

Nine years of success on the market

It's always K time!

"It's K time" is the new slogan for K 2010 in Düsseldorf. When referring to the trade fair's Internet portal, it could just as well read "It's always K time". For nine years now, www.k-online.de has been a spectacular success on the market, meanwhile attracting an average of more than 17,000 visits per month. With 18 months still to go before the fair, 90,000 page impressions are generated per month and, by the time K 2010 comes around, the annual rate will have gone well beyond the 10,000,000 mark. In terms of visits, over 1,000,000 will then be recorded yearly on the K portal.

The trade fair portal serves up daily news updates in English and German from respected cooperation partners in the international trade media. In contrast, the "Science" news comes straight from www.k-online.de's very own editorial office. Under this menu item, a wealth of reports on the highlights in international research are gathered. From nanotechnology, through alternative energy sources and silicon chips to the cutting edge in laser technology, the topics covered in "Science" news are wide-ranging, carefully researched and always about the forefront in research. Which is precisely what makes them such stimulating reading for specialists.

A particular favourite among k-online users is the "Companies & Products" section, which in years past has been frequently optimised and further developed. Here, the exhibitors at K in Düsseldorf take the spotlight with a complete company rundown and in-depth information – and not just during the fair's run but throughout the time between events. The "Online Showrooms" feature exhibitor data sheets with key facts and figures, a company profile, an overview of the product palette, the exhibitor's press releases as well as a virtual 3D site plan which will be posted in time for K 2010 and shows the exact location of the company's stand at the Düsseldorf Trade Fair Center.

Director of K Petra Cullmann: "Over the past few years, k-online has evolved into Messe Düsseldorf's key service facility for the plastics and rubber fair. And it's not just our exhibitors who gain a distinct competitive advantage in the international arena from their presence on the portal – trade fair visitors also benefit from registering at k-online."

In particular, the regular informative newsletter sent out to exhibiting companies briefing them on important dates relating to K (e.g. close of registration, stand allocations and online ticketing) as well as the online newsletter for visitors are among the services most in demand

on k-online. Each subscriber to the online newsletter compiles their very own publication by selecting the topics that interest them when they sign up. As a result, the newsletter content is a carefully personalised summary of the latest reports from k-online.

The daily news updates on the www.k-online.de trade fair portal are available in English and German. What's more, the exhibitor database as well as other important information for visitors and members of the press can also be accessed in Spanish, French and Italian.

The product range on show at the world's No. 1 trade fair for its industry, K 2010 (to be staged from 27 October to 3 November), will once again be structured around the three tried-and-trusted sections: machinery and equipment; raw materials and auxiliaries; as well as semi-finished products, technical parts and reinforced plastics. "Visions in Polymers", a special presentation spotlighting forward-looking developments in the industry and organised by the industry association Plastics Europe Deutschland e.V. in cooperation with Messe Düsseldorf, will round out the offerings presented by exhibitors at the international plastics and rubber trade fair.

Following the close of registration at the end of May 2009, exhibitor numbers clearly bear testimony to the fact that plastics and rubber businesses around the world have made K 2010 in Düsseldorf their own. Despite difficult economic times for the industry, all 19 of the available halls will be occupied. Some 3,000 exhibitors have signed up to take the stage in Düsseldorf during the No. 1 plastics and rubber event, including the big names in the industry.

All the latest on K 2010 can be found at www.k-online.de.

July 2009

Contact:

Eva Rugenstein/Desislava Angelova

K 2010 Press Office

Tel.: +49-211-4560 240

Fax: +49-211-4560 8548

E-mail: RugensteinE@messe-duesseldorf.de

E-mail: AngelovaD@messe-duesseldorf.de