

**EXPOTECHNIK** 

**40 YEARS**

Lasting brand experiences are our basis for securing exposed market positions. Expotechnik develops and realises creative concepts which convey the core messages of your company on three-dimensional architecture.

Our approach, global flexibility, and understanding for perfectly structured space distinguish us clearly from our competition. Put your trust in higher quality standards, more systematic problem solving competences as well as the spirit of partnership both in theory and in action – worldwide.



Alexander D. Soschinski  
Managing Partner



Patrick O. Soschinski  
Managing Partner



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# Company Foundation

„Harmonious concept, design, and function are our focus when planning brand environments. We have always claimed the highest quality standards in layout, creativity, and design as major components in our daily work.

For 40 years now, we have been aware of the great responsibility we have for our international clients. Together with them, we allow their brands and values to take a communicative shape.

Our family members personally commit to that in Asia, America, and Europe.“



Heinz H. Soschinski  
Company's Founder

## Company Profile

### Architecture for global brand orchestration

Taunusstein. Expotechnik.  
Heinz Soschinski GmbH.  
Headquarters.

Expotechnik stands for performance that companies operating globally and medium-sized businesses alike have been able to rely on since 1968.

Today, the Expotechnik Group employs 500 staff members in eight locations in Europe, America, and Asia. We realise approximately 1.500 projects per year covering an exhibition area of 150.000 square meters. Our competences include exhibitions, events, and environments – international and regional trade show appearances, sophisticated events as well as brand and experimental environments in showrooms, foyers, lounges, and offices.

With the help of our team of international architects, designers, key account and project managers as well as our own production sites, we develop and realise brand experiences with high recognition value – in venues all over the world. We offer anything along the value-added chain, from planning to implementation, from one source.

In times when resources run increasingly low and the ecosystem changes, sustainability and efficiency are important aspects in our thinking and acting. For these reasons, our clients appreciate that Expotechnik solutions can be reproduced several times with the same quality at different locations.



## Company Divisions

### A holistic range of services for tangible brand communication

Consultation. Planning.  
Realisation.

Only experience-driven brand presentations create added value for the end client and supplier.

While the focus used to be solely on the architecture, our approach today goes much further than the construction of trade show booths. We manage elaborate events as well as modular concepts for showrooms, foyers, lounges, shops, and offices with high expectations for architecture and brand identity.

With functional aesthetic appeal and flexible design concepts we make sustainable brand communication possible and thus strengthen your position in the market.

#### Exhibitions

Temporary Installations

- Global and regional trade show appearances
- Individual project planning from 1 – 20.000 m<sup>2</sup>
- Individual trade shows and trade show series with more than 10 events per year
- Media and graphics conception

#### Events

Temporary Installations

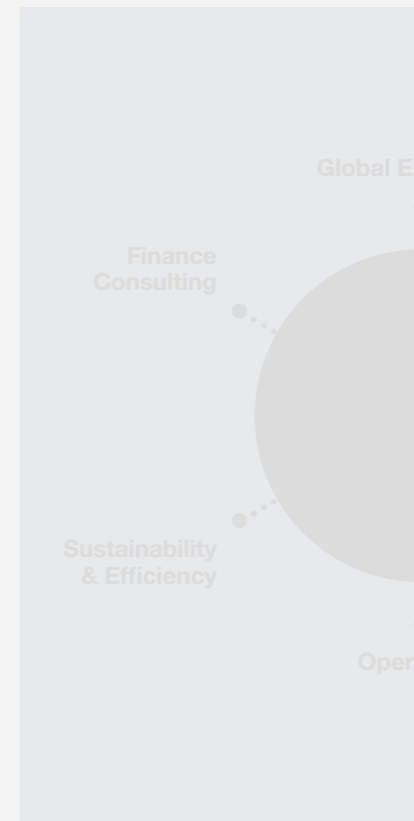
- Annual general meetings
- Presse conferences
- Conventions
- Roadshows
- Product launches

#### Environments

Permanent Installations

- Showrooms
- Foyers
- Lounges
- Welcome centres
- Shop-in-Shop solutions
- Offices

**Company Advantages**  
**Outstanding commitment for full client satisfaction**



Competence. Responsibility.  
 Full service.

What our clients expect from Expotechnik is something special. We see ourselves as innovative pioneers in our field. It is, therefore, not enough to simply offer the usual standard solutions.

For this reason, we constantly review and re-evaluate all of our areas of expertise. We look for new ways to optimise processes and to increase creative and conceptional output. Our employees are highly dedicated to finding new materials, material combinations, and logistical solutions. Our architects and designers develop concepts, which help both our clients and Expotechnik itself gain valuable competitive advantages.

However, as a global full service partner for our clients we responsibly think further than that. We take profitability, environmental friendliness, and attractive financing options into account. Our clients reward this commitment with many years of trust.

**Global Experience**  
Your contact for projects worldwide



Proximity.  
Market and brand recognition.  
Process optimisation.



Many Expotech clients operate globally and are represented in several markets. For them, we develop trade show and architecture concepts, which may be implemented flexibly in all countries, in a consistent and brand-compliant manner.

Our international presence allows us to offer full service in our locations at any time – including conception, development, logistics, and assembly. Consulting and project management, however, are provided by a fixed worldwide team depending on your wishes – centralised or decentralised communication. This tight global network, which has been built over many years, is what distinguishes Expotech from other providers.

Each branch stays in touch with the others and with the headquarters in Taunusstein via direct communication. This tightens the lines of communication and allows for more seamless processes. With one fixed contact person, you save a lot of time while still being able to trust that you receive dependability, professionalism, and conceptual consistency.





## Global Experience

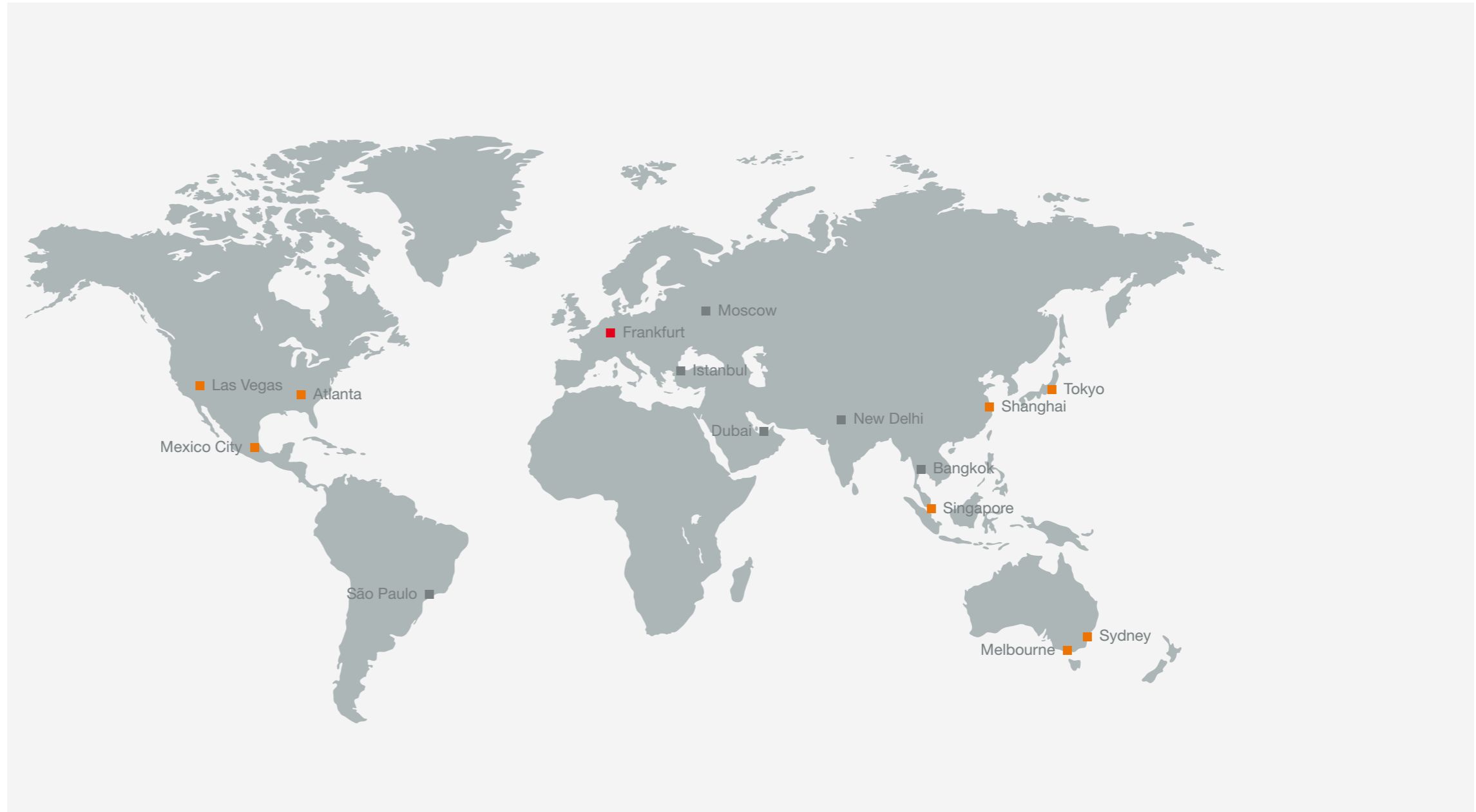
Planning globally and implementing locally with eight branches worldwide

Europe. America. Asia.

Our brand clients act and communicate globally – and they appreciate the fact that Expotechnik can guarantee consistent and sustainable brand appearances in all markets. With our branches and homogenous organisational structure in all of our locations we can ensure ideal customer service worldwide.

Everyone in our team of designers, key account and project managers as well as logistics, assembly, and manufacturing experts follow the same high quality standards all over the world. Global planning, which takes cultural characteristics into account, thus creates a market-specific yet consistent brand appearance.

The drive and performance of Expotechnik has been steadily increasing: New locations will be added continuously in the coming years. After America, Asia, and Australia, we are now planning further branches in Moscow, Dubai, São Paulo, Istanbul, Bangkok, and New Delhi.



- Headquarters
- Locations
- Planned locations

### Headquarters

- 1968 Expotechnik  
Heinz Soschinski GmbH  
Europe, Taunusstein/Frankfurt

### Locations

- 1988 Expotechnik America, Atlanta
- 1997 Expotechnik Australia, Melbourne
- 1998 Expotechnik Asia, Singapore
- 2000 Expotechnik Japan, Tokyo
- 2001 Expotechnik Australia, Sydney
- 2003 Expotechnik China, Shanghai
- 2006 Expotechnik Mexico, Mexico City
- 2006 Expotechnik America, Las Vegas

### Planned locations

- Expotechnik Russia, Moscow
- Expotechnik UAE, Dubai
- Expotechnik India, New Delhi
- Expotechnik Turkey, Istanbul
- Expotechnik Brazil, São Paulo
- Expotechnik Thailand, Bangkok



## Creativity

International architects and designers inspire with their creativity

Brands. Design. Conception.

Expotechnik develops sophisticated architecture and communication solutions on the highest level and adjusts them to your brand values. It is our goal to emotionalise the space so that your clients perceive and experience the lasting effect of your brand message.

The concepts of Expotechnik convince, with the depth of their content, by questioning facts and behaviours, and with innovative thinking. The fact that our solutions turn out to be surprising and outstanding inspires not only our clients but also guests of trade shows and events, as well as the technical trade. International awards confirm our competence and our approach. When you choose Expotechnik as a partner, you consciously decide in favour of creativity, professionalism, and highly effective communication.





## Product Development

Expotechnik stands for excellent design competence

Design. Innovation. Awards.



### Nomation Design award of Germany

- 2006 Deutsche Lufthansa AG, ITB
- 2007 Delta counter- and presentation series
- 2009 Piazza presentation stele
- 2009 Ultra Small Concept



### iF product design award Award of outstanding design

- 1994 Concept 80B
- 1998 Product island
- 1999 Display-wall 6.0
- 2006 Delta counter- and presentation series
- 2008 Piazza presentation stele
- 2008 Ultra Small Concept
- 2009 Krypton display-wall system
- 2009 Gamma counter- and presentation series



### red dot design award Award of high design quality

- 2000 Concept 80 Twin, superstructure
- 2006 Delta counter- and presentation series
- 2008 Ultra Small Concept



### AIT Innovation award

- 2005 Delta counter- and presentation series



### ADAM Award of outstanding exhibition design

- 2002 Expotechnik, EuroShop
- 2003 Toyota Motor Corporation, Shanghai Motor Show
- 2004 Deutsche Lufthansa AG, ITB



### DDA Award Display Design Achievement

- 2001 Toyota Design MEGA WEB Studios



## Operations

Own production sites ensure quality and flexibility

Taunusstein. Distribution Centre.



Expotechnik has logistics and production centres worldwide with a total factory capacity of 60.000 square meters – sufficient space and infrastructure for production, storage, and commission from one source. There, we manage and regulate, aluminum, wood, acrylic, glass, electrical, media, and client materials efficiently and centrally.

The special advantage of having our own manufacturing site is the extraordinary in-house production depth. Carpenters, paint shops, locksmith shops, digital printing, electrical and media engineers, logistics, as well as assembly are all located directly on site. This allows all experts to communicate directly and do preliminary work for one another more efficiently – a deciding factor for quality assurance as well as fast and flexible problem solution – worldwide.

## Sustainability & Efficiency

### Sustainable handling of budget and resources

Save costs.  
Protect the environment.

As a family enterprise operating worldwide, we are aware of our responsibility – and that of all generations – to protect the environment and natural resources.

Therefore, sustainability is and has always been an important factor in all business decisions. Company founder Heinz H. Soschinski already incorporated these reflections in his company concept in 1968 and is thus considered a pioneer in the field. The idea of renting out trade show booths allows for repeated use of each item and hence saves resources and uses the clients' budget efficiently.

All systems are in stock in all of our locations, which cuts back on transportation expenditures and makes costly container shipments virtually superfluous. A uniform standard is applied internationally. Production is a well thought-out process as well with many things being recycled and thus causing only small amounts of residual waste. Expotechnik modules are stored and shipped in reusable wooden boxes, which reduces additional packaging waste.

This way of thinking and operating not only benefits the environment, it is significantly more cost-effective for you as well.



## Finance Consulting

### Experience and vision for new ideal solutions

Trust. Competence. Loyalty.

The trust of many of our clients has grown over years and is based on our high flexibility and professional approach. Expotechnik is far more than a simple architectural service provider, because we consider your overall communication needs.

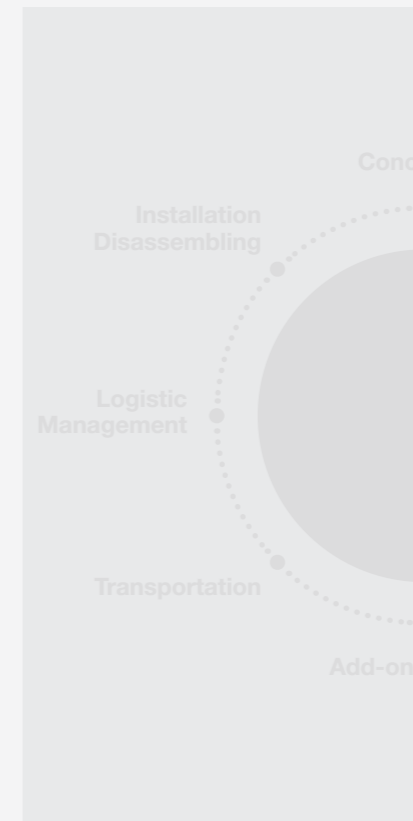
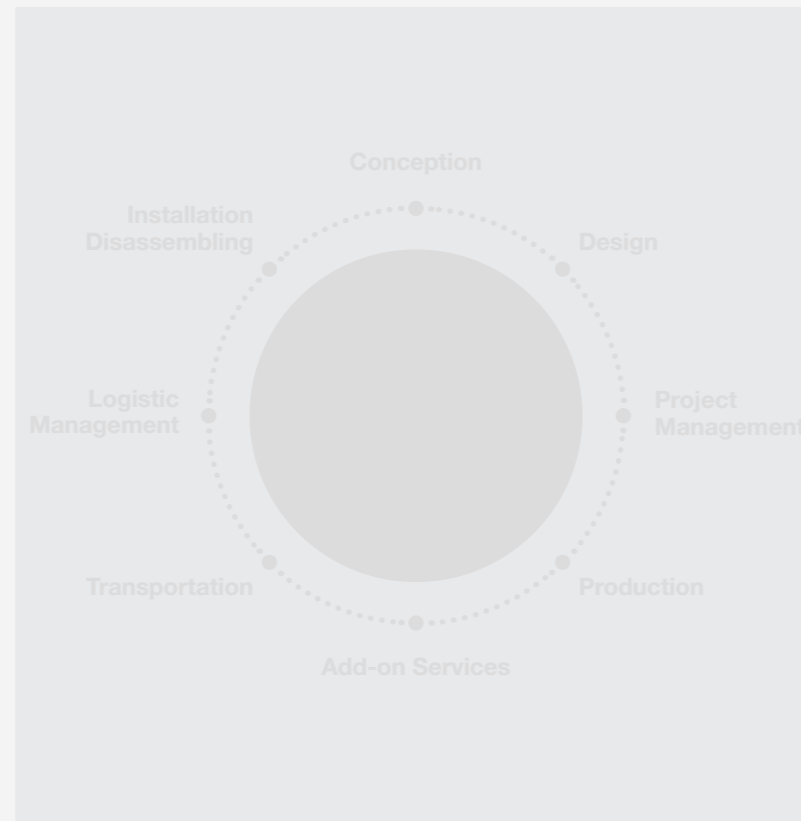
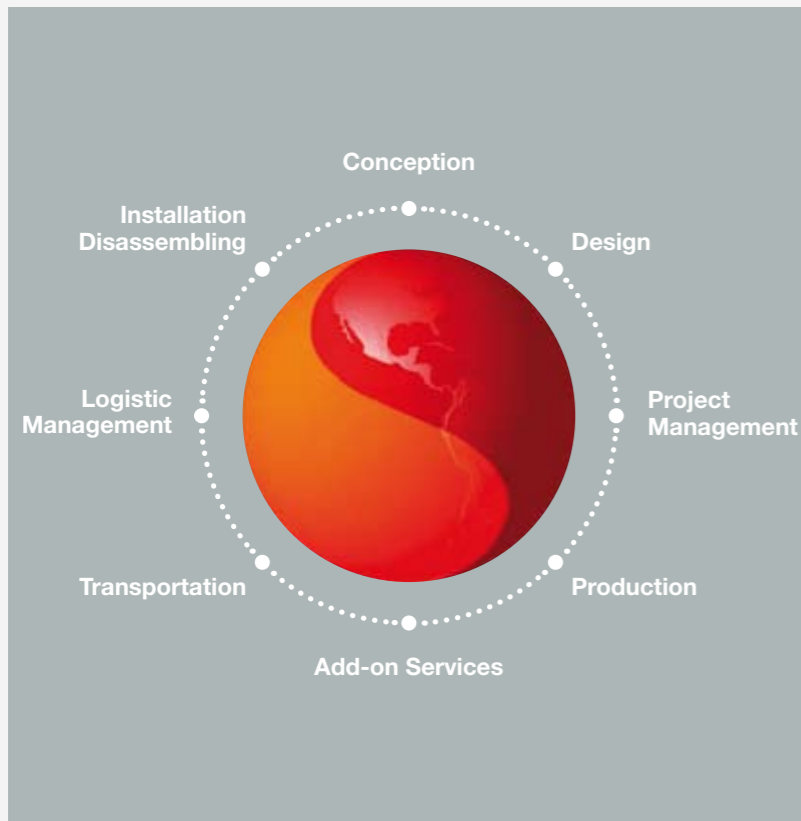
This includes exact analysis of the problem and devising clear recommendations. We have developed these advisory skills over the past forty years and benefit from our experience, constant proximity to clients and the market.

Over the years and in cooperation with our clients, we have created models targeted towards the economical and sensible use of communication budgets. At the same time, we discuss with you the global fields of application for your brand orchestration and securing your position in the respective country or market.

Our key account managers, project managers, and creative personnel are always looking for individual solutions. It is how we create architectural concepts that draw the right kind of attention to your brand at the right time and in the right place.



**Value added Chain**  
**Quality assurance along the value-added chain**



Solutions. Packages.  
 All-around competence.

Expotechnik's globally operating clients expect consistent quality standards worldwide. We ensure this by providing all services along the value-added chain.

You can receive everything from one source, from conception to transportation, assembly, and dismantling as well as logistics management. The advantages are obvious: It is the only way to guarantee direct communication for smoothly progressing projects. Short lines of communication, equally high quality standards, and linked concepts are all keys to extraordinary client satisfaction.

Only this way of pooling competences and energies allows your trade show booth to be reproduced several times in different locations and in varying sizes, while maintaining that both the quality is equally high and the concept remains the same.

This complete project management further allows us to use valuable resources sensibly and sustainably.

# Exhibitions

Temporary Installations  
Trade shows and exhibitions worldwide



**First Class**  
High-quality trade show architecture  
for sustainable brand experiences

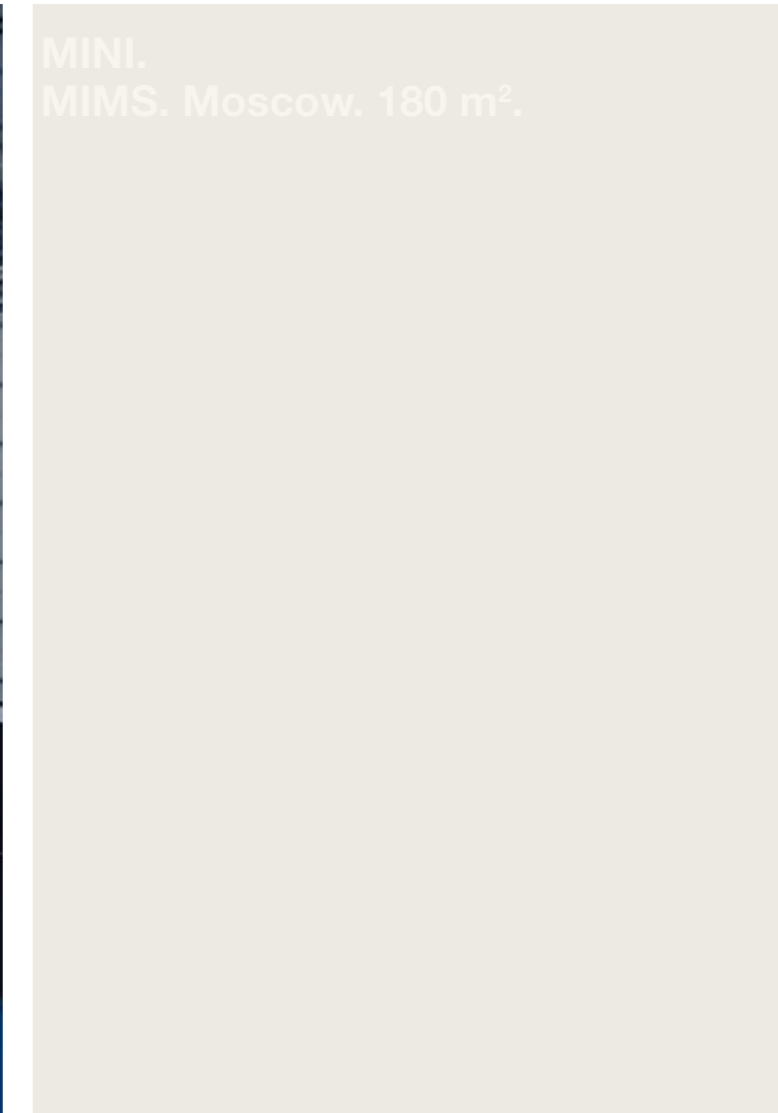


Lufthansa.  
ITB, Berlin, 555 m<sup>2</sup>.



**In demand**

Brand myths conveyed impressively and dynamically



MINI.  
MIMS. Moscow. 180 m<sup>2</sup>.

**Details**

Products and brands in the centre of attention

- Exhibitions
- Events
- Environments



Deutz.  
Bauma. Munich. 405 m<sup>2</sup>.



**Esthetic appeal**  
Tangible exclusiveness through generous design



BMW.  
MIMS. Moscow. 600 m<sup>2</sup>.

### Emotionality

Experiencing brand messages and products with all senses

Exhibitions	Events	Environments
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Phonak.  
Audiology Now. Charlotte.  
585 m<sup>2</sup>.



## Attentiveness

Impressive presentation and brand presence

Exhibitions

Events

Environments

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manroland.  
Drupa. Düsseldorf. 6.000 m<sup>2</sup>.



**Performance**

Impressive appearance with a long reach

Honda.  
IAA. Frankfurt. 2.250 m<sup>2</sup>.



**Recognition factor**  
Uniform appearance for global concepts



Volvo CE.  
Bauma, Munich. 6.000 m<sup>2</sup>.  
ConBuild Vietnam, Hanoi. 400 m<sup>2</sup>.  
M&T, São Paulo. 600 m<sup>2</sup>.



**Passion**  
Making brands and products  
desirable



Ford.  
SIAM. Mexico City. 3.000 m<sup>2</sup>.

# Technology

## Simplifying complexity and convincing with details

Exhibitions	Events	Environments
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Georg Fischer.  
IAA Commercial Vehicles. Hanover.  
206 m<sup>2</sup>.



**Power**

Dominant appearance thanks to smooth presentations

Exhibitions

Events

Environments

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Barco.  
NAB. Las Vegas. 186 m<sup>2</sup>.



## Trust in brands

Worldwide recognition factor  
due to global concepts

Exhibitions

Events

Environments

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Suntech.  
China Solar PV. Changzhou.  
108 m<sup>2</sup>.



**Worldwide**  
Striking design for global brand recognition



GE Fanuc.  
IMTS. Chicago. 1.486 m<sup>2</sup>.

**Flexibility**  
Innovative system solutions  
with surprising insights

- Exhibitions
- Events
- Environments

Hertz.  
NBTA. San Diego. 93 m<sup>2</sup>.



**Sensibility**

Delicate exhibits portrayed perfectly  
by means of light and design

Exhibitions

Events

Environments

Schott.  
Glasstec. Düsseldorf. 100 m<sup>2</sup>.



**Welcome**  
Open booth design increases  
visitor frequency

- Exhibitions
- Events
- Environments

Sony.  
Protec. Tokyo. 180 m<sup>2</sup>.





**Topic of conversation**  
Product presentation and booth design at its best

- Exhibitions
- Events
- Environments

Telekom.  
Medica. Düsseldorf. 195 m².



# Events

Temporary Installations  
Annual general meetings,  
press conferences, conventions,  
roadshows, product launches

**Efficiency**  
Innovative systems for more flexibility

Exhibitions	Events	Environments
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Federal Republic of Germany.  
Outdoor pavilion. Nanjing.



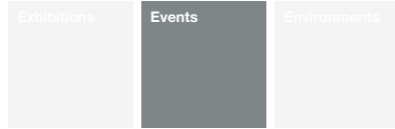
**Dynamics**  
Understanding brand values and making them tangible



MAN Nutzfahrzeuge.  
Truck-Grand-Prix. Nürburgring.

### Dialog

Experiencing an outstanding way of product and brand presentation



Amada.  
Wasino Kick-off Event. Gießen.  
Wasino Kick-off Event. Bangkok.



Style

Event concepts that truly convey brand characteristics



Lufthansa.  
Roadshow. Nationwide.



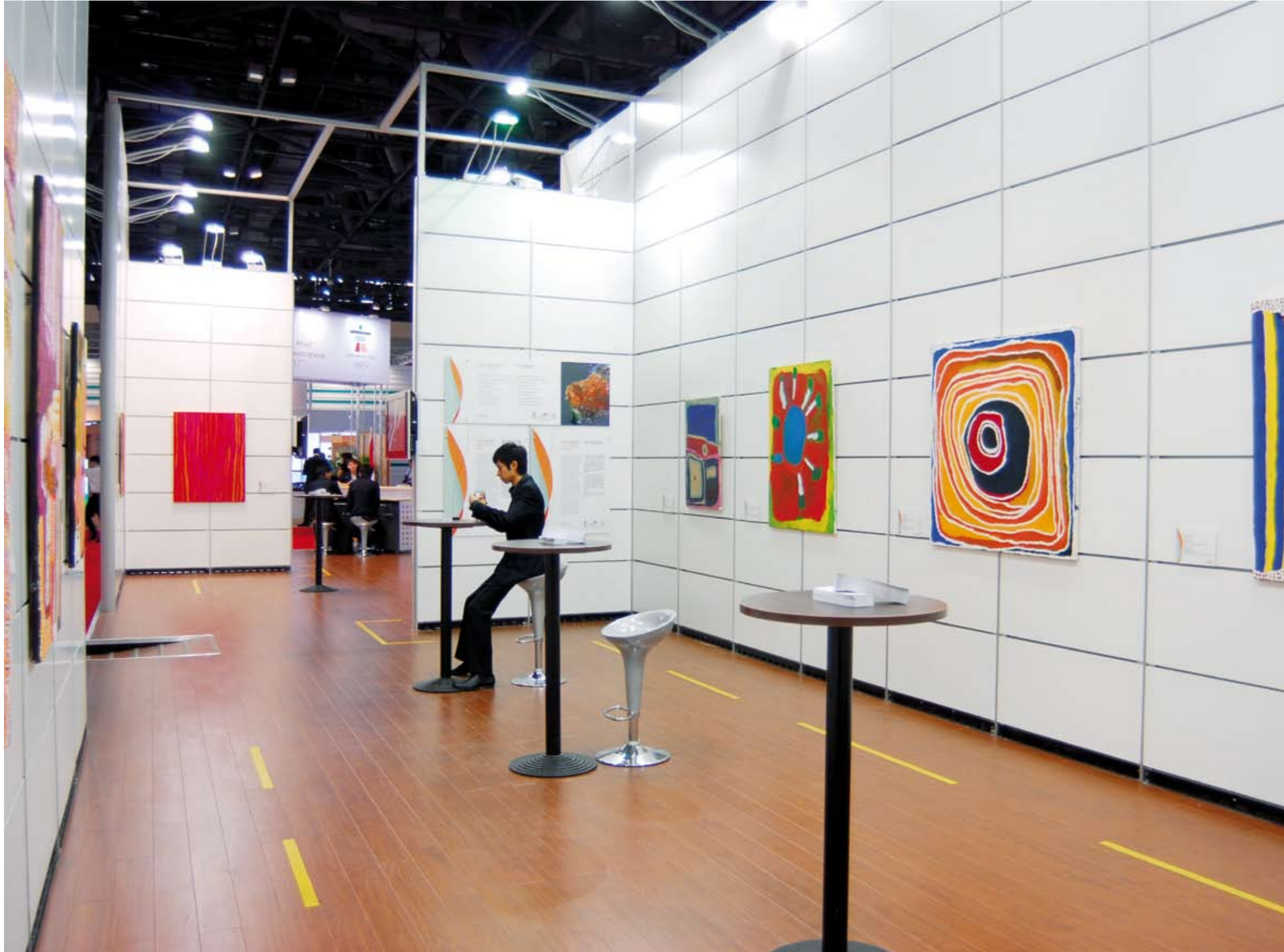
**Meeting places**

Generous rooms decrease distance to the client



MAN Nutzfahrzeuge.  
Outdoor pavilion.  
IAA Commercial Vehicles. Hanover.

**Art**  
Concise design as framework for  
creativity and imagination



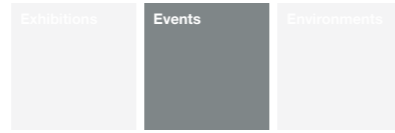
BHP.  
Olympic Expo. Beijing.



## Tempting brands

A classy ambience reinforces the luxurious and powerful feeling

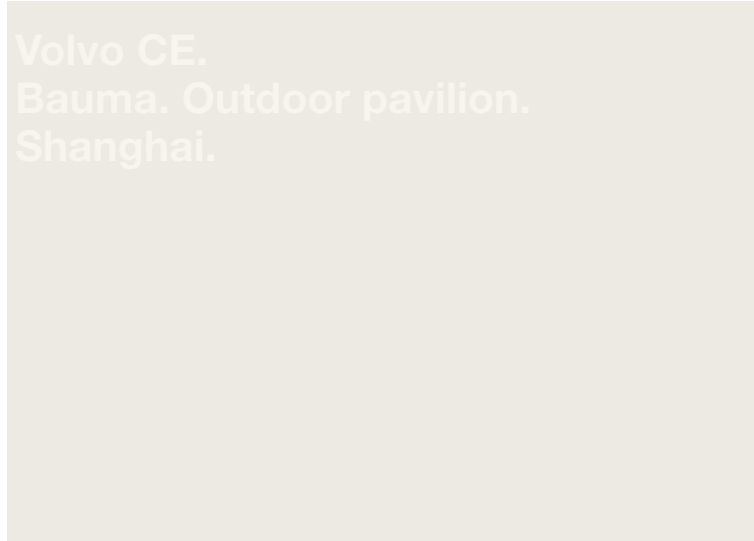
Aston Martin.  
Roadshow. Beijing. Guangzhou.  
Changsha.



### Oasis of tranquility

Extraordinary presentations in the middle of hectic surroundings

Exhibitions	Events	Environments
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# Environments

## Permanent Installations

Showrooms, foyers, lounges,  
welcome centres, shop-in-shop solutions,  
offices

**Dimensions**  
Architecture as an expression of design standards and success



Toyota.  
Foyer. Tokyo.

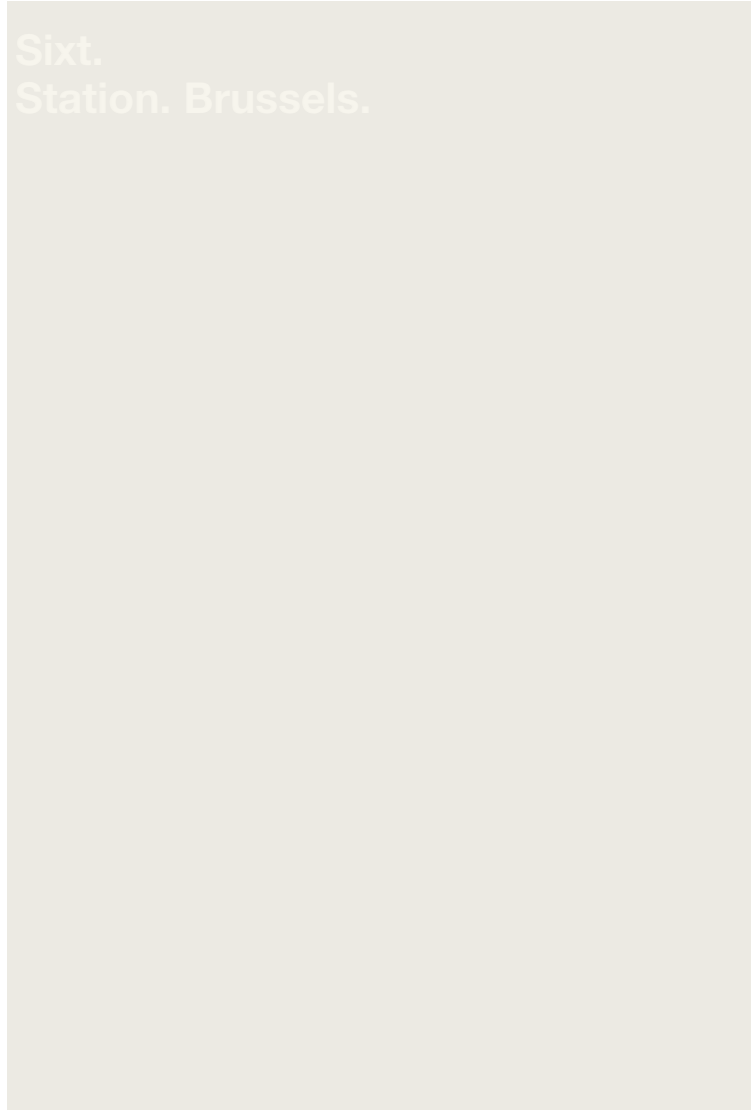
**Reduction**  
Linear and simple design as a striking brand style



ZDF.  
Foyer. Mainz.

**Profitability**  
Proven systems applied for the brand

- Exhibitions
- Events
- Environments



**Brand core**

Flowing design and water as recurring stylistic elements

Friatec.  
Showroom. Mannheim.



## References.

### Automation & Engineering

Aixtron  
Amada  
Aston Martin  
Buderus Guss  
DISA  
ElsSy  
Engel  
Fanuc GE  
Ishida  
Johnson Controls  
Klinger  
Krones  
Oerlikon  
Pepperl + Fuchs  
Phoenix Contact  
Rieter  
Schuler  
SEW  
Siemens  
Wirth

### Automotive

BMW  
Deutz  
Ford  
Georg Fischer  
Honda  
Kögel  
MAN Nutzfahrzeuge  
MINI  
Point S  
Toyota  
Volvo CE  
Wirth

### Consumer Goods

3M  
ANWR  
Brita  
Herma  
Pelikan  
Schott  
Schwan Stabilo  
Soda-Club

### Energy

Clipper Windpower  
Deutz Power Systems  
Saft Power Systems  
SMA  
Suntech

### Entertainment

Hessischer Rundfunk  
ZDF

### Finance & Insurance

Clerical Medical  
Deutsche Bank  
Deutsche Leasing  
HBOS EFS Vertrieb  
Heidelberger Leben  
ING-DiBa

### Food & Beverage

Bakemark  
Coca-Cola  
Frankenberg  
Henkell & Söhnlein

### Health Care

Abbott  
Akzo Nobel  
BASF  
Berlin Chemie  
Hexion  
KaVo Dental  
McKesson Provider  
Technology  
Phonak  
Siemens Medical

### Information & Communication Technology

ARRI  
Barco  
Behringer  
Cisco  
Deutsche Telekom  
Funai  
Interactive Media  
ModeLabs  
Motorola  
Navteq  
Samsung  
Scout24 Media  
Sony  
Telmex  
T-Mobile

### Plastics

Friatec  
Gerresheimer Wilden

### Print & Media

Haufe  
Lexware  
MacDermid  
manroland  
Manugraph  
Megtec  
Wolstenholme

### R&D

Fraunhofer-Gesellschaft

### Services

Accor Hotels  
Hertz  
Infraserv  
LSG Lufthansa Service  
Lufthansa  
Sabre  
Sixt

### Sport & Leisure

Elan  
Life Fitness  
Storck Bicycle  
Sun Ergoline

### Transport & Logistics

Airport Nürnberg  
Kühne + Nagel  
Lufthansa Cargo  
Swiss Cargo

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