



hobbytronic

Sales event for hardware, software, communications- and entertainment electronics

<u>Type of Exhibition:</u>	Specialist exhibition open to the general public
<u>Brief features:</u>	A nationwide hobby and leisure time exhibition open to the general public mainly concentrating on the following themes: Computers, hobby electronics, software and accessories.
<u>Main areas covered:</u>	Computers, hard and software, multi-media, data carriers, data transfer appliances, computer games, PC extension cards, construction kits and parts, electronic parts, electronic parts, tools, specialist literature., digitalcameras, cellphones, software
<u>Side programme / Special presentations:</u>	German casemod championship, Livemodding, Public gaming area, pamphlet of information
<u>Visitor target groups:</u>	Computer users, amateur electronics engineers and fans of PC games.
<u>Visitors :</u>	<u>2004</u> = 41,693; <u>2005</u> = 50,214; <u>2006</u> = 55,239
<u>Numbers checked by FKM?</u>	yes
<u>Exhibitors:</u>	<u>2004</u> = 103; <u>2005</u> = 90; <u>2006</u> = 72
<u>Percentage of foreign Exhibitors (in %)</u>	<u>2004</u> = 4.9 %; <u>2005</u> = 2.2 %; <u>2006</u> = 3.0 %
<u>Hall:</u>	3B
<u>Gross area:</u>	6,908 m ²
<u>Time of year:</u>	from 2005: April at the same time as INTERMODELLBAU
<u>Rotation:</u>	annual
<u>Next date:</u>	04/18/2007 - 04/22/2007
<u>Opening hours:</u>	Wednesday to Saturday 09 a.m. - 06 p.m. Sunday 09 a.m. - 05 p.m.
<u>Admission prices:</u>	Day ticket adult: 7.50 €
<u>Stand hire:</u>	from 82.00 €/m ² (row stand)
<u>Promoter:</u>	Messe Westfalenhallen Dortmund GmbH
<u>Your team:</u>	Tanja Meißner (Tel.: 0231 / 12 04-521) Andrea Löhr (Tel.: 0231 / 12 04-518) Stefanie Giehl (Tel.: 0231 / 12 04-528)

As of: September 2006