

GREAT THINGS ARE COMING YOUR WAY:

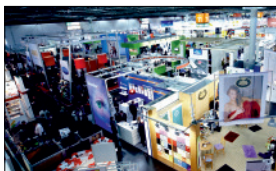
THE NO.1 TURNS 50!

BOOK YOUR TICKET NOW AT THE EARLY BIRD RATE AT:
www.psi-messe.com/tickets

50 YEARS OF BIG BUSINESS!

The most important business platform of the European promotional products industry is waiting for you. From 11 to 13 January 2012 the PSI Trade Show will open its gates for the 50th time in Düsseldorf! Start the year with experiencing the latest trends and innovations, find out about the extensive offer from international suppliers and take advantage of attractive business opportunities!

- Europe's leading Trade Show: Discover the global opportunities at the start of the year!
- Extensive presentation of novelties from all over the world.
- Unrivalled exhibition by international associations and pavilions.
- Unique presentation of 100 young, innovative companies in one hall.
- Presentation of brand-new product ideas by some 50 inventors.



PSI TRADE SHOW FACTS AND FIGURES

Take advantage of the approved quality of our Trade Show! All figures are checked by the "Society for the voluntary control of trade fair and exhibitions figures" (FKM).

THE EXHIBITORS: THE FULL RANGE IN ONE PLACE!

- National and international promotional products manufacturers and importers
- 849 exhibitors from 30 countries in 2011
- Promotional products from every conceivable segment – including sporting goods, confectionery, toys, wellness and brand products

THE VISITORS: SATISFIED DISTRIBUTORS FROM ALL OVER THE WORLD!

- National and international promotional products distributors
- 17,122 visitors from 67 countries in 2011
- 92% of all visitors rated PSI 2011 excellent to good

NEW! HALLE13: NEW IDEAS TO INSPIRE YOU!

Experience the first international centre for promotional product innovations at the PSI Trade Show: HALLE13! The place where newcomers and young companies present fresh ideas and new products!

- Meet start-up companies, innovators and inventors on an area of 2.000 sqm
- Experience essential steps of the value chain of a promotional product
- More information on all exhibitors and activities is available on www.halle13.net!



HALLE13



NEW! THE WALL: FEEL THE TRENDS!

Find out about new products with all your senses! THE WALL in HALLE13 is the place to literally see, experience and feel amazing promotional products!

- Marvel at product innovations in display windows and "get their feel" at haptic stops!
- Let your Smartphone guide you to detailed online product information with a QR Code.
- If you are interested in a particular product, we offer convenient transport to the exhibitor of your choice in our THE WALL Shuttle!



A FRESH BREEZE AT THE "YOUNG INNOVATIVE COMPANIES FORUM"

PSI is the **only** German promotional products Trade Show receiving funding from the Federal Ministry of Economics and Technology (BMWi) and therefore **the only place** to meet young start-ups with government grants at the "Young Innovative Companies Forum"!

Some 20 fresh and innovative newcomers present their latest products "Made in Germany" here at the joint pavilion!



GET AN EASY OVERVIEW

Where to find which exhibitor and which products? Our services help you to get an overview at Europe's largest promotional products Trade Show!

- **PSI visit planner and interactive hall plans:** Take advantage of the PSI visit planner for the trade show appointments of your choice! The search function by product groups and products gives you an initial idea of the amazing variety offered at the Trade Show. Just visit www.psi-messe.com!
- **New! Guided Tours:** Book your guided Trade Show tour on the subjects of brand products, new exhibitors and product innovations now. Just send an e-mail to: nina.schiffhauer@reedexpo.de
- **Reports from exhibitors:** As a registered visitor you will receive a summary of all the highlights before the Trade Show.

MORE PSI ANNIVERSARY SPECIALS!

For our anniversary we offer you special highlights this year! Celebrate **half a century of success** with us!

Every day in HALLE13 at the extended PSI Stand:

- Sourcing, online, rebooking, lounge and catering area
- "50 years of PSI Trade Show Cocktail Happy Hour"
- Free coffee for visitors
- Big raffle with a chance to win three iPads!

At the PSI Night on 11 January 2012 starting at 9.00 p.m.:

- THE networking and party event at the Düsseldorf NACHTRESIDENZ
- Admission free for exhibitors and visitors (subject to early registration!)
- Free PSI cocktail, live band and VIP area
- Award presentations: PSI – Campaign of the Year and PSI Genius Award 2012



Number of participants limited!
Register now at
www.psi-messe.com/tickets!

eTICKETS: ENJOY BIG DISCOUNTS NOW!

Secure your eTicket for the PSI Trade Show 2012 now and save a full € 20.00 by booking by 30.11.2011! After that date you will still save € 10.00 with eTickets compared to tickets bought on site!

It's as easy as that:

1. Log in on the Internet at www.psi-messe.com/tickets.
2. Buy tickets by 30.11.2011 at the **supersaver early bird price** and print out your eTicket.
3. Bring the printout with you to the PSI Trade Show and walk straight in – **save yourself the hassle of queuing!**

By the way: If you buy one or more visitor tickets by 30.11.2011 you will receive **one free ticket on top!**

TICKET PRICES AT A GLANCE:

- € 57,- **EARLY BIRD eTICKET** [until 30.11.2011]
- € 67,- **eTICKET** [from 01.12.2011]
- € 77,- **ON-SITE TICKET** [11.-13. January 2012]

SAVE TIME AND MONEY WITH THE TRAVEL SPECIALS!

The PSI Team helps you to organise your travel to and hotel accommodation during the Trade Show. Take advantage of our convenient services and save!

Getting there at low cost: Travel to Düsseldorf for the PSI Trade Show 2012 on the Deutsche Bahn **special rate** between 09. – 15. January! A second-class return ticket from any German city is available at just € 99.00! For a first-class ticket you pay only € 159.00! **Book now indicating "PSI" at: +49 (0) 1805 31 11 53.***



Reasonable accommodation: Our **Travel Center** will be happy to reserve reasonably priced accommodation at selected partner hotels. We will also be happy to book your desired hotel for you! **Just call us at: +49 (0) 211 90 191 281 and we take care of everything else!**

* Service line: 14 cent per minute from the German landline network, maximum of 42 cent per minute from mobile networks.

GENERAL INFORMATION:

Venue:
Messe Düsseldorf GmbH / Messeplatz
Stockumer Kirchstraße 61
40474 Düsseldorf / Germany

Halls: 9, 10, 11, 12, 13

Entrances:

North Entrance (near Hall 9)
Northeast Entrance (near HALL13)

Opening hours:

Wednesday, 11 January 2012, 9:00 a.m. – 6:00 p.m.
Thursday, 12 January 2012, 9:00 a.m. – 6:00 p.m.
Friday, 13 January 2012, 9:00 a.m. – 4:00 p.m.

ORGANISERS:



PSI Promotional Product Service Institute
NL der Reed Exhibitions Deutschland GmbH
Völklinger Straße 4
40219 Düsseldorf
Germany

www.psi-messe.com
www.halle13.net



NEW! PSI Info line available daily
from 10:00 a.m. – 3:00 p.m. at:
+49 (0) 211 90 191 332!

