

# BRIGHT SKATEBOARDING TRADESHOW



07



**BRIGHT**  
Skateboarding  
Tradeshow

January 20. - 21. 2007  
Ludwigstrasse 18 / 60327 Frankfurt  
[www.brighttradeshow.com](http://www.brighttradeshow.com)

---

## Bright is Skateboarding

Bright - the platform for skateboarding as inspiration of fashion, lifestyle, music and art.

Bright is positioned as the first independent tradeshow for skateboarding in Germany. (It is designed specifically for the needs of skateboard brands and wants to establish itself as an international meeting point for the skateboarding community.

With its special ambience and extraordinary architecture Bright's location provides a suitable venue for this unique event. A major part of the available space is dedicated to special installations and exhibitions of street art and skateboard design.

The attractive program of accompanying events (as for instance a contest and art installations) emphasizes the genuine character of the Bright and will give participants an ideal opportunity to gather information and exchange news and views.

Skateboarding and its close relation to art will be an important part of the tradeshow.



Above all, however, the commercial character of the Bright remains the overriding principle.

The concept of The Bright offers a very positive and relaxed atmosphere without losing the function of an interface between supplier and retailer.

The strong relationship with the media causes (a transparency and carries the positive vibes beyond the police headquarter.

The unique concept and fringe events, the participation of the European skateboard community and the geographic location of Frankfurt as well are indications for a Bright future.

---

## Whats new

The Winter Bright will open its doors for the 4th time on the 20th and the 21st of January.

Hosted in the favoured former police headquarter in Frankfurt, the tradeshow will combine about 200 brands with skateboarding, music and art on three floors in its well approved way.

Besides skateboarding and streetwear the Winter Bright will especially focus on sneakers.

The Bright has developed an almost unique diversity in this segment.

With more than 26 shoe companies, the Summer-Tradeshow has already demonstrated the direction which will be carried on at the Winter Bright.

By providing a unique platform, the Bright unites the three most important elements of the European trade market for our customer structure – streetwear, sneakers and skateboarding resp. boardsport.



As an addition to the established bowl that will be reconstructed for the Winter Tradeshow, the Bright will also host a Manual-Curb contest that will ensure an authentic side event.

The Welfare-Artist-Program, conducted by Alexis Zavialoff, which has already been a part of the Summer Bright and a planned magazine exhibition by Jürgen Blümlein will represent the artwork aspect.

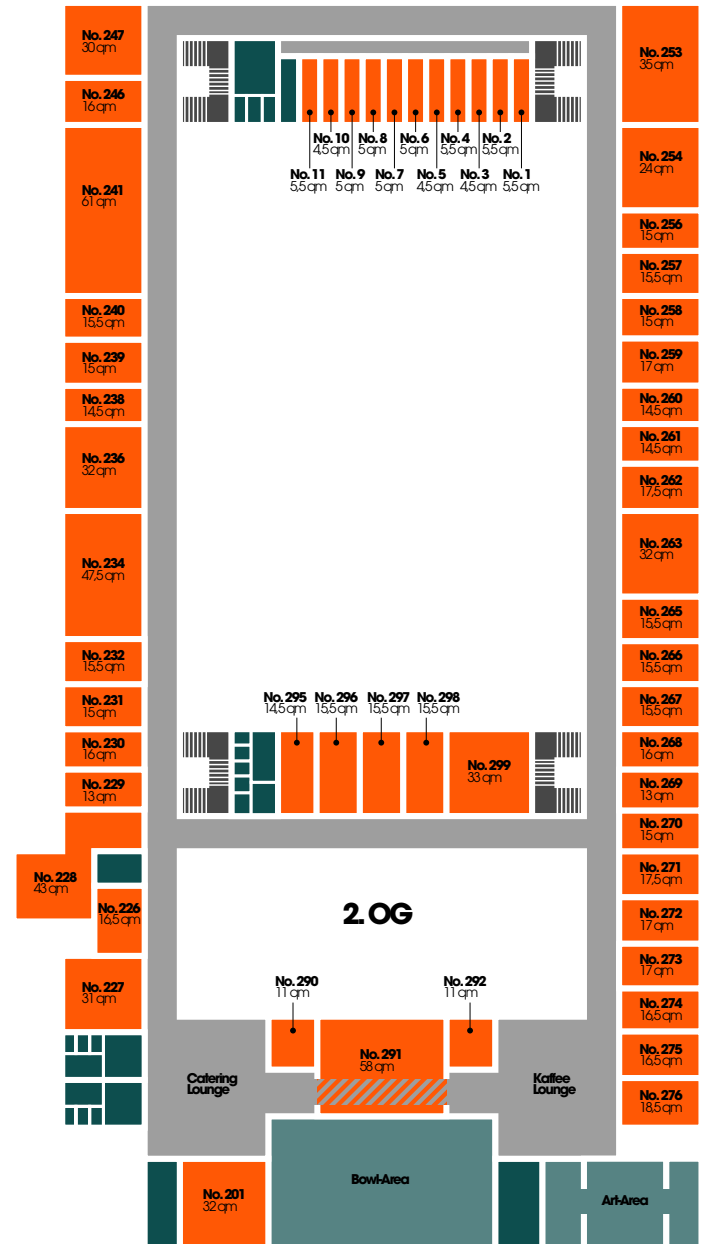
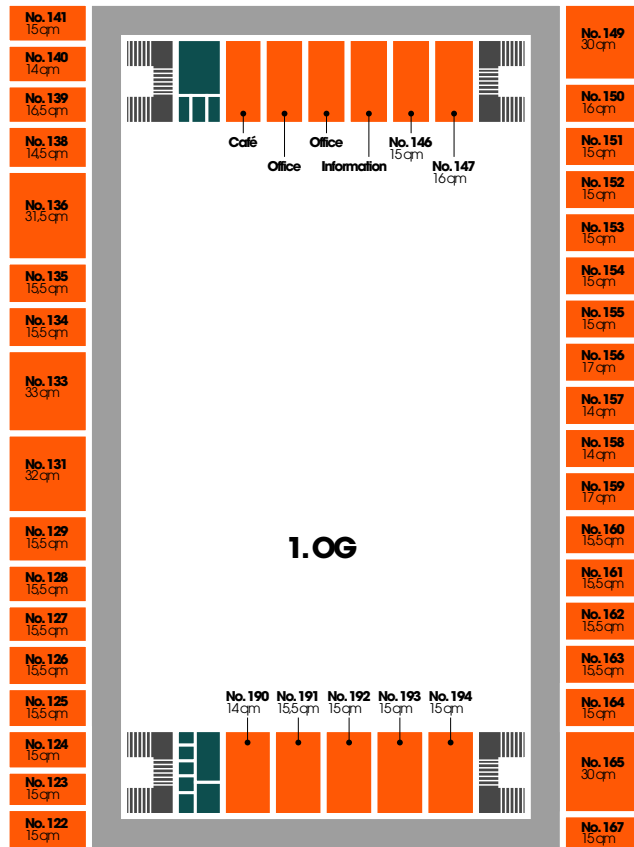
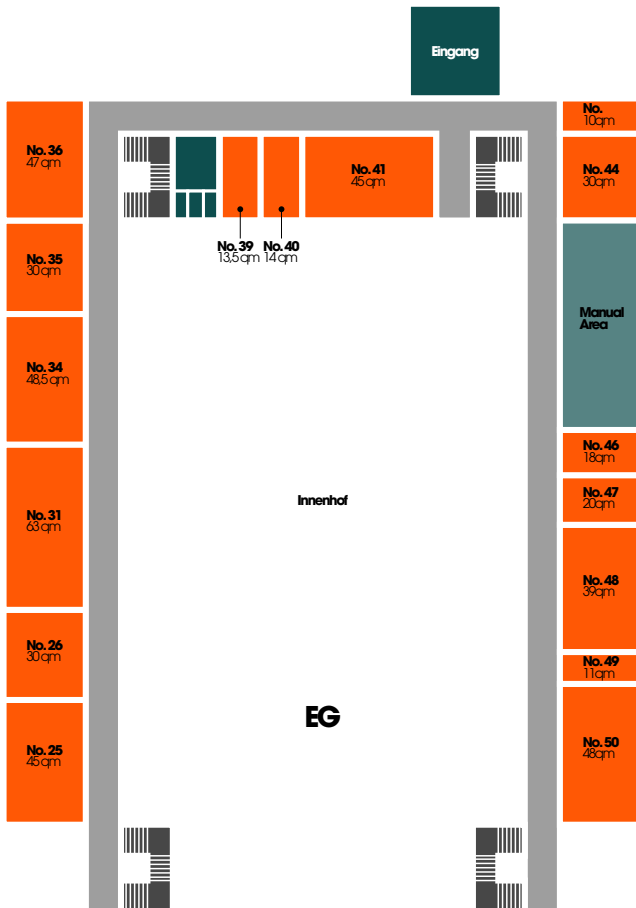
The outstanding creativity of especially the smaller brands is the occasion to create a "Best Booth Contest", honouring the most outrageous work with a free-of-charge-booth.

Added together, this puzzle will connect and create an exceptional weekend at the Bright Winter Tradeshow.

Furthermore we are trying to perfect the course of the event in order to guarantee a maximum of economical efficiency. At this point, a close collaboration between the brands/distributors and us is required and any idea, suggestion or initiative is desirable.

Full of curiosity and expectation we are looking forward for a successful tradeshow.

Marco Aslim/Thomas Martini



## Showrooms

All showrooms have windows, electricity and can be decorated individually.

## Showrooms

## Skate- and Exhibition-Area

## Catering, Toilets

## Stairways and Escalator

## Floorplans

---

## Bright Office

Bright GmbH & Co. KG  
Friedrich-Ebert-Anlage 13  
60327 Frankfurt am Main  
Germany

Phone +49 (0)69 / 976 094 80  
Phone +49 (0)69 / 74 22 18 22  
Fax +49 (0)69 / 976 094 82

hello@brighttradeshow.com  
www.brighttradershow.com

---

## Bright Location

Ludwigstrasse 18  
60327 Frankfurt am Main

---

## Bright Date

Sa. 20. and Su. 21. January 2007  
Open from 10:00 - 18:00

Admission 10,- Euro

---

## Car

Using the A5, change at Frankfurter Westkreuz to A648 direction Messe until you go right on Mainzer Landstrasse after 100m take a right again for Ludwigstrasse 18.  
10 min.

---

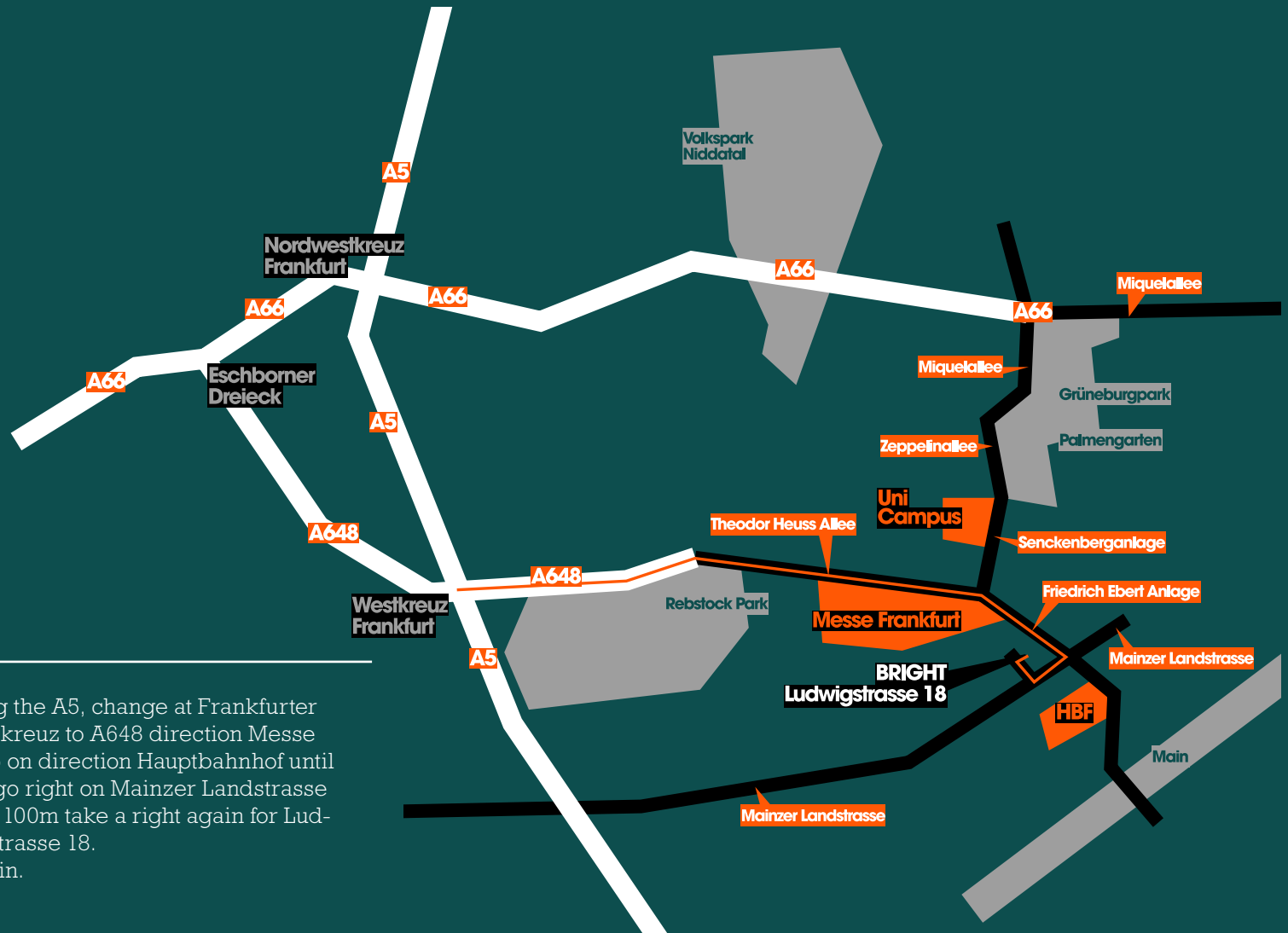
## Frankfurt Airport

Take the train to Frankfurt Hauptbahnhof (third station)  
From trainstation it is a short walk  
20 min.

---

## ICE/Metro

Leave the train at Frankfurt Hauptbahnhof – walk in direction Messe until Mainzer Landstrasse take a left – after 100m take a right for Ludwigstrasse 18.  
5 min.



---

**Contactaddress**

Company

Street

Postal Code

City

Country

Web

---

**Billingaddress**

Company

Contact

Street

Postal Code

City

Country

---

**Signature**

Location

Date

Signature

Stamp

---

**Send to**

Bright GmbH & Co. KG  
Friedrich-Ebert-Anlage 13  
60327 Frankfurt am Main  
Germany

Fax: +49 (0)69 976 094 - 80

Email: [hello@brighttradeshows.com](mailto:hello@brighttradeshows.com)

---

**Contactperson**

Surname

Name

Phone

Fax

Email

---

**Billinginfo**

SWIFT

IBAN

CEO

Tax Ident. No,

Name/Ort d. Handelsregistereintragung

---

**Brands**

Brand 1

Brand 2

Brand 3

Brand 4

Brand 5

---

**Roomsizes (80,- Euro per m<sup>2</sup>)**

Room 1

Room 2

Room 3

Room 4

Room 5