

INTER MODELLBAU

DORTMUND



34th Exhibition for model building
and model sport

April 18-22, 2012

www.intermodellbau.com



Why not profit from the INTERMODELL- BAU – Europe's leading model building and model sport exhibition

Unique, exclusive contacts

Over half of approx. 85,000 visitors to the INTERMODELLBAU 2011 do not attend any other exhibitions in this field. For you, the exhibitor, this means over 43,000 exclusive customer contacts available only at the INTERMODELLBAU.

Competent visitors with purchasing power

Nearly three out of every four visitors are model builders and model sport enthusiasts, and are prepared to spend that little bit more on their hobby - another benefit for exhibitors: sales per head in 2011 were over 230 euros. Over 85 % of visitors made purchase or placed orders at the event, for a sum total of 19.8 million euros.

An attractive concept

The fresh approach and design and a concept comprising purchasing, offers, information, workshops and the presentation of innovative exhibits is truly impressive: more than nine out of ten visitors to this year's event are planning to attend the INTERMODELLBAU 2012. Why not harness this potential!

The perfect location

Dortmund is in the heart of the Ruhr region with 20 million people within a radius of 150 km. Excellent transport links mean Messe Westfalenhallen is easily accessible by car, train and plane. This is one of the main reasons 22 % of visitors are international.

2011 exhibitor feedback:

"INTERMODELLBAU is our largest and most important end customer exhibition in Germany. (...) We are pleased with visitor numbers at our stand."

Gunter DaBler, Modelleisenbahn München GmbH

"INTERMODELLBAU is the first end customer exhibition after the International Toy Fair at which we present our latest innovations. It is one of our most successful trade fairs. We have a large customer base in North Rhine-Westphalia, but here we also have contact with many visitors from the Netherlands and Belgium."

Günter Martz, Artur Braun Modellspielwarenfabrik

"We only attend one exhibition a year. Our experience at INTERMODELLBAU 2011 has been extremely positive. We must have sold several hundred catalogues' worth here in Dortmund. We will be coming back."

Gregor Alexander Engel, Alexander Engel KG

"We have been exhibiting at the INTERMODELLBAU for many years, and are always pleased with the results."

Manfred Bausch, Peter Bausch GmbH & Co. KG

"For us, it is important to come here quite simply because INTERMODELLBAU is the market leader. We want to represent our customers at this key event and present our new products."

Thomas Mansfeld, Optimum Maschinen

Deutsche Version  Bitte umdrehen!