

IFRA Expo is not only the largest trade exhibition for the news publishing and media industry, it also offers you manifold opportunities for networking and advanced training.

### Get-Together

Drinks – Snacks – Music. Make new and renew existing contacts with publishers and suppliers from all over the world. Monday, 4 October, 18.00 h, Media Port in hall A1

### WAN-IFRA XMA Cross Media Awards Presentation

Attend the awards presentation ceremony for the winners of the prestigious WAN-IFRA competition, held this year under the motto of 'Hyperlocal Publishing'.

The special exhibition of the winning entries is open on all exhibition days. The presentation ceremony will be held during the Get-Together.



### Media Port

Awaiting your attention in hall A1 is a programme of lectures, representing an ideal complement to your Expo visit. Learn about and discuss successful case studies and the technologies concerned in the areas of

- Hyperlocal Publishing (Mon, 4 October, 10.30 h)
- eReading (Mon, 4 October, 14.00 h)
- Crossmedia Publishing (Tue, 5 October, 10.30 h)
- Trends in Mobile (Tue, 5 October, 14.00 h)
- Corporate Publishing (Wed, 6 October, 10.30 h)
- Innovative Advertising (Wed, 6 October, 14.00 h)

Attending the lectures at the Media Port is **free of charge** for IFRA Expo visitors.

### International e-Reading Conference\*

The market launch of new eReaders, Tablet PCs and the iPad is giving the e-Reading market a major boost. This one-day conference highlights the opportunities that these new platforms offer the media sector.

Tuesday, 5 October, 10.00 – 18.00 Uhr

### 17<sup>th</sup> World Editors Forum – The Tablet Year:

**why mobile distribution will change news reporting\***

**The Forum will focus on three key themes:**

**Tablets:** how will new e-reading devices impact news reporting?

**Link & share:** how newsrooms are adapting to fragmented audiences. **Cooperation:** how news organisations are working as partners, rather than competitors.

Wednesday, 6 October at 14.00 h – Friday, 8 October at 16.00 h

Website & registration: [www.wefhamburg2010.com](http://www.wefhamburg2010.com)

### Ideas in Printing Square

Discover best solutions for the printing industry.

Open on all exhibition days, hall A3.

### Newspapers Today – Focus Sessions at IFRA Expo\*

Colleagues and industry experts will report about their experiences conducting projects and give examples of best practice in the area of newspaper production at our Focus Sessions. Each session lasts 2½ hours. The participation fee includes a free-of-charge season ticket for IFRA Expo. Event languages: English and German.

**Topics and Schedule :**

- Creative Mailroom (Monday, 4 October, 14.00 h)
- Latest Production Trends (Tuesday, 5 October, 10.00 h)
- Green Publishing (Tuesday, 5 October, 14.00 h)
- Excellence in Printing (Wednesday, 6 October, 10.00 h)

### IFRA Expo concluding event with presentation of the winners of the International Newspaper Color Quality Club competition

All IFRA Expo visitors and exhibitors are invited to attend this concluding event at which the winners of the prestigious INCQC Awards are presented.

Wednesday, 6 October, 18.00 h

### Advertising Summit\*

The Advertising Summit, at which latest developments in the advertising sector will be discussed, will be held after IFRA Expo in the premises of Axel Springer in Hamburg. International case studies will be used to show possibilities, despite economic crisis, for designing and marketing advertising platforms successfully.

Thursday, 7 October, 9.00 – 18.00 h (Axel Springer building, Axel-Springer-Platz 1, 20350 Hamburg).

\* participation fee charged, includes season ticket for IFRA Expo 2010.

For latest information on prices and lecture programme, and to register online, visit [www.ifraexpo.com](http://www.ifraexpo.com)



4 – 6 October 2010, Hamburg, Germany

# IFRA Expo 2010

The 40<sup>th</sup> leading event of the international news publishing and media industry

6 – 8 October 2010, Hamburg, Germany

# 17<sup>th</sup> World Editors Forum

The no. 1 editorial conference

For more information,  
see [www.ifraexpo.com](http://www.ifraexpo.com).  
Tickets from € 15 incl. VAT  
obtainable in advance.

[www.wan-ifra.org](http://www.wan-ifra.org)

The 40th edition of IFRA Expo is more important than ever. Publishing companies are seeking new business models – technical progress support this change. IFRA Expo is where the benefits of new technologies are made clear.

Hamburg, as a leading seaport and media centre, offers outstanding conditions for the leading event of the news publishing and media industry. Hamburg acts as a hub for new media, and is at the same time a beautiful city!

IFRA Expo presents a comprehensive review of new products and trends for newspaper and media production. A rich programme of accompanying events makes a visit to this year's exhibition even more worthwhile for you.

This brochure gives you an overview of all events as well as the most important facts about the Expo. Visit our website [www.ifraexpo.com](http://www.ifraexpo.com) for more information.

More than 90% of IFRA Expo visitors are decision-makers at publishing companies: Directors/CEOs, IT Managers, Heads of Online Publishing, Production Managers, Technical Managers, Advertising Managers, Plant Managers, Business Development Managers, Chief Editors, CIOs, Managing Editors, Prepress Managers, Purchasing Managers, R&D Managers, Marketing Managers, Mailroom Managers and Distribution Managers.

**"IFRA Expo has been the most important exhibition for me for more than 25 years. The ideal window for investment trends in the newspaper industry."**

*Anton Nussbaumer, Technical Manager  
Neue Luzerner Zeitung AG, Switzerland*

**"A market for information and possibilities that no decision-maker should miss."**

*Markus Brehm, CEO,  
Allgäuer Zeitungsverlag GmbH, Germany*

#### 4 – 6 October 2010

Hamburg Messe und Congress, halls A1, A3 and A4, Messeplatz 1, 20357 Hamburg. Access via "Mitte" entrance.

#### Opening Hours:

**(N.B.: New duration and opening hours!)**

Monday – Wednesday: 09.30 – 18.00 hr

#### Visitor Tickets:

**(N.B.: Reduced prices for daily and season tickets!)**

from EUR 15 incl. VAT. Online registration (also for holders of vouchers) under [www.ifraexpo.com](http://www.ifraexpo.com).

Some 300 exhibitors from 25 countries and approx. 9,000 visitors from more than 80 countries are expected to attend.

#### Products featured in hall A1:

Content production for editorial/advertising, digital media and systems, business/strategy, "Media Port" presentation area.

#### Products featured in halls A3 and A4:

Print media, mailroom/distribution, consumables, Ideas in Printing Square. An up-to-the-minute list of exhibitors is available at [www.ifraexpo.com](http://www.ifraexpo.com).

#### Hotel Reservation:

INTERPLAN

Congress, Meeting & Event Management AG, Office Hamburg  
Ms. Birte Rohde, e-Mail: [b.rohde@interplan.de](mailto:b.rohde@interplan.de)

Tel.: +49.(0)40.32509230, Fax: +49.(0)40.32509244

#### Tourist Attractions in Hamburg:

Why not avail of your stay in Hamburg to take a harbour tour, a city sightseeing tour or another tour? More information is available on our website [www.ifraexpo.com](http://www.ifraexpo.com)

#### IFRA Expo Groups:

Join the IFRA Expo Community on the leading social networks: Facebook, LinkedIn and XING (search for "IFRA Expo group"). WAN-IFRA also "tweets". See [www.twitter.com/IFRANews](http://www.twitter.com/IFRANews) for the latest industry news.

#### HOW TO GET TO MESSE HAMBURG

**By car:** Set your navigation system to 20357 Hamburg, Messeplatz 1.

**By public transport:** Take urban railway line S11, S21, S31 or subway line U3 to Sternschanze station. From there it is a short walk to the entrance "Mitte".  
More information under [www.hvv.de](http://www.hvv.de).

**By rail:** Information about train connections can be obtained from [www.reiseauskunft.bahn.de](http://www.reiseauskunft.bahn.de). It is a five-minute walk from Dammtor station to the exhibition grounds – taking in the "Planten un Blomen" park, one of the most beautiful parks in the city.

**By air:** It is a 20-minute drive by taxi from Hamburg Airport to the exhibition grounds. Alternatively, you can take the S1 urban railway line to the main railway station ("Hauptbahnhof"), and change there to the S21 or S31 to the Sternschanze station.

