der Messe Frankfurt. 75 Kongress- und Tagungsräume mit einer Kapazität von insgesamt 22.000 Plätzen und großzügige Ausstellungsfächen stehen Ihnen zur Verfügung. Dazu Ausstattung, Technik, Personal und Catering. Alles wird individuell und professionell auf Ihre Wünsche abgestimmt. Warten dürfen wir Gastgeber Ihrer Veranstaltung sein? www.congressfrankfurt.de

 messe frankfurt

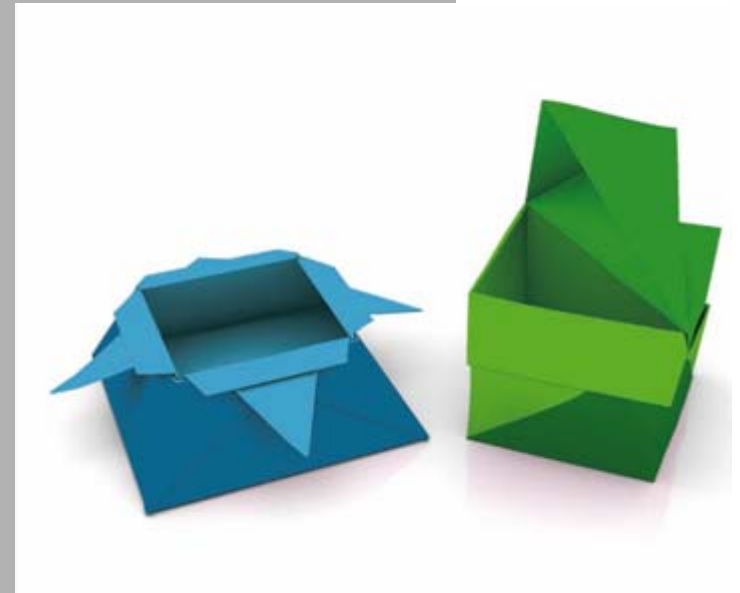
Supporting campaign – defining Roomigami

- **Room**
- **Origami** - the ancient Japanese art of paper folding stands for
 - extreme versatility
 - intricate designs
 - precision and quality
 - fun and interaction
 - sophisticated and elegant form of art
 - the skill of folding an idea into reality

Supporting campaign – visualising the slogan

obviously different

- Clear distinct colours
- Eye-catching
- Illustrating an intangible service
- No photographs of buildings
- Symbolising an action
with different levels of solutions



Roomigami campaign

Roomigami as a supporting campaign for the branding of Congress Frankfurt has only just started

It is integrated in the marketing activities incorporating:

- Advertisements
- Sales folder
- Mailing
- Website
- Roomigami-Game
- Promotional materials

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Roomigami!

Plan your event as you want it to be and not as how the circumstances might make it possible. You are looking for variable and comfortable space for your meeting or convention – with charisma and an excellent infrastructure. Congress Frankfurt provides just that, a tailor-made offer of rooms on the premises of Messe Frankfurt, 75 congress and conference rooms with a capacity for 22,000 people and generous exhibition space are at your disposal, in addition furnishing, technology, personnel and catering services. Everything is individually and professionally tuned to your wishes. When may we host your event?

www.congressfrankfurt.de



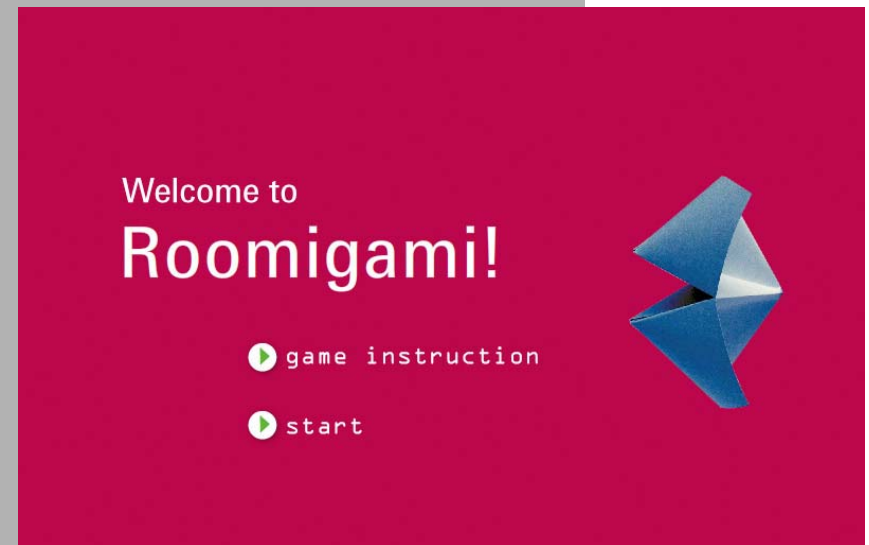
 messe frankfurt

Roomigami campaign – supporting the branding of Congress Frankfurt

The new homepage: www.congressfrankfurt.de

- puts service to the foreground
- presents the three main event facilities in detail
- is split from the homepage of Messe Frankfurt
- it focuses exclusively on the needs of convention and meeting organisers
- it offers fun: the roomigami-game

Online as of November 2007



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Online as of November 2007



Roomigami campaign - costs

Due to the re-launch of the Corporate Design of Messe Frankfurt a branding of Congress Frankfurt was necessary.

Extra costs of around 30,000 Euro arose for the supporting campaign for the production of

- Mailing
- Bookmarks
- Origami folding instructions
- Roomigami game-software



Roomigami – living the slogan

Roomigami **lessons**

Roomigami **meetings**

Roomigami **experts**

Roomigami **game**

We take it seriously:
Roomigami - a registered **trademark**



Roomigami campaign - conclusions

Response so far

- Media loves it
- Staff lives it
- Clients appreciate it
- Everybody understands it

and it offered the opportunity of today:

The team and I feel honoured to have been nominated for the ICCA Best Marketing Award with a marketing idea that we love!

