



**15**  
THEME  
AREAS

LEADING TRADE  
FAIR SINCE  
**2005**

GERMANY'S  
**LARGEST**  
**50plus**  
**SHOW!**

**500**  
LECTURES,  
WORKSHOPS  
AND SHOWS

**22,000**  
m<sup>2</sup>  
IN TWO HALLS

EXHIBITOR **INFORMATION**



**April 20–22, 2018** | Messe München

# "THE 66"



## **KNOWLEDGE**

FINANCES & INSURANCE  
COMMUNICATION & NEW MEDIA  
LEGAL & SOCIAL ISSUES  
EDUCATION & EXPERTISE



## **HOME**

REAL ESTATE  
LIVING  
ASSISTED LIVING & CARE



## **WELL-BEING**

SPORT & FITNESS  
HEALTH  
WELLNESS & BEAUTY



## **LIFESTYLE**

LEISURE TIME & HOBBIES  
FASHION & ACCESSORIES  
TOURISM & TRAVEL  
MOBILITY  
ARTS & CULTURE

# FOREWORD



## DEAR EXHIBITORS,

"The 66" has been a leading exhibition for the "best-ager" market in the entire German-speaking region for more than 13 years—something that we are rightly proud of.

It features a proven three-pillar concept—an exhibition, information, and shows and events—that allows our visitors to find everything that they need to make these the best years of their lives.

In the two exhibition halls, several stages and special show areas as well as seven lecture rooms are available to exhibitors to showcase their

expertise. Around 500 lectures, workshops, panel discussions, shows, programs, and plenty of prominent personalities make "The 66" what it is: a unique, established trade show for the attractive 50plus target group.

For you as an exhibitor, that not only means unimagined possibilities for innovative marketing and efficient sales, but also for inspiring personal contact with visitors.

Find out what drives, moves and fascinates your potential customers—and act on it.

Since 2017, "The 66" has been taking place at the Messe München exhibition grounds, where it received top marks from visitors and exhibitors alike. This also means excellent connectivity, more comfort and more potential for you.

We look forward to seeing you and wish you the utmost success!

Sincerely yours

A handwritten signature in blue ink that reads "Ursula Friedsam".

Ursula Friedsam  
Exhibition Director "The 66" and Team

# “THE 66” ENTHRALLS— WITH THE EXHIBITION, INFORMATION, SHOWS AND EVENTS

The success concept of “The 66” trade show is simple: enthralling visitors and exhibitors. Thanks to its three pillars—the exhibition, information, shows and events—it gives exhibitors the perfect platform for approaching visitors in a relaxed atmosphere and effectively showcasing their business.

## EXHIBITION: 4 SECTORS, 15 THEMES, 22,000 m<sup>2</sup>

- Active, interested, quality-conscious. The 50plus generation is indispensable for consumer markets. This is the conclusion drawn by the “Consumer Barometer 2016–Europe.”
- After many years of professional activity, this age group now has time to enjoy the returns of its labor.
- Best agers have a high spending power and, what’s more, place emphasis on quality. The 50plus generation has little in common with the classic image of the elderly.

### KNOWLEDGE Everything for added expertise in everyday life

 Finances & Insurance	 Education & Expertise
 Communication & New Media	 Legal & Social Issues

### HOME Everything related to your home surroundings

 Real Estate	 Living
 Assisted Living & Care	

### WELL-BEING Everything related to health and fitness

 Sport & Fitness	 Health
 Wellness & Beauty	

### LIFESTYLE Everything for an active, independent life

 Leisure Time & Hobbies	 Fashion & Accessories
 Tourism & Travel	 Mobility
 <b>NEW</b> Arts & Culture	

The high level of visitor attendance in the lecture rooms and the programs on stage clearly shows that the concept of information, entertainment and experiencing constitute the success of the fair. For about 35% of all visitors, the lecture program is the main reason to attend.

## INFORMATION—EXPERT KNOWLEDGE PRESENTED IN A RELAXED MANNER

- First-hand information from **experts, prominent personalities and VIPs**
- More than **500** lectures, workshops and panel discussions
- **7 lecture rooms**
- More than **19,000** program participants



### TIP

Send us your proposal for a free-of-charge lecture.



“ We participated for the first time this year and we are enthusiastic about the overwhelming popularity of our stand. The 50plus generation is very interested in the sectors communication & new media, and they are actively exploring it. The curiosity of visitors about this topic has encouraged us to broaden our range of products and services for this target group in future. In 2018, we would like to be represented here with a larger stand.” *Katrin Voigt, Senior Manager Shop Operations, m-net*



## SHOWS & EVENTS— NOTHING BUT HIGH SPIRITS

- Diverse and colorful supporting program with prominent guests, shows, and hands-on activities
- Main stage with seating for 500 people
- Dance and music stage with live music
- Sports stage
- Reading and listening lounge
- Catwalk stage



**YOUR ADVANTAGE:** A relaxed atmosphere for presenting your products and services.

- Creative lounge
- Golf fairway
- Cycling course
- Health trail

*“The rush at our stand has taken us a bit by surprise. It is terrific to see that our products are so well received and in such great demand by the visitors. We are exhibiting for the first time at “The 66” this year. The 50plus generation is a target group with enormous growth; this has made the fair so attractive for us. We will surely be back.”*

*Beatrix Fricke, dm*

// The relocation of the exhibition has definitely been a good move. As a long-standing exhibitor of "The66," we do recognize the difference and are very happy with the new venue. We are very satisfied with the trade show's results. It is and remains one of the most important events for us. That is why we will certainly be back again in 2018." *Franz Gerstmayr, Marketing Manager, **Geldhauser***

## ENTHUSIASTIC VISITORS

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**96%** Repeat visit probability

**98%** Recommendation probability

**95%** Overall rating of trade show as "excellent," "very good" or "good"

## HIGHLY SATISFIED EXHIBITORS

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**89%** Likelihood of repeat participation

**92%** Recommendation probability

**86%** Overall rating of trade show as "excellent," "very good" or "good"

# "THE 66" SCORES WITH PROFESSIONAL MARKETING SERVICES FOR YOU

## WE TAKE YOU DIRECTLY TO YOUR TARGET GROUP

- **32-page exhibition magazine** with a circulation of **500,000 copies**
- A credible medium for your editorial
- Targeted distribution of the magazine to "best-ager" households prior to the start of the fair

## WE PUT YOU IN THE RIGHT LIGHT

- Run your ads in our **visitor flyer**
- Circulation: **250,000 copies**
- Distribution to a large number of premium partners

**YOUR ADVANTAGE:** You reach a large number of potential visitors exactly in your target group.

## WE GIVE YOU RANGE

- Run ads or have your logo appear in our **exhibition catalog** for optimum advertising effect.
- Circulation: **15,000 copies**
- Free distribution at the fair and online

**NEW**

With digital media, you reach the 50plus target group all year round!

## WE CONNECT YOU DIGITALLY

- Your target audience is increasingly online
- They are within your reach even beyond the exhibition period
- Place an advertisement that appeals to your target audience right there!
- No risk: You determine your own advertising budget

Sample illustrations:



Exhibition magazine  
2017



Exhibition catalog 2017



Visitor flyer 2017

**TIP**

Find all details and prices in our **Marketing Services Brochure** at [www.die-66.de](http://www.die-66.de)

// We exhibit at several trade shows, but "The 66" is one of the most important events for us. The target audience we meet here is ideal and essential for us. Our stand was busy throughout the show and we were able to advise lots of interested customers. The exhibition grounds here are a good place for us. We are satisfied all around and the 2018 event is a must for us."

Franz Zehendmaier, President, **RadSPORT Zehendmaier**

## WE MAKE YOU KNOW

- Use our network of well-known media partners from **print, radio and TV**
- Long-standing cooperations with, i.a., Süddeutsche Zeitung, Abendzeitung, Radio Arabella, Muenchen TV etc.

**YOUR ADVANTAGE:** You effectively showcase your company or product in a relevant setting.

## WE ENSURE THAT YOU MAKE A BIG IMPACT

- Present your business on large advertising surfaces such as **mega-posters** and **banners** throughout the exhibition grounds
- Effective approach of trade fair visitors

**YOUR ADVANTAGE:** Highly effective, direct communication of your offering on site.



### TIP

Be sure to also order our **free online guest tickets** that you can distribute to your customers!

## OUR HIGHLIGHT: BECOME A PREMIUM PARTNER FOR A LECTURE ROOM!

Sponsor one of only seven lecture rooms and enjoy unique advantages:

- Reach up to **7,000 visitors** per lecture room.
- Secure attractive advertising space and media services for your company.
- **Save 35%** compared to booking separately.
- If you have questions about our sponsoring package, we would be pleased to advise you.

**YOUR ADVANTAGE:** Exclusive, premium presentation of your company at the fair.



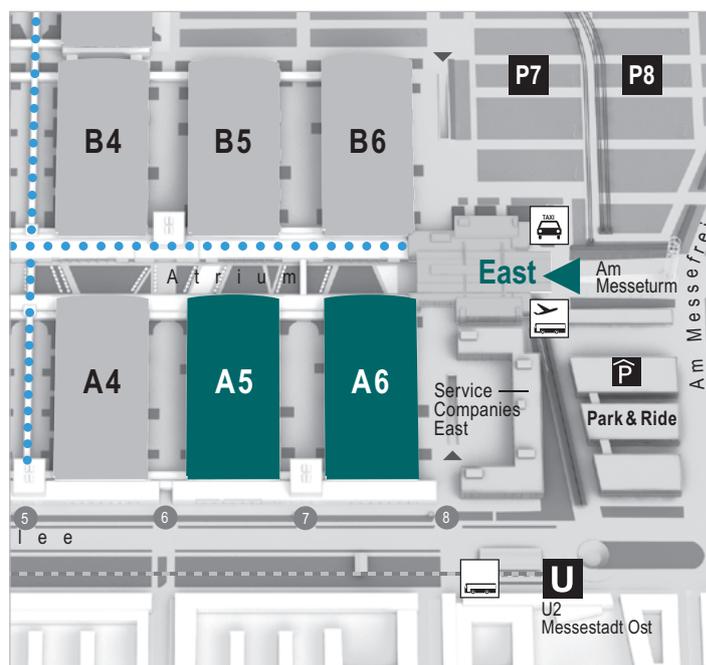
# “THE 66” OPENS UP OPPORTUNITIES— REGISTER NOW!

With 15 theme areas and a varied show and lecture program, there are plenty of ways to exhibit at “The 66.”

Whether you wish to showcase your company with a large image stand, at a compact row stand, as a co-exhibitor, catwalk partner or as an exclusive conference-room sponsor: It’s up to you!

Our stand-building packages are not only attractively priced, they also simplify your pre-arrangements for the fair. You get everything from a single source.

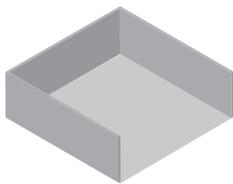
## “THE 66” AT THE EXHIBITION CENTER



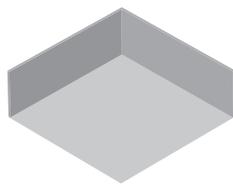
**//** *This year was the first time we participated in "The 66" and we were very excited about what the event has to offer. We definitely met our target audience here and enjoyed the exchange and discussions with our customers."* *Joachim Glas, Sales, Rubner Haus*

## PARTICIPATION FEES 2018

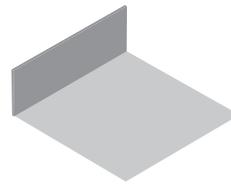
Stand-space only—net price per m<sup>2</sup>



Row stand: **EUR 127**



Corner stand: **EUR 137**



End stand: **EUR 144**



Island stand: **EUR 148**

### Additional fees

Mandatory communication fee .....	<b>EUR 259</b>
Fixed waste-disposal fee .....	<b>EUR 2/m<sup>2</sup></b>
AUMA charge .....	<b>EUR 0.60/m<sup>2</sup></b>
Advance payment for services .....	<b>EUR 7/m<sup>2</sup></b>
Fee to register co-exhibitors .....	<b>EUR 259</b>



Corner stand "Business"

### ALL-INCLUSIVE STAND PACKAGES

**plus fee for stand space**—net price per m<sup>2</sup>

Starting at ..... **EUR 75**

Prices plus mandatory communication fee and AUMA charge.

No advance payment for services.

"Non-profit" stand package

(flat rate) ..... **EUR 594.90**

Limited offer.

Only for societies and associations.

**(All prices subject to VAT)**

# WE WOULD BE PLEASED TO HELP— AND LOOK FORWARD TO SEEING YOU!

## SALES



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## EVENTS COORDINATOR



**Sandra Gilles**

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## EXHIBITION MANAGEMENT



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## Daniela Bohrer-Glas



Exhibition Assistant

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## STAND PACKAGES AND CUSTOMIZED STAND DESIGNS

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**Petra Braun**

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## EXHIBITOR LISTINGS AND ADS

Magazine, catalog, online

jl.medien e.K.

**Anja Hofer**

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www.die-66-media.de

## ADVERTISING SPACE

### AT THE EXHIBITION CENTER

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mediasales.die66@messe-muenchen.de

## “THE 66”—GERMANY’S LARGEST 50plus SHOW!

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