

viscom frankfurt 2014

international trade fair
for visual communication



inspiring your business

5|6|7 november
2014
messe frankfurt

POS packaging

object design

POS display

digital signage

signmaking

large format printing

Organised by

 Reed Exhibitions

New structure. New trade fair days. New ideas for your business.

One trade fair. Six segments.
Infinite applications.

Innovations. Ideas. Inspiration. The world goes visual. Go with it!

Unique in Europe: Only viscom combines the process segments Application & Marketing with Technology & Materials. This is why the international trade fair offers creative minds, movers and shakers and decision makers a future-oriented 360°- perspective.





signmaking

At viscom, advertising technicians, graphic design businesses, providers of print services and media producers find everything they need for long-term successful business – including useful **input on the latest trends and solutions** in a more complex environment.

European Wrap Star and designmaker: tradesmanship meets material meets creativity. This is viscom – the original!

Supporting programme on Friday:
“Advertising Technology Day” with new business ideas and technical innovations



large format printing

Innovative technologies and applications for new areas of demand and fresh industry contacts for forward-looking areas of business: viscom showcases the concentrated power of the printing industry in the interaction between machines, software and media carriers.

State-of-the-art machinery, procedures and solutions. Consumables and periphery with illustrative examples of applications and workshops.

Ideas and applications on the **design-maker, European Wrap Star** and **Print & Media Innovation** special areas.

Supporting programme on Friday:
Sessions Think digital – act analogue and Creativity training

object design

Unique design for individual solutions:

Here digital and analogue worlds merge to create striking presentations in space.

Technologies, processes and materials for object design, architecture and processing.

instore & object design as a core theme in the viscom world of inspiration

Supporting programme on Friday:

“Creativity meets business model”
focus day

Advertising Technology Day “Haptics – the new experience”



POS display

All eyes on display: A separate exhibition area presents innovative product carriers and promotional displays for short and long-term use.

The point of call for brand manufacturers and distributors, trade marketers, retailers and agencies.

Supporting programme on Wednesday:

Hybrid worlds – where display meets digital

Supporting programme on Thursday:

“Customer loyalty and visual communication” focus day
Superstar award presentation



POS packaging

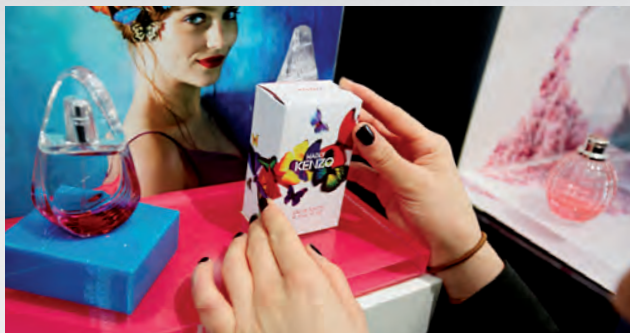
Embedded yet independent:

The new home of the multi-faceted world of packaging showcases the latest trends in packaging and sales-boosting POS solutions as part of the overall product presentation.

Ideas for all sectors and striking solutions for brand manufacturers and distributors, marketing and product managers, retailers, agencies and creative minds.

Supporting programme on Thursday:

“Customer loyalty and visual communication” focus day with special emphasis on folding boxes



digital signage

Interactive, flexible, scalable: This is where the worlds of visual communication and digital options merge. Where technical feasibility meets meaningful content to generate stronger sales and greater depth of information.

Best practice close-up – only at viscom:

The original nominees from the Digital Signage Best Practice Award 2014 on-site.

The opportunity for agencies, creative staff, marketing managers, soft and hardware providers to get in touch with the future.

Pre-show event on Tuesday:

“Meet the Nominees” – the exclusive business date with Europe’s best digital signage projects

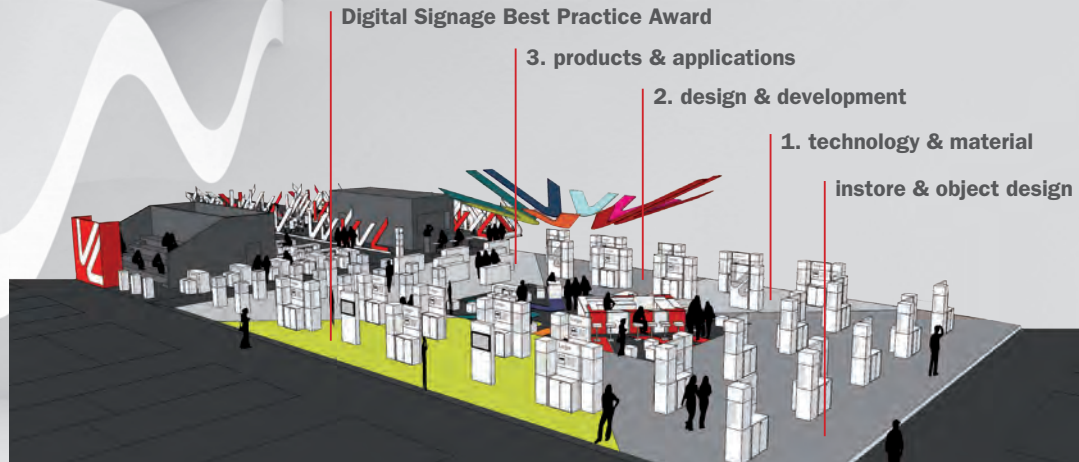
Supporting programme on Wednesday:

“Digital Signage” focus day with content workshop and mobile session



Inspiration concentrated on
a special area of 800 m²:
viscom world of inspiration

This is the place to experience innovations and trends:
solutions for the POS, all stages of the process
chain from the world of packaging, print finishing and
materials highlights.



viscom supporting programme. Broad range. Great depth.

Three days, two areas, full lecture programme:

Content that pays off in practical benefits for
day-to-day business. Focus days: Digital Signage;
Customer loyalty and visual communication;
Creativity meets business model.

Content for mind and body:

Daily lunch&learn sessions –
topics matching trade fair day themes.

The best of the best competing:

- Digital Signage Best Practice Award
- Best of 2014 Award
- designmaker
- Superstar Award
- European Wrap Star



Everything at a glance

Partner:



Full list of cooperation and media partners at www.viscom-messe.com/partner

Opening times:

Wednesday, 5 November 2014: 10.00 am – 6.00 pm

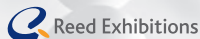
Thursday, 6 November 2014: 10.00 am – 6.00 pm

Friday, 7 November 2014: 10.00 am – 5.00 pm

**NEW
TRADE FAIR
DAYS:
Now Wednesday
to Friday**

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Organised by



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