



MOBILSHOW – INFOMARKET

6–9. November 2008. HUNGEXPO Budapest Fair Center

www.mobilshow.hu ■ www.infomarket.hu



New date

After last year's success together, MobilShow and InfoMarket will continue the tradition of the Hungarian mobile and internet fair at the Budapest Fair Centre.

The goal of the mutual presence of MobilShow and InfoMarket is to get the current and future possibilities and the very tangible, latest products of mobile communication, Internet and IT use known.

The specialised show will welcome visitors between 6 and 9 November.

The new date, closer to the winter shopping season will meet the needs of both distributors and visitors to a greater extent, since buyers can realise their Christmas present ideas, and sellers can increase their annual income on the days of the show.



Ideal connection:

The connection of mobilephilia and internet will take up a new shape. The joint introduction of these will be bigger than ever and organised in co-operation by HUNGEXPO Plc. and Bitpiac Ltd.

The event will serve as an excellent opportunity for mobile providers, Internet providers, Internet content providers and any modern IT company to introduce their latest products and services directly. The event will also allow visitors to gain direct experiences and give direct feedback.



The previous MobilShow and InfoMarket in numbers:

48 000 visitors	200 outdoor large posters
70 exhibitors	120 radio spots
45 press and online banner ads	230 TV spots
	125 000 online page down-



Special Media presence:

The event has been met with special media interest from the beginning. There have been a number of news spots in well-known media sources such as

Printed press:

Népszabadság
Magyar Hírlap
Metro
Bors
Blikk
Népszava
Napi Gazdaság
ComputerWorld
IT Business
Piac és Profit

Electronic media

TV2 Magellán
TV2 Tények
RTL klub Híradó
Echo Tv – Kitekintő
ATV Híradó

Online media

Prim Online, Origo
ComputerWorld
Mobil Portál
Stop, Bors Online,
Világ gazdaság Online
Telefonguru
Terminal
TőzsdeFórum
Híradó Online
Index, Metro Online

Services never used before, astonishing design and constantly decreasing sizes – these are this autumn's cellular fashion according to the Mobil Show, which ended yesterday.”

(Népszabadság)

„Most of exhibitors went on sure: the majority of brand-new cellular phones exhibited will be already available in shops in December, so the Mobilshow gives a great opportunity for the companies to make a small promotional campaign.”

(IMfor)

„The most interesting element of MobilShow was the exhibition of the history of cellular phones, where you could see everything from the first boob-phones through lousy single-band cellular phones, until the latest state-of-the-art multimedia aces. While pushing themselves in front of displays, the visitors could make sentimental remarks, why they have switched from Siemens C35 to Nokia, and how awfully heavy the half-brick sized 2110 was.”

(Index)



Main characteristics of the show:

- latest products/services of mobile and internet the industry
- joint presence of the trade and consumers
- dialogue and feedback of users
- festival atmosphere: colourful family programmes, draws
- renewed fair centre, modern infrastructure
- even more visitors due to Snow-show



Would you be interested in a mobile and internet communication show where market leading mobile providers and IT companies are present?

Where 48,000 visitors and potential users would like to get to know the latest products and services?



What tools are available for introduction?

- excellent sales opportunity
- presence at the new uniform stands
- presence with own installation
- presence on event's multi-media surfaces
- presence on stage (sponsor minutes)
- use of mobile promotional solutions

You ARE?

Our answer is: MobilShow-INFOmarket

Become one of our exhibitors!



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2008. november 6-9.



- Sajtóközpont
- Étterem, büfé
- OTP Bank
- WC
- WC mozgás-korlátozottaknak
- Telefon
- Mentők
- Információ
- Tűzoltók
- Rendőrség
- Parkoló



HUNGEXPO Budapesti Vásárcsopont



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