

18 | 19 | 20 october 2017

messe düsseldorf

viscom
düsseldorf 2017

europe's trade fair
for visual communication

WE CON NECT

| INNOVATION | INSPIRATION | INFORMATION

What will change
your business
in 2017?

www.viscom-messe.com/success

Organised by

 Reed Exhibitions

On the road to success with viscom!

Communication means renewal

As a communication professional, you know that communication never stands still. If you want to keep your customers happy in the long term, you need a constant stream of new ideas and concepts, coupled with use of the latest technologies. Which innovation will profoundly influence your business success? Find out at viscom from 18 October 2017.

Innovation – Information – Inspiration

For over 30 years, viscom has been the top address for the entire visual communication value chain in the European advertising sector. Its concept is focused on providing exhibitors and visitors with a sound return on investment. It brings together technology and materials with applications and solutions in the fields of LFP, signmaking, interior design, digital marketing, POS display and quality packaging. Manufacturers, dealers and service providers meet signmakers, print services providers, agencies and marketing specialists from industry and trade, exhibition stand building and shopfitting as well as interior design.

Creative special areas, innovative and established sector awards as well as a series of top-quality talks given by leading speakers are the perfect complement to inspiration, trends, best practice and access to an exclusive network of decision-makers.

Around **300 exhibitors** from

30 countries are expected on over **18.000 m²** of

exhibition space. Around **10.000 visitors** from over

70 nations are expected to attend.

Programme highlights

More than 50 acclaimed speakers from the international visual communication community take a look at current topics and trends.

Focus Days

18 October 2017

Business potential of large format printing

Digital marketing and communication

Current market situation, latest trends and best practices from the retail sector.

19 October 2017

POS display & packaging:

Brand communication on the customer journey.

20 October 2017

Advertising technology goes interior design

Design and emotionalization of objects.

User workshops

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Specialist workshops

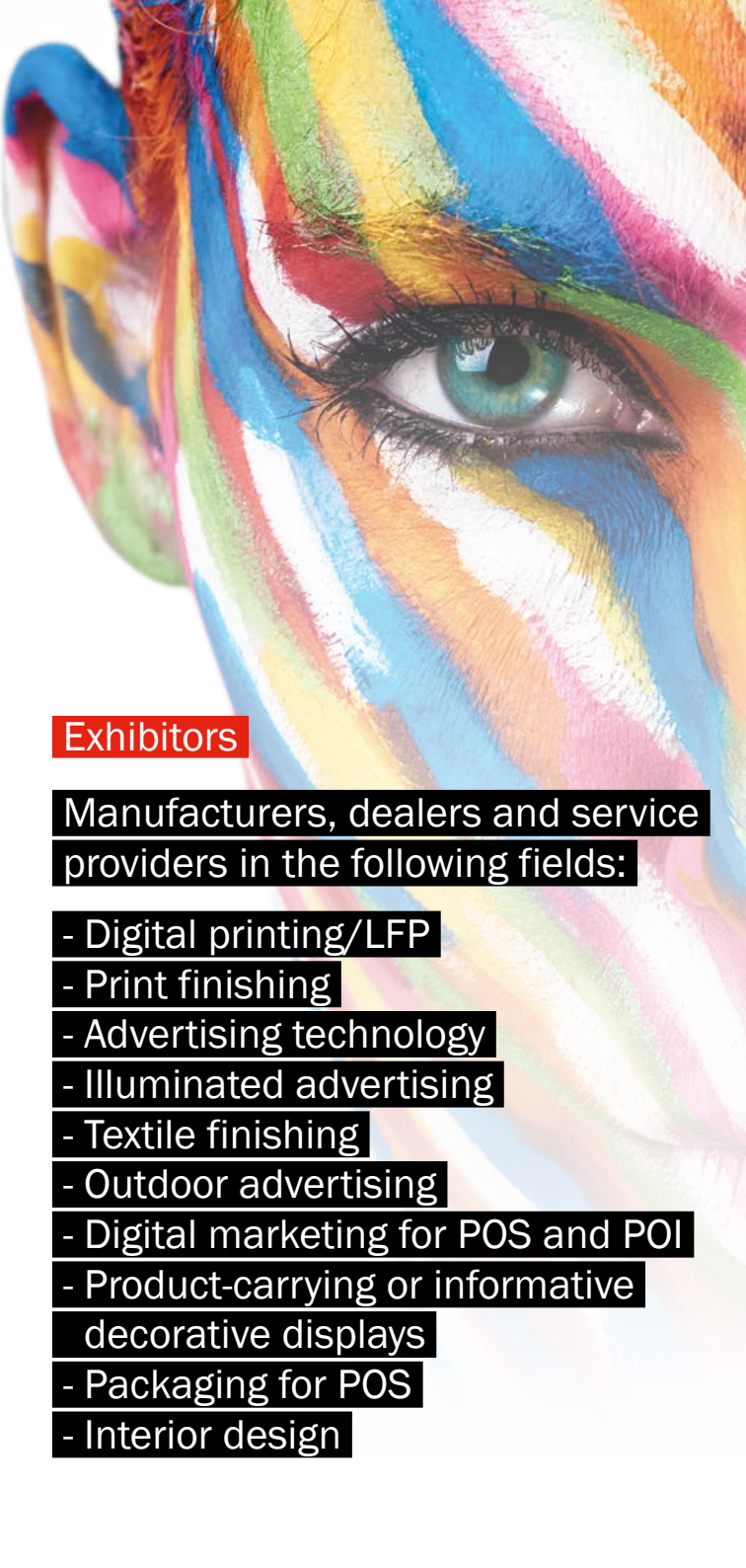
by Adobe and Corel.

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Textile and adhesive technology workshops live on stage:

Films and LFP prints for ceilings, walls and floors.





Exhibitors

Manufacturers, dealers and service providers in the following fields:

- Digital printing/LFP
- Print finishing
- Advertising technology
- Illuminated advertising
- Textile finishing
- Outdoor advertising
- Digital marketing for POS and POI
- Product-carrying or informative decorative displays
- Packaging for POS
- Interior design

Business & networking

NEW! viscom online Matchmaking Tool

Once they have bought their tickets, all visitors and exhibitors, buyers and sellers can search for specific contacts, products and solutions, find the corresponding people to help them and even arrange appointments prior to the start of the trade fair. You'll find everything you need to know at

www.viscommatchmaking.com

NEW! Brand Communication School

What do displays and packaging need to look like for customers to make a purchase? What turns packaging into a hit on the shelves, in spite of all those production specifications? And what form should a display take to generate sales and be popular with retailers? Packaging and display designers meet up at the Brand Communication School with brands, product managers and industry for a professional exchange of ideas, to see trends and learn more about the topics Point of Sale and shopping.

Digital Retail Awards & Digital Retail Night

The Digital Retail Awards are being presented for the 11th time at this year's viscom. Nominees' projects will be on show in the Digital Retail Space. Take part and bag yourself the Digital Retail Award 2017! Submissions are to be made from mid-May 2017 to

www.digital-retail-award.de

Register now! Superstar 2017:

The competition recognises the best POS and other sales promotions of the last twelve months. For information about the award and the presentation ceremony at the "Night of the Stars" at the Düsseldorf Rheinterrassen on 19 October 2017, go to

www.display-superstar.de

Good to know

Event location

Düsseldorf Exhibition Centre

Halls 13 & 14

East entrance

Stockumer Kirchstraße

40474 Germany

For navigation systems:

Am Staad

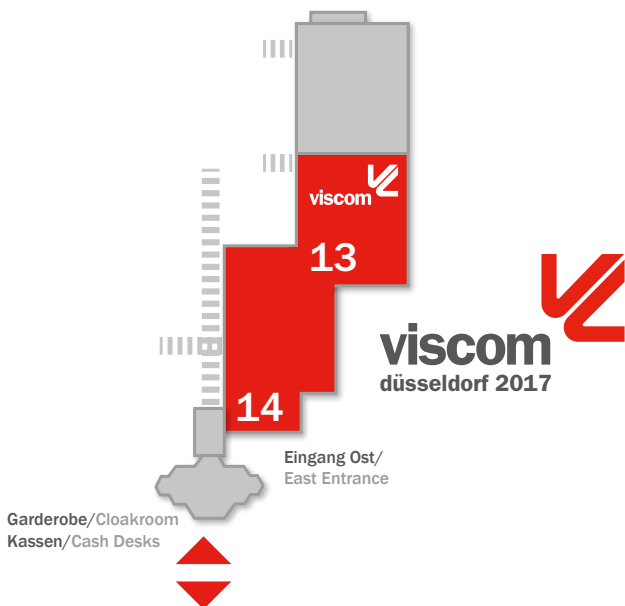
40474 Germany

Öffnungszeiten

Wednesday 18 October 2017 | 10 a.m. – 6 p.m.

Thursday 19 October 2017 | 10 a.m. – 6 p.m.

Friday 20 October 2017 | 10 a.m. – 5 p.m.



Information on purchasing tickets and getting here:

www.viscom-messe.com