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Venue Expo, Hamburg, Germany, is the place to be this April if you want to discover what's new in the sports venue industry

Venue expo

17-19 April 2007, Hamburg Messe, Hamburg Germany



Venue Expo 2007 is a must-attend event for Europe's leading stadium and sports facility operators and specialist suppliers, combining an international exhibition and world-class conference programme in order to deliver the very latest in sports venue design, operations and technology.

The free-to-attend exhibition will see a number of important new launches from key suppliers, including the latest ticketing systems, new seating, access control technology, turf and pitchcare products, mobile staging, lighting and more.

New for 2007, Venue Expo will also include **Stadium Executive Forum** – a three-day conference and networking programme, featuring 25 of the industry's leading speakers. The Expo will also see **Stadia's 4th Sports Turf Summit** – a two-day conference programme, featuring over 25 international experts.



« **Stageco** will demonstrate its expertise in mobile staging solutions for both indoor and outdoor events at this year's Venue Expo. Visitors will discover exactly how it designed a 150m² stage shaped like a football to unfold in just one minute, in front of an audience of billions on the perfectly prepared turf at the opening ceremony for the 2006 FIFA World Cup – and how it managed to disassemble it again in just four minutes! The company's product range includes mobile stages, temporary buildings, bleachers, roof structures, spot and delay towers, PA structures and video supports, as well as access bridges, staircases, and sponsorship/advertisement towers.

» **Immersive Solutions** specialises in online business applications that integrate real-time 3D simulation technology. The company will present its 3D Stadium Bundle product at Venue Expo, designed to drive traffic to customer websites, helping generate extra income: visit the stadium with amazing walk-through capabilities (*My Stadium*); 3D e-ticketing and seat-to-pitch visualisation; 3D online store; interactive games; and much more. 3D Stadium Bundle also provides an immediate visual configuration of advertising spaces – advertising banners can be updated in *My Stadium* with a simple click. Customers can also use it to configure their hospitality facilities in response to event organiser requirements.

