

## PRESS RELEASE

# Expotechnik Group Supports Deutsche Telekom AG

### **Leading service provider for brand presentation takes over concept, design and realization of about 300 events per year**

Taunusstein/Frankfurt on the Main, September 2008. The Expotechnik Group will support Deutsche Telekom at local trade shows, events and congresses in the future. Until 2011, the cooperation will involve the complete concept elaboration, designing and realization of up to 300 brand presentations for the telecommunications services company at this kind of local events per year.

The objective is to integrate into one presentation the three Telekom brands T-Home, T-Mobile and T-Systems as well as all business units that organize trade shows and exhibitions. The slogan "Life is for sharing" constitutes the brand's promise towards its customers and the guideline for the whole value-added chain. At trade shows, this slogan is expressed through architecture, communication and product presentation.

The design concept is based on the 'Krypton' wall system developed by Expotechnik which was used for the first time and offers an almost unlimited number of possibilities regarding joint, surface and material design. It provides new approaches and possibilities for expanding the conventional trade show area. Steles as indicator for each Telekom brand and new presentation and counter elements of the 'Gamma' product family form the structural basis of the focused overall concept for future brand presentations.

Besides the traditional concept elaboration for trade shows, the big project the Expotechnik Group is commissioned with also includes the project realization of the mobile trade show and congress business which has gained special importance over the past years.

### **About EXPOTECHNIK Group**

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of eight independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Kronos and Phonak. Alexander D.

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Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

For further information, visit [www.expotechnik.com](http://www.expotechnik.com).

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