

## Prepare yourself to be impressed!

Dortmund is a city of contrasts, which is what makes it such an exciting place. Get to know the charm of this cosmopolitan city, with its sights big and small, its interesting corners and its quirky edges.

Dortmund is no longer a city of coal mining – these days it surprises visitors with a brand new image, a great lifestyle and a varied programme of cultural events. Whether it is leading operas or superb jazz concerts, excellent theatre or a traditional cabaret show, progressive media art or historic visual art collections – Dortmund leaves nothing to be desired for culture vultures.

For those who love shopping, the modern Thier Gallery is a state-of-the-art shopping experience. To get a feel for the history of the city, however, head within the historic city walls to the Westenhellweg, one of the busiest shopping streets in Germany. How about a superb view over the city? From the viewing platform of the Florian Tower in the Westfalenpark, Dortmund is at your feet. Whatever your tastes, a sightseeing tour of Dortmund is always a great experience, whether by day or night!



# On the pulse of ideas.

## vivanti

Dortmund Regional Order Days  
January 21 – 23, 2017  
July / August 2017

### The trade fair team:



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### Opening hours:

Sat & Sun 9.00 am – 6.00 pm  
Mon 9.00 am – 5.00 pm

#### Location of event:

Messe Westfalenhallen Dortmund GmbH  
Strobelallee 45, 44139 Dortmund  
Winter: Halls 2, 2N, 3A, 3B  
Summer: Halls 4, 5, 6, 7

#### Organised by

Leipziger Messe GmbH  
Messe-Allee 1, 04356 Leipzig

#### Strategic partner

Messe Frankfurt Exhibition GmbH  
PF 15 02 10, 60062 Frankfurt a. M.



With the support of the EVL –  
europäischer verband lifestyle e.V.  
(European Lifestyle Association).

Register now and secure an  
early booker price discount.  
Welcome to Westfalenhallen Exhibition Centre, Dortmund.

Valid in July 2016 - Subject to alterations - 1MIV0008



Strategic partner

messe frankfurt

Organised by



LEIPZIGER MESSE

# vivanti – the showcase of North Rhine Westphalia in the winter and summer of 2017

Dear Exhibitor,

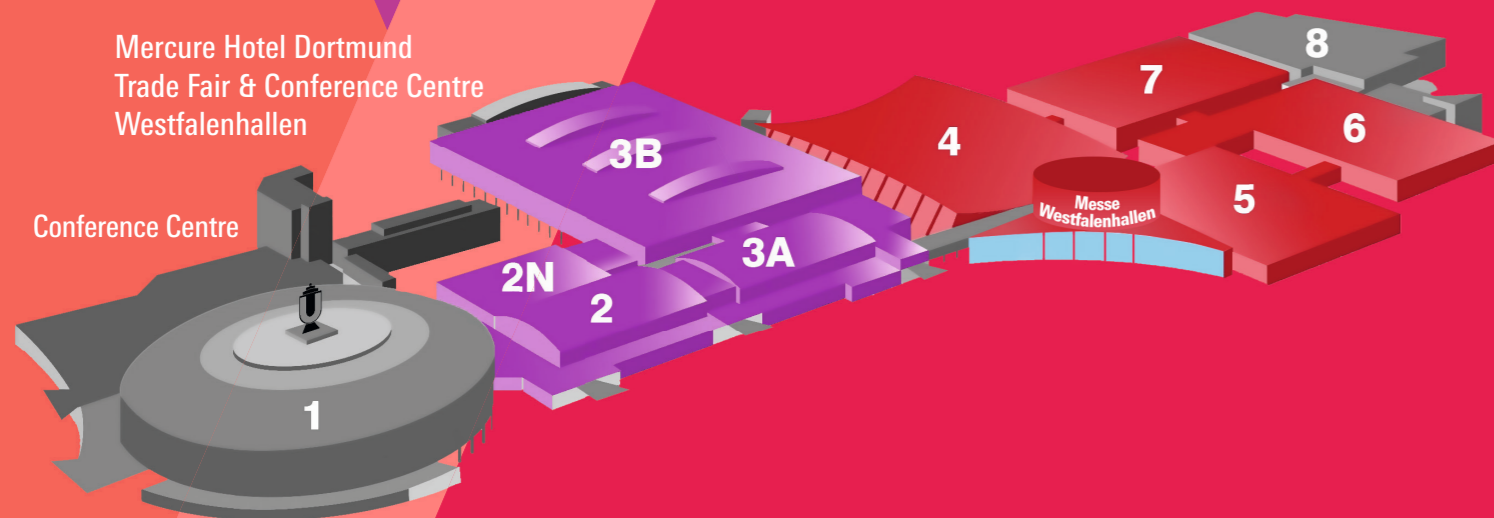
With 21,400 specialist retail outlets\* North Rhine Westphalia has one of the strongest networks of retailers in the whole of Germany. Participate in this comprehensive offer and invite specialist retailers from the local region as well as nearby foreign countries such as the Netherlands and Belgium to the vivanti. So your customers can place their future orders in an even more attractive setting, the Messe Westfalenhallen exhibition centre in Dortmund is currently being upgraded, with the construction work continuing until 2018. In the summer and winter of 2017, we will therefore be occupying different parts of the exhibition hall (please see the layout plan).

The conditions to ensure your optimum presentation as an exhibitor will be provided. We will also be pleased to advise you in detail on your appearance at the trade fair. Configure two successful Order Days events with us in the event year of 2017.

We look forward to hearing from you.  
The vivanti Project Team

## Hall allocation for the trade fairs in 2017

- Event halls in winter 2017 (one off)
- Event halls in summer 2017



A further plus point: in January, the "Brille & Co" trade fair is taking place at the exhibition centre simultaneously.

\*Valid in 2014

## Present your products and news from the following areas

- Home furnishings and decoration
- Style and design
- Gifts and stationery
- Kitchen and gourmet
- Garden & seasonal
- Relaxation & care
- Jewellery and fashion (with sales area)

## Your appearance at the trade fair – all benefits at a glance

Results of the vivanti summer 2016:

- 423 exhibitors and brands from 10 different countries
- 8,670 visitors over the three days of the trade fair
- The Messe Westfalenhallen Dortmund – a location with a great tradition and excellent logistics links for you and your customers
- The Leipziger Messe – your professional partner for the organisation of your event

Our services to help you address your customers:

- Intensive direct marketing and PR work with the support of the Messe Frankfurt strategic partner for attracting visitors
- Free advertising media and customer invitations for your company
- Free trade fair compass and online exhibitor database for trade fair visitors
- Free entry for specialist trade fair retailers with advance registration
- Comprehensive visitor service before and during the trade fair
- Added value for trade fair visitors – attractive workshops and supporting events

