

PM 01

VALVE WORLD EXPO in three halls from 2014: 60% of the space already rented out at this time

As early as one and a half years to the start of the 3rd Düsseldorf VALVE WORLD EXPO held at the Düsseldorf Exhibition Centre from 2 to 4 December 2014, the Düsseldorf trade fair organisers have decided to open and occupy another hall for the duration of the exhibition. So in addition to exhibition Halls 3 and 4, now Hall 5 and the adjacent North Entrance will also be opened.

At this early stage 60% of existing exhibitors have already registered, which means that re-booking has been completed. For 2014 organisers expect another increase in exhibitors. Opening the second entrance will allow exhibitors and visitors to use both the South Entrance on the Rhine and the North Entrance with the underground station.

New in Hall 5: End Users' Pavilion

The End Users' Pavilion will be located in Hall 5 for the first time. This is a Special Show where initially some 20 end users, i.e. the exhibitors' customers, will present their corporate portfolios. The aim is to promote matchmaking between exhibitors and end users.

After VALVE WORLD EXPO 2012 companies from the oil, water and chemical industries had expressly voiced the request to be presented at the next trade fair in 2014 in this format as a contact point for exhibitors.

New in Hall 4: Conference in the Hall

Also new will be the location of the accompanying conference. While it used to be held in the rooms of the adjacent Congress Center Düsseldorf (accessed via the South Entrance), a large proportion of Conference events are now to be held in Hall 4: more compact, transparent and right in the middle of the action. This move means conference content is to be embedded in the exhibition activities and conference delegates are to be brought closer to exhibitor ranges.

Since the conference organiser, KCI from Kleve, expects further growth, Hall 4 is ideal to also accommodate growing attendance figures in future.

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