



**Well presented is nearly sold!**

**LOOK**  
s h o w c a s e

**LOOK**  
showcase

Shop-Windows – Store Design – Promotion Events



**IWA 2012**  
*& Outdoor Classics*

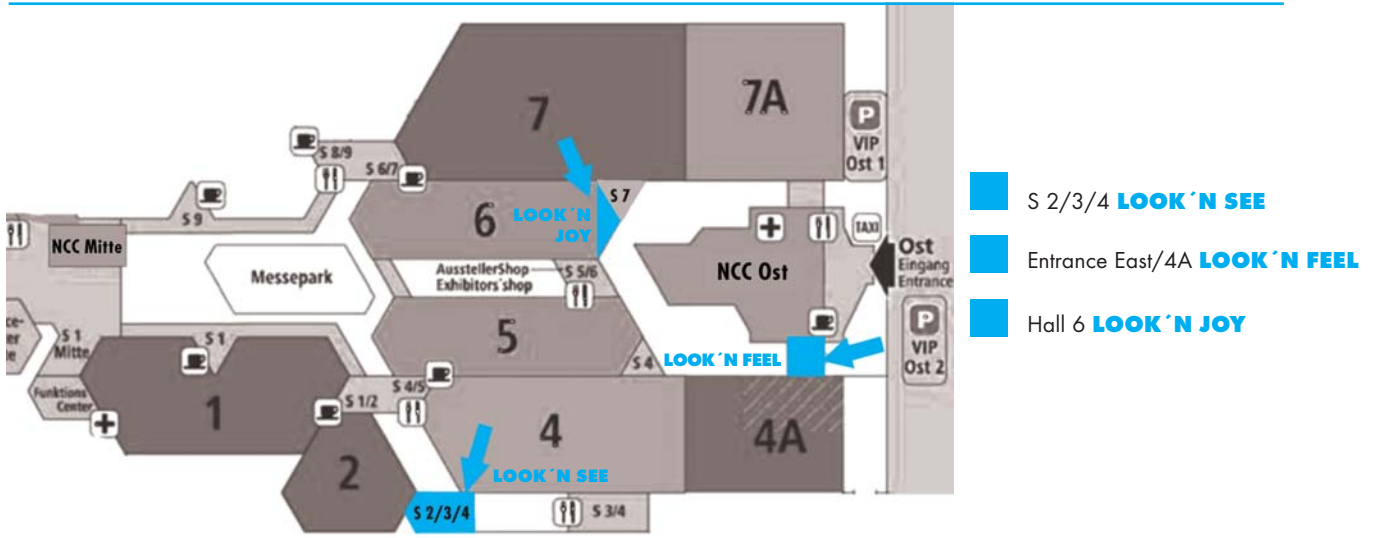
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**WIN**

**The LOOK-Showcases will you un wrinkle!**

# LOOK 2012 – NürnbergMesse – Waffenmarkt-Intern / Messermarkt-Intern

Innovative manufacturers and experienced wholesalers help traders in presenting products!  
With Look you inspire your dealers and support them in successful selling ...  
of **your** products indeed!

## Inspire, Interact, Inform – Elate



**NEW: 3 x LOOK at IWA & OutdoorClassics!**

**You believe, success is a matter of luck?**

Made by  
**WIN**

## **LOOK´N SEE – Everybody sees these shop windows!**

The recipe for success in exciting garment!  
NEW 2012: Your experience with metropolitan flair.  
Shop Windows and more between halls 2 and 4.

## **LOOK´N FEEL – The retail store of the industry!**

Shop design, as it should be.  
We show how it really works!  
Your product directly at the East entrance.

## **LOOK´N JOY – Fun in sales!**

Presenting properly is fine.  
It is better to attract attention!  
Your brand in hall 6.

Your presentation, designed by an experienced team of decorators,  
having successfully implemented projects of international clients.

**Explore new ways!**

Made by  
**WIM**

## Dedicated to your trade show success

Additional **presence** beyond your exhibition booth.

**Professional** decorators.

Display of **your flyers** and **sales brochures**.

Your booth-number is shown at your presentation.

LOOK appears in **all** important **publications** of **NürnbergMesse**.

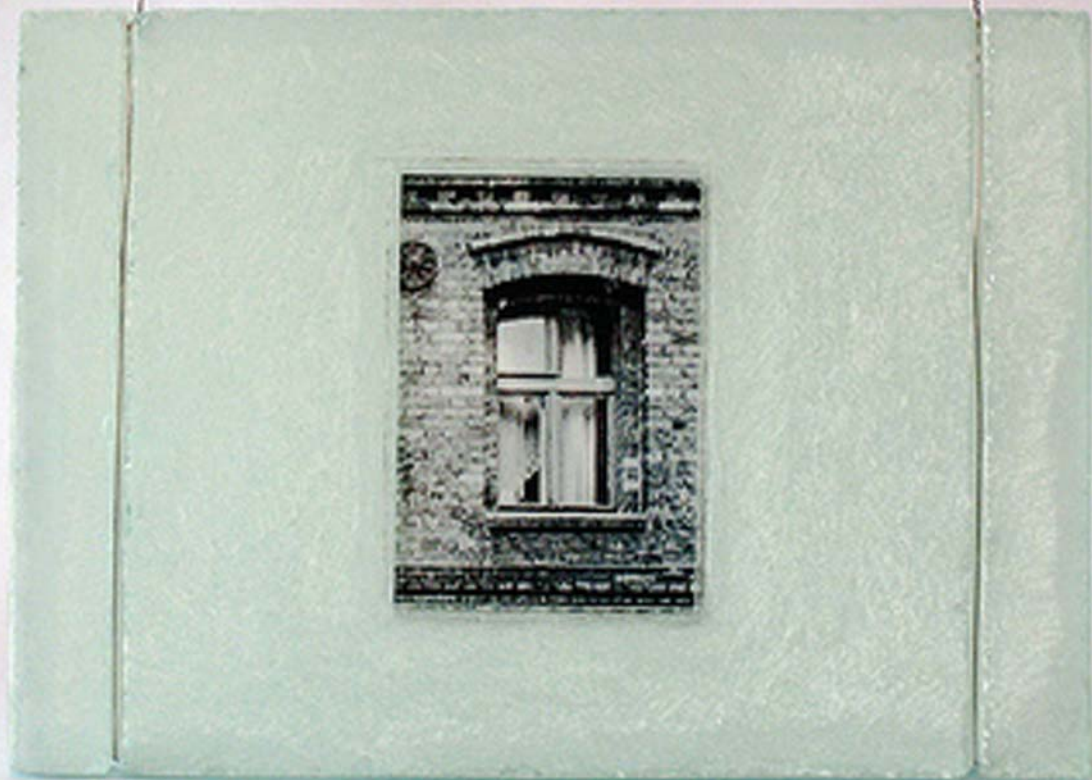
IWA-Preview, IWA-News, homepage of the IWA & OutdoorClassics,  
IWA-Catalog, fair planner, directional signage at the fair

**Advertising – not only** in the trade fair edition of magazine Waffenmarkt-Intern / Messermarkt-Intern.

**Nothing new?** Give your **steady sellers** new push!

Your success-contact: Manuela Bache & Team • Telefon 02103-2509155 • [bache@waffenmarkt.de](mailto:bache@waffenmarkt.de)

**Your shop-window  
already in the shopping-bag?**



## LOOK ´N SEE

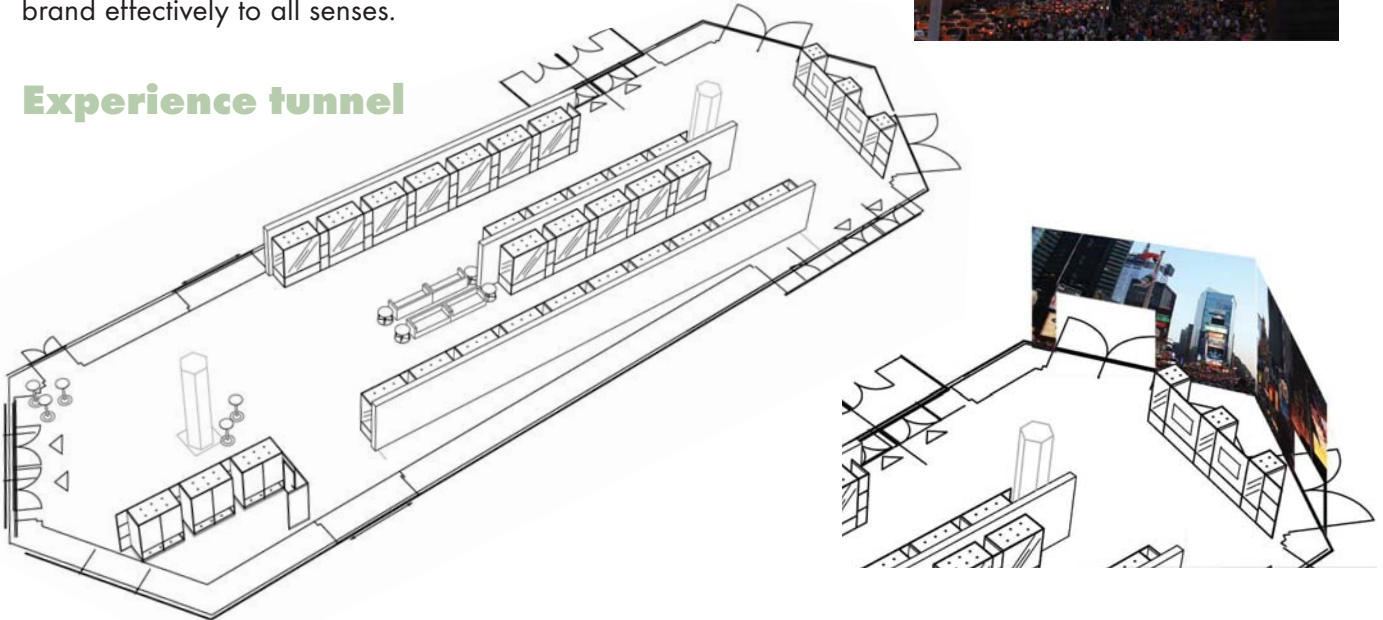
The successful showcase mall – relaunched.  
Heavily frequented, between halls 2 and 4.

**New "Look",  
New formats,  
New technical possibilities ...**

... for presenting your products, services and  
brand effectively to all senses.



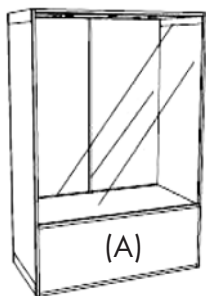
## Experience tunnel



**You like to plan big?**

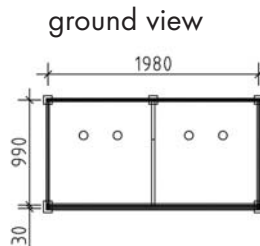
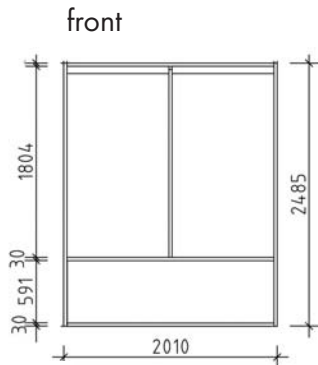
# LOOK Showcase "Classic" – The Shop-windows

## Standard



(A)

with front window



2m x 2m window  
in the front (A)

### Prices standard

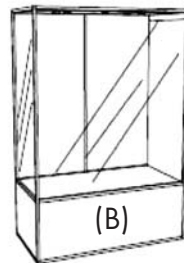
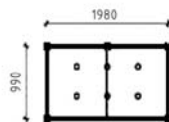
1	window	3.333 EUR
1/2	window	2.222 EUR
1/3	window	1.666 EUR

## Special formats

- ⊙ 2m x 2m window in the front,  
1 m x 2m window at the side (B)
- ⊙ 1 m x 2m window in the front (C)
- ⊙ 1 m x 2m window in the front,  
1 m x 2m window at the side (D)

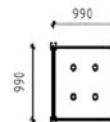
### Prices special formates

window B	3.666 EUR
window C	2.999 EUR
window D	3.111 EUR



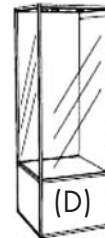
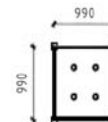
(B)

with windows at  
side and front



(C)

with front window



(D)

with windows at  
side and front

# CITY-JUNGLE

# LOOK Showcase "Exclusive"

## branded entertainment

- ⊙ Classic or special format
- ⊙ Individual equipment
- ⊙ Technical effects
- ⊙ Acting visitors
- ⊙ Sounds, suitable to decoration
- ⊙ Additional advertising space
- ⊙ Products in motion
- ⊙ Videos – capturing visitor's eyes
- ⊙ Individualized type crawl

If you like, even a **red carpet**  
in front of the window. ;-)

## You want something special?

Simply ask us. Individually we  
develop **your exclusive** look presentation.



## You want even more? We have even more!

- ⊙ Levitating projections
- ⊙ LED panels in large scale
- ⊙ Projections up to 30 square meters
- ⊙ Your logo on a gigantic skyscraper theme

**Are you proud of your business-company?**  
**Show it!**  
**Nothing is more attractive than success.**



**Is more really more?**



## **LOOK ´N FEEL**

Your products presented, where they are sold. In a shop.

Strategically advanced located at the East entrance. Everyone passes by!

Real shopping experience in an authentic atmosphere.

Product ranges for different target groups.

### **Countless opportunities**

- ⊙ Showcases
- ⊙ Product shelves
- ⊙ Counters with display
- ⊙ Mannequin figure
  
- ⊙ Sales displays
- ⊙ Brand-specific store-furnishing
  
- ⊙ Video presentations
- ⊙ Advertising posters
- ⊙ Wall decoration

For succesfull sales – starting from 450 Euro.

### **Large products are no problem**

- ⊙ Gun cases
- ⊙ Safes
- ⊙ Mobile raised stands

### **Show your dealers your sales support.**

- ⊙ Displays
- ⊙ Furnishing
- ⊙ POS materials

**Here is the right place for this.**

**Afraid of trying new ways?**

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**WIN**

# LOOK ´N JOY

## NEW 2012

**The push** for **successful business** – promotion actions!

**Central location** in hall 6.

You want **attention?**

**Bored** by the standard?

You like **trying** new ways?

**We make everything possible** (almost) !

Even if we have to hire a circus!

**Have courage.**



**IWA 2012**

*& Outdoor Classics*

# LOOK

s h o w c a s e ■ ■



NÜRNBERG / MESSE

:meso  
mondo  
MESSESERVICES

Dekoteam  
Cathrin Weber

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