



Messeprogramm 2008*

Neue Messe Stuttgart

Veranstaltungen auf dem neuen Messegelände

didacta	19.02. – 23.02.
Die Bildungsmesse	
LogiMAT**	19.02. – 21.02.
Internationale Fachmesse für Distribution, Material- und Informationsfluss	
INNOtex	26.02. – 27.02.
Messeforum für die Funktionalisierung textiler Werkstoffe	
Sicherheit + Automation	26.02.
4. Konstrukteurstag Sicherheit + Automation mit begleitender Fachausstellung	
Lasys	04.03. – 06.03.
Internationale Fachmesse für Systemlösungen in der Laser-Materialbearbeitung	
DACH + HOLZ International**	05.03. – 08.03.
Internationale Messe für Holzbau und Ausbau, Dach und Wand	
CEP – Clean Energy Power®**	07.03. – 09.03.
Internationale Messe für erneuerbare Energien & energieeffizientes Bauen und Sanieren mit 5. Innovations-Kongress	
CleanRooms Europe**	11.03. – 13.03.
Internationale Fachmesse für Reinraumtechnik, Hygiene und Produktion unter reinen Bedingungen	
Medtec**	11.03. – 13.03.
Medizintechnik für die Geräteherstellungs- und Pharmaindustrie Europas	
Retro Classics	14.03. – 16.03.
Int. Börse für Oldtimer, Classics, Motorräder, Ersatzteile und Restaurierung	
IWB	28.03. – 30.03.
Internationale Waffenbörse	
Slow Food	03.04. – 06.04.
Markt des guten Geschmacks	
lifestyle	
wellviva	03.04. – 06.04.
GARTEN	03.04. – 06.04.
Antiquitäten. Design. Raum.	03.04. – 06.04.
Internationale Mineralien- und Fossilienbörse	04.04. – 06.04.
HAUS HOLZ ENERGIE	04.04. – 06.04.
Die große Bau- und Energiemesse	
Pflege & Reha	08.04. – 10.04.
Fachmesse für Pflege, Krankenpflege und Rehabilitation	
Personal**	09.04. – 10.04.
Fachmesse für Personalwesen	
Invest	11.04. – 13.04.
Die Messe für institutionelle und private Anleger	
Mondo Italia	16.04. – 20.04.
Die Messe rund um das Dolce Vita	
Azubi + Studientage**	18.04. – 19.04.
Die Messe für Ausbildung und Studium	

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In the name of the brand

Creating the name of a trade fair is an important part of strategic marketing, which is more and more often performed by professional naming specialists. Alongside the legal issues of name protection, the new names have to be suitable for potential internationalisation strategies.

Naming, according to the Greek philosopher Plato, is not inconsequential and should not be left to chance. A rule that is taken to heart by the trade fair business more than ever before: "Performance differentiation by means of brand management is going to be much more important", is the assessment of Jochen Dosch, head of the Marketing and Events business unit of Kölnmesse. So far, the trade fair business was always largely product-oriented. But a consistent brand strategy already starts with the name of the trade fair - before continuing with logo development, corporate identity, overall concept and finally individual marketing measures.

That sounds logical enough, but given the rapidly growing number of trade fairs and conventions, it is by no means a minor task.



The title should express the content. Photos: Nuremberg Fair / Koelnmesse

Moreover, the final decision on an event name is not treated with urgency by the trade fair management. If brainstorming by the marketing departments to find the most suitable name does not come up with the desired result to which everyone can agree, trade fair organisers pass on the difficult task to naming specialists.

So-called CI agencies are now also trying to get a foothold in the trade fair business by pointing out their competence in creating neologisms – and even plain advertising agencies are more and more frequently found knocking on organisers' doors for the same reason. But whether any of the budget is placed externally "depends on the expected turnover of the event and the total costing", explains marketing executive Dosch.

If a budget is available for naming and the necessary research, it is experts like Bernd M. Samland who are called on. The managing director of the Cologne-based naming marketing agency Endmark has already created several trade fair names or improved them after a certain period of use,

for example, "Beviale" as an epithet for what used to be simply the Brau beverages fair in Nuremberg, or "Vivaness" for the new fair for natural cosmetics. In Franconia, explains Peter Ottmann, PR chief at Nürnbergmesse, "there is a preference for artificial names, but names that visualise the connection with the topic of the event" – such as the trade fair for natural stone "Stone+tec". According to Samland, "a

"A brand should not follow a trend."

Bernd Samland

brand should not follow a trend, and that goes for trade fair names, too". Often, the trade fair organisers failed to see their trade fairs sufficiently as a brand: "Many trade fairs devalue themselves by taking less than ideal names." Researching a new name for a trade fair has become more time-consuming than ever – one factor being the thousands of new product names created each year by the consumer goods industry.

One tool the naming specialist uses to track down a suitable word is Focus Groups, a high-quality research tool, with which several participants discuss a specific topic rationally. That way, it is possible to find out which names are memorable and which are not. He advises against consonant solutions: "They go in one ear and come out the other." The most important criterion in Samland's opinion is that the trade name be conspicuous – like "Bread & Butter" which does not have any immediate associations with the fashion industry but does stick in the memory.

Klaus Dittrich, managing director of Messe München, is also convinced that names make brands. In his view, however, "the title should express the content of an event as quickly as possible". One example he



cites is the forthcoming Hybridica 2008, a trade fair for hybrid components. "It is equally important to check a name for international suitability and availability of suitable Internet domains." If no agreement can be reached on the new name in house, the Munich trade fair company can also envisage going to a specialist agency. Alongside the trend towards increasing internationalisation in naming, Samland is also observing a move away from excessive abbreviation.

"More care is also being taken to distinguish events and not to organise the five-hundredth Inter-this-or-that." Kölnmesse marketing director Dosch does not favour names that mean something in a particular national language because negative connotations are possible, and for trade fairs that address regional markets, English-based names are not necessarily his first choice when deciding on a name.

"The important thing is the distinctive nature of the name; abbreviations or very descriptive titles may not be the best solutions in the medium term." If just pronouncing the name of a trade fair results in a sensual experience, as is the case, for example, of the international nutrition fair anuga, which is reminiscent of pleasurable chewing, you are half way there.

Legal considerations have become more important than ever: The name of an event must be absolutely watertight. Nobody wants to risk mistakes that could entail costly lawsuits. After all, a trade fair name like "Orgatec" may well already be the name of a company. "It must be possible to protect the name in the most important economic regions of the world", says Peter Ottmann. Lack of clear differentiation from competitors is an absolute no-no, he confirms: "Trade fair organisers do not treat copying trade fair names as a laughing matter."

Detlev Brechtel

Vivaness is the name for the new fair for natural cosmetics in Nuremberg.

Photo: Nuremberg Fair

