



Messe München

Connecting Global Competence

"The 66"
is now
LEIF

LE!F

Event Trade Fair
for People in the
Best Years of Life

EXHIBITOR **INFORMATION**

Messe München | leif-muenchen.de

APRIL 17-19, 2020

PROFESSIONAL MARKETING

With professional marketing and PR communication, LEIF attracts this affluent target group from way beyond the Munich area.

WE GIVE YOU REACH

- Adverts in **daily newspapers & magazines**
- Distribution of over 250,000 **visitor brochures** in Munich and the region
- Circulation of the LEIF **trade fair magazine** with full program details as a supplement in the run-up to the show with a print run of over 500,000 copies
- More than 15,000 **trade show catalogs** for free distribution at the fair

STRONG MEDIA PARTNERS

- **Radio spots** and reports on regional and national radio stations
- **Special publications** in the daily press and target-group specific magazines
- **Special program** on regional television
- **Casting** for our fashion shows in cooperation with the Abendzeitung daily newspaper ahead of the show

WE CONNECT YOU DIGITALLY

- **E-mailing campaign** to our visitors
- Extensive **online marketing campaign** with banners, advertorials and Google AdWords
- **Social media activities** on Facebook with live reporting
- **Wide-coverage internet presence** on leif-muenchen.de

OTHER PR ACTIVITIES

- **Outdoor advertising campaign** in Munich and the surrounding area
- Detailed coverage in the **press**
- Close cooperation with associations/clubs and tour operators

Take advantage of the opportunity to invite your customers to your exhibition stand and order **complimentary guest tickets**—an important tool for increasing customer loyalty!

LEIF EMOTIONAL WORLDS

LIVING

We are passionate about inspiring our exhibitors and visitors. With a diverse range of topics and activities, we offer them amazing experiences that create lasting memories.



Sport &
Fitness



Tourism &
Travel



Education &
Competencies



Eating &
Drinking

INSPIRATION

We love to give people in their best years of life new ideas—for themselves, for their loved ones, and for their life. There is so much to experience.



Fashion &
Accessories



Wellness &
Beauty



Living



Real Estate

EMOTIONS

We want to provide more than just information. We want to touch people's emotions and encourage them to explore new territory to rediscover themselves.



Communication
& New Media



Health



Arts &
Culture

FREEDOM

We aim to convey the topic of safety without losing sight of care-free, independent living. Independence gives people joy and courage for an inspired life.



Finance &
Insurance



Legal &
Social Issues



Assisted Living
& Care



Mobility

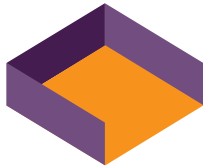
RATES 2020

Take advantage of our **discount participation rates** per m², plus the early-bird discount.



PRICES STAND SPACE

net price per m² plus VAT and additional charges*



Row stand: **EUR 117**
(1 side open)



Corner stand: **EUR 123**
(2 sides open)



End stand: **EUR 128**
(3 sides open)



Island stand: **EUR 134**
(all sides open)

*Additional charges include, e.g., the mandatory communication fee and the fixed waste-disposal fee.
For more detailed information, go to leif-muenchen.de



ALL-INCLUSIVE STAND PACKAGES

Our full-service stand-building packages are not just affordable, they take the strain out of your preparations **with one-stop shopping**. We will be happy to advise you on the various options.

GERMANY'S **LARGEST 50PLUS SHOW** IS NOW **LEIF**

Living, Emotions, Inspiration, Freedom: That is what LEIF stands for—Germany's biggest event trade fair for people in their best years of life. LEIF would like to be an inspirational platform, creating enthusiasm and providing interactive, tangible experiences for the target group. With its three key areas—Exhibition, Information, Shows & Events—LEIF offers exhibitors the perfect stage for a successful trade-fair presentation.

EXHIBITION

- Leading trade fair for the 50+ generation
- 15 topics divided into 4 emotional worlds
- Themed environments with integrated join-in activities
- Focus on trend topics, such as regional provenance and sustainability

INFORMATION

- First-hand information from experts, celebrities and VIPs
- Over 300 presentations, workshops and panel discussions
- Presentation of products and services for an affluent target group

SHOWS & EVENTS

- 12 stages and action areas, including art and culture lounges, fashion show catwalk, plus stages featuring sports, dance and music shows
- Action areas encourage people to join in, e.g. cycling, health and creative lounges

The 66 2019 in figures

300 Exhibitors

17,500 Visitors

20,000 m² Exhibition space

12 Stages and action areas

7 Lecture rooms

Premium Partnership

Sponsor one of 7 lecture rooms and benefit from a unique presence: **exclusive premium presentation** of your business in the run-up and during the show.

Our Tip

Reach your target group with a **free presentation** or use our **stages and action areas** to present your products and services in a relaxed atmosphere.

LEIF OPENS UP OPPORTUNITIES

REGISTER NOW AND BENEFIT FROM MANY ADVANTAGES

1

Want to find new customers and increase your sales sustainably?

LEIF offers you access to the 50+ generation with all their purchasing power—which is sometimes difficult to reach with conventional and digital media—all in one place. Seize the opportunity and persuade potential customers to buy your product or service.

2

Want to increase customer loyalty?

Invite your customers to your exhibition stand. In order to increase your customer loyalty for the long term, we offer you complimentary, free guest invitation tickets.

3

Want to present your latest products and services?

Take the opportunity to actively participate in our presentation program free of charge. Nothing beats first-hand information to persuade potential customers.

4

Want to present your brand in the most favourable light?

We offer you not only a conventional trade show presence, but also many attractive marketing solutions, which will focus attention on your brand even before the show.

REGISTER NOW

We would be glad to advise you personally.

SALES

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