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Trade fair tower makes its debut / Modern screens advertise the events at the Messe Karlsruhe

Since last weekend, drivers on federal highway 36 are being directly informed of the trade fairs, congresses and events offered at Karlsruhe's trade fair center grounds. The ultramodern information stele was christened on Friday by Mayor Margret Mergen and the KMK (Karlsruhe's trade fair and congress center) management when they all pressed a button together.

Traffic statistics indicate that 19,000 automobiles pass this striking stele during the week. And if you add the somewhat less busy days during the weekend to this, you come up with the impressive sum of 400,000 contacts per month. An advertising resource which has not been utilized until now," explains Britta Wirtz, head of the trade fair center, regarding the investment in a modern communication system located right in front of the architecturally prize-winning trade fair grounds. The trade fair tower is 15 meters high and each of its two video screens covers an area of 20 square meters. The very first attraction to be advertised by the tower is the major consumer trade fair called offerta which opens its doors at the end of October and will attract up to 130,000 people to the trade fair grounds.

Our picture (from left to right): Cornelia Lutz (offerta project manager) and Mayor Margret Mergen with the KMK management team.



Ihr Ansprechpartner für Pressefragen:

Andreas Brockschmidt
S[quadrat] GmbH
In der Alting 4
90596 Schwanstetten
Germany
Tel.: +49 9170 94 398 - 0
Fax: +49 9170 94 398 - 25
E-Mail: ab@squadrat.biz
www.squadrat.biz