



AHMA/USA Pavilion

International Hardware Fair / Practical World

March 9-12, 2008 | Cologne, Germany

Panel Display Program

New to the international marketplace? Testing the waters to research and gain exposure to foreign channels? Challenged with tight budget constraints?

Regardless of your situation, the AHMA/USA Pavilion Panel Display Program provides an economical alternative to bring your products and services to foreign markets.

Through a dedicated, shared area of booth space within the AHMA/USA Pavilion, you will have the opportunity to display your products and services alongside other exporters at minimal costs, while enjoying all of the same turnkey package benefits that the AHMA/USA Pavilion has to offer.

Shared Space less Shared Expenses = Shared Savings:

\$1,800 per panel for AHMA Members

\$2,400 per panel for Non-members

For less than \$4,500*, you can take advantage of more than 25 years of AHMA/USA Pavilion experience and establish your company as a player in the global marketplace.

*Calculation is based on costs of one panel \$1,800 + estimated airfare \$800 + estimated hotel/meals \$1,800. Travel cost estimates are based on today's currency rate of exchange and published fares, which are subject to change, and do not take into account personal travel preferences.





AHMA/USA Pavilion

International Hardware Fair / Practical World

March 9-12, 2008 | Cologne, Germany

Standard Panel Display Equipment & Services

Standard Panel Equipment – included in participation fee:

- Hardwall Panel(s) - each 1-meter wide x 2.5-meters high
- Panel Sign with Company Name
- One (1) Pegboard with 20 Hooks (per panel)
- One (1) Shelf (per panel)
- Appropriate Lighting

Standard Panel Services – included in participation fee:

- One (1) Alphabetical Listing in Fair Catalog
- One (1) Product Listing in Fair Catalog
- Inclusion and Distribution of Independent Printed AHMA/USA Pavilion Directory
- Inclusion of Online AHMA/USA Pavilion Directory
- Assistance Securing Hotel Accommodations Through AHMA Room Blocks
- Market Research
- AHMA/USA Pavilion Promotion
- AHMA/USA Pavilion Public Relations Program
- Pre-fair Educational Services
- Cleaning
- General Security
- Shared Interpreter Services
- Tuesday Evening Networking Reception
- Business Lounge
- Business Center
- ~ Phone, Fax, E-mail, Photo Copying, Private Meeting Rooms



March 9-12, 2008 | Cologne, Germany

Optional Panel Display Equipment & Services

Optional Panel Equipment – to be charged in addition to your participation fee, as incurred:

- Additional Pegboards with Hooks (above your standard allotment)
- Additional Shelves (above your standard allotment)
- Counters
- Literature Racks
- Transformers
- Electrical Outlets

Please inquire for additional equipment not listed above.

Optional Panel Services – to be charged in addition to your participation fee, as incurred:

- Additional Alphabetical Listing in Fair Catalog (above your standard allotment)
- Additional Product Listing in Fair Catalog (above your standard allotment)
- Exclusive Interpreter Services
- Exclusive Security Guard
- Parking Passes

Please inquire for additional services not listed above.