

Cologne, Germany, September 23 – 28

photokina 2008

world of imaging

The INT'L BUYERS' LOUNGE offers trade dealers service, information, and convenience

Take advantage of our all-inclusive package for your trade fair visit. Come and see for yourself!



The all-inclusive services for you:

The INT'L BUYERS' LOUNGE, which is located in the Europasaal of the Congress Center East, will be open daily from 9:00 a.m. to 7:00 p.m. – in other words, from one hour before the start of the fair until one hour after it has closed.

Welcome/Lunch Area

Start your trade fair day in the morning with a **free nutritious breakfast**. And during the day you can find delicious foods and drinks here to suit any palate – for very reasonable prices. In addition, you will also receive an extensive trade visitor package complete with a photokina catalogue, a handy fair information booklet, and information on products and innovations.

Competence Center

This is where on every day of the fair you can thoroughly prepare yourself before the fair even opens. The services and information offered include detailed trade fair information, specific product details, and access to special databases on the Internet. Our service staff will of course be happy to help you solve any individual problems.

GfK Marketing Services will be offering **ENCODEX**. This electronic database contains master data for products and also features a catalogue of new products that provides access to a comprehensive range of imaging products.

The following will also be available for you every day:

Meeting Area

You can use the spacious meeting area to talk to your business partners at any time. **Conference rooms** with a beverage service can be reserved **free of charge** for confidential discussions.

Wellness Area

Relax and recharge your batteries during the day so that you're ready for your next meeting: from 23rd to 27th September, every day between 10:00 a.m. and 4:00 p.m., professional massage therapists will be available – and they can really work wonders.

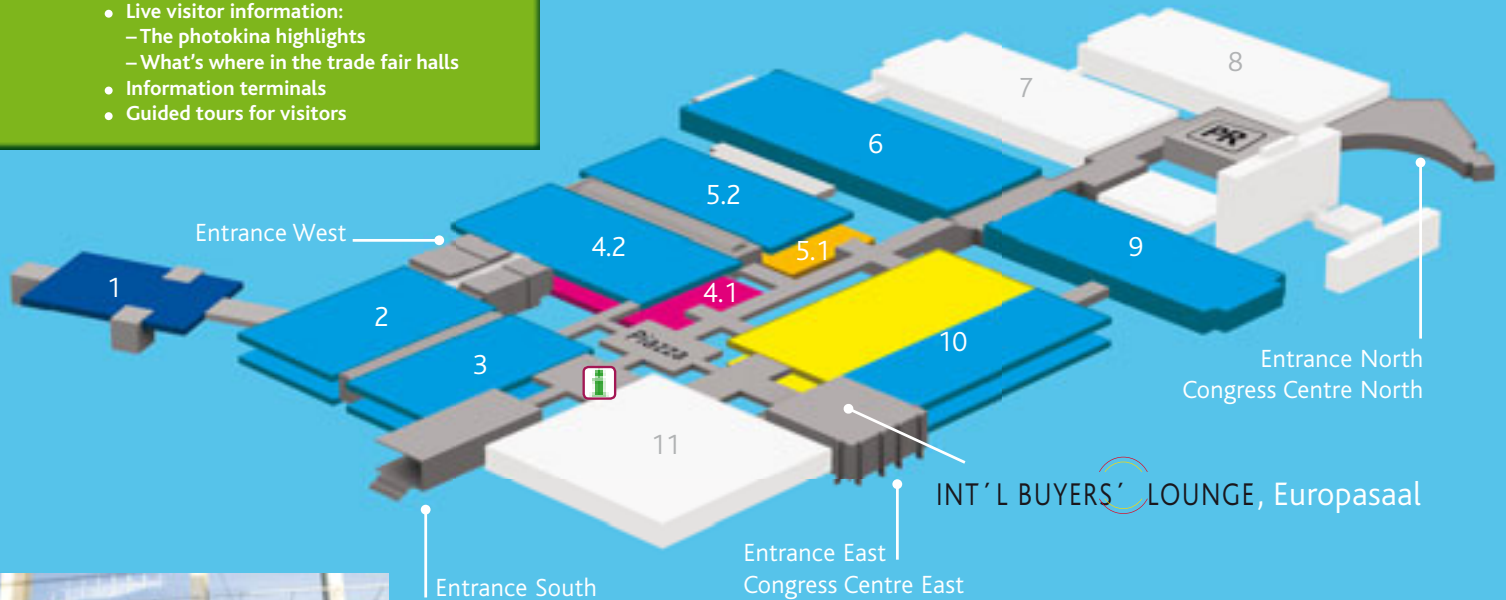




photokina Information Center

- Live visitor information:
 - The photokina highlights
 - What's where in the trade fair halls
- Information terminals
- Guided tours for visitors

The hall occupancy at photokina 2008



Halls	Product segments
1	Visual Gallery, Meet the Professionals, Academy meets photokina
2, 3, 4.2, 5.2, 6, 9, 10	Image capture/Equipment/Accessories
4.1	Image processing
5.1	Image storage
10	Image output/Services
11	Press Centre

Save time and receive a discount of 25%! Register and purchase your tickets at www.photokina-cologne.com

Admission ticket = travel ticket

With their admission tickets, photokina 2008 visitors can travel free of charge on buses, trams, and trains in the area served by the Rhein-Sieg Transport Authority (VRS). This does not apply to Deutsche Bahn trains that are subject to a supplementary charge.

Exhibitor search and more – online

When you're planning your trade fair visit, it pays to go to our website www.photokina-cologne.com. Here you'll find everything you need to know about this year's imaging event, from the exhibitor list to accommodation reservations. Of course the Koelnmesse representatives in your native country are also listed.

Opening times for visitors

Daily from 10:00 a.m. to 6:00 p.m. at Koelnmesse

Admission fees	Advance sale	Box office
Day ticket	euros 21	euros 28
Day ticket at weekend	euros 12	euros 16
2-day ticket	euros 35	euros 47
Season ticket	euros 59	euros 79

Admission is free for children up to 6 years of age when accompanied by a parent.

Special rail offer!

In cooperation with the German railway company **Deutsche Bahn**, Koelnmesse is offering photokina visitors rail tickets to the exhibition center station Köln Messe/Deutz. You can find all the information at www.photokina.de/Anreise

Free service for registered trade dealers

The INT'L BUYERS' LOUNGE is open exclusively to registered trade dealers. Registration can be carried out at the fair or in advance via the photokina customer portal at <http://mykoelnmesse.photokina.de>. Trade visitors who register in this way can avoid the delays associated with registering and buying tickets during the fair, and instead proceed straight to the exhibition areas via the "fast lane".

Alternatively, you can call the photokina visitor hotline: +49 180 5 103101