

Expotechnik stages the Lufthansa presentation

ITB 2012: Many highlights at an excellent fair booth

Taunusstein/Berlin, 10 April 2012. **Expotechnik realized a heavily media-based, interactive booth concept for Lufthansa at the ITB - perfectly adapted to the new Lufthansa presence. The compelling presentation brought Lufthansa the Best Exhibitor Award for the fifth consecutive year.**

Innovative and functional: That's how Expotechnik Group designed the Lufthansa trade fair presence - suitable for the premiere of the new Lufthansa Business Class. The booth architecture reflected the high quality standards of the airline, while numerous interactive elements underlined the dynamic character of the brand. In accordance with the priorities of the new Lufthansa advertising campaign "Nonstop you", visual impressions as well as interactive elements played a key role in the design concept. The use of the Multi-media Informational Display Series Lambda and the Epsilon media table by Expotechnik permitted the elegant integration of emotional picture messages. Both elements have recently been awarded with the red dot design award 2012.

The attractive trade fair presentation brought the airline the Best Exhibitor Award first prize in the category of "Carrier" for the fifth year running. Lufthansa had already been honored with the award of the Cologne Business School (CBS) in the years 2005 to 2008. Following a three-year break, the airline made a reappearance at the ITB 2012, and was once again able to win the votes of the jury. "Lufthansa is the global player amongst the German airlines. It was therefore important to us to emphasize the innovative leadership of Lufthansa during this staging – our current award-winning brand furniture was an excellent fit for this stand concept," says Alexander Soschinski, Group President of the Expotechnik Group.

The ITB Berlin is regarded as the leading global exhibition for the travel industry. 170,000 visitors, including 111,000 trade visitors, roughly 11,000 exhibitors from more than 180 countries, and the world's largest convention for the travel industry make ITB Berlin the leading B2B platform for the global tourist industry. Every year, trends are set and sales in excess of six billion euro are generated at the ITB Berlin.

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of nine independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and

experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Krones and Phonak. The global management of Expotechnik Group is jointly headed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

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