

## Press Release

[www.k-online.de](http://www.k-online.de): Effective preparation for K 2013

### Exhibitors' database is online/ Online ticket shop to start in March / K App for Android and Apple

While the official opening of K 2013, the most important International Trade Fair for Plastics and Rubber in Düsseldorf/Germany is still seven months away, things are getting started at [www.k-online.de](http://www.k-online.de). With a new design, the website is a useful platform for easy, effective preparation and planning of K visits. During the last K in 2010, the portal recorded more than eleven million clicks. With its clearer structure, the new K portal again provides a wide variety of topical information surrounding the trade fair, news from the industry, research and science as well as, naturally, a lot of practical advice for visitors. Only recently, the K portal's centrepiece went online: the exhibitors' database – the virtual catalogue of the K trade fair! Since then, the number of visits have shot up to about 110,000 in January and February. In the "Companies and Products" area of the portal, visitors can search for individual companies or compile a list of companies offering specific services or of companies from selected countries. This compilation can then be downloaded. Numerous personalised services such as MyOrganizer, MyCalendar for arranging dates online and MyCatalogue for compiling a personalised exhibition catalogue enhance the platform's service package. Good news: the new K App now provides mobile access to all important information – for both Android and Apple systems.

Another useful utility is the new matchmaking function. This internet networking service pairs up like-minded exhibitors and visitors: both partners can post and access enquiries and offers – their search for a new cooperation partner, for example – online. This service provides networking opportunities in the run-up to the exhibition and helps the partners to arrange meetings at the K.



[k-online.de](http://k-online.de)



k-online.de

### **Saving money with eTicket**

Visitors can now buy eTickets for K 2013 on the Internet and print them out at home – with double benefit: this method saves time and money. The eTicket is significantly less expensive than tickets purchased at the official ticket office on the exhibition grounds: the online day ticket costs EUR 49, while the ticket office price is EUR 65. Online three-day-tickets cost only EUR 108, while tickets purchased from the ticket office cost EUR 135. As in 2010, the K ticket includes the use of buses and trains of the public transport system in Düsseldorf and the immediate region. The online ticket shop will be accessible at [www.k-online.de](http://www.k-online.de), starting end of March 2013.

In cooperation with Deutsche Bahn and Düsseldorf Marketing & Tourismus (DMT), Messe Düsseldorf presents another attractive offer. Visitors to the K trade fair can now travel from all German cities to Düsseldorf and back at a special price: with this special ticket, a train trip from Hamburg to Düsseldorf and back for example costs only EUR 109 (travellers save more than EUR 30). Anybody still looking for accommodation in Düsseldorf or nearby may find it at the DMT website <http://business.duesseldorf-tourismus.de/messe/K/>, which provides a list of several hotels of different categories and private accommodation.

### **March 2013**

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#### **For more information:**

[www.k-online.de](http://www.k-online.de) or in the following social networks

Xing: <https://www.xing.com/net/pri4bd1eex/k2013>

Facebook: <https://www.facebook.com/K.Tradefair?fref=ts>

Twitter: [https://twitter.com/K\\_tradefair](https://twitter.com/K_tradefair)