

## IFES welcomes the world of Live Marketing to Vienna

More than 200 international participants meet to "Share Business"

The International Federation of Exhibition and Event Services invites Members of the Board, CEOs, heads of marketing, exhibition, event and congress experts and sustainability and innovation managers to this convention under the topic "The Next Level – Sharing Business".

Every year IFES has one main objective: to bring together the Exhibition and Event Services industry to one location. This year the IFES World Summit will be coming to Vienna from June 24th to 26th under the core theme "Sharing Business", including exceptional keynotes, business speed meetings, round tables with the speakers and workshops on current topics of exhibition and events.

For the first time IFES invites global and national players from the whole spectrum of the exhibition industry elevating the annual meeting to "The Next Level" to connect and discuss current projects with potential business partners. The key topics in Vienna will be environmental awareness, international market opportunities in the green segment, innovative and sustainable management based on success stories of global market leaders, "Green Meetings" and "Green Events".

One of the highlights will be the backstage report of the 60th Eurovision Song Contest in Vienna – an ORF presentation will take us behind-the-scenes of the Eurovision Song Contest 2015 from the preparations to the finals on May 23rd. With nine shows, large public side events and a staff of 8000 volunteers it will be the biggest Austrian green event ever. A singular opportunity to get a close insight into the organization and realization of this extraordinary event.

### About IFES:

The International Federation of Exhibition & Event Services (IFES) is the worldwide trade association dedicated to the specific needs of exposition designers and providers of tradeshow and events services. Over 200 companies representing more than 40 countries are proud members of the network. The purpose of IFES is to promote the commercial, professional and socio-political interests of its members on an international level as well as generating and promoting a business and knowledge exchange platform for its members who are active in the international market.

[www.ifesnet.com](http://www.ifesnet.com)

## STAND CONSTRUCTION SUPPLIERS

# Breaking away from right angles

Stand systems now favour curves over angles, are free and creative with vendor parts, simple and versatile with decorations. Stand builders are spoiled for choice.

Virtually anything is possible with systems. But not the curved counter designed to mirror the company's logo.

Or the display table shaped like the products themselves. Gilnhammer from Maitenbeth near Munich is well-known for its lightweight wall systems with a honeycomb paper centre. However, the company's roots lie in carpentry. From a carpentry workshop, it has flourished into a specialist for exhibition wall systems, stand parts and custom furniture. As a supplier of stand parts, Gilnhammer realises individual designs of stand builders, architects or designers made out of wood, plastic, stainless steel, aluminium or acrylic glass. With CAD systems and cutting-edge CNC milling technology, the company from Upper Bavaria can translate any conceivable design concept of its cus-

tomers into a three-dimensional object. "We work as suppliers for stand builders and normally don't assemble booths at exhibitions, but we can produce complete stands. And the creative possibilities for construction details and special eye catchers are endless," promises Managing Director Thomas Gilnhammer.

Following on a stand builder's concept, the company constructed a booth counter for an eyewear manufacturer shaped to look like a pair of spectacles. For sports eyewear brand Oakley the designers came up with an equally unique concept. Akzent Messestudio GmbH commissioned Gilnhammer to produce special wall elements. Their structure evokes the image of the Prizm brand. Individual MDF panels were mitre-cut, glued to create prism-like shapes and stuck to the base plate. "Our company was chosen because we can build designs like this in 3D," says Thomas Gilnhammer ([www.gilnhammer.de](http://www.gilnhammer.de)).

"Designers and builders can be bolder, break away from angles and create freer shapes," says Marcus Faust. He is the Managing Director of stand systems maker LT Systems Europe from Dormagen near Cologne and demonstrates the seemingly impossible: circular constructions based on square standard aluminium profiles. "If you bend the profiles, the materi-

„Designer und Konstrukteure können mutiger werden und freiere Formen kreieren“, erklärt Marcus Faust von LT Systems Europe.

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Photo: LT Systems Europe