

BRIGHT Tradeshow

08

January 19 and 20, 2008
Friedrich-Ebert-Anlage 11, 60327 Frankfurt
www.brighttradeshow.com

Bright Tradeshow

The Bright tradeshow has established itself to a constant venue for streetwear, sneaker, fashion and boardsport in Europe. Driving force and link between the different elements is skateboarding, whose influences shaped decisively the image and authentic character of the different segments.

For a wide variety of brands Bright offers a product-related chance for presentation, its unique concept guarantees a maximum of image and identity. The individual location as well as the product-orientated framework, consisting of an innovative contest/artist program, support the characteristically atmosphere of the off-show. Skateboard culture and the relating side-events (artist shows & nightlife) are important features of the tradeshow; still the commercial

aspect takes a primary position. With its concept the Bright tradeshow offers a very positive and comfortable atmosphere without neglecting the function as an interface between distribution and retail.

A special focus on cooperating with the media leads to a maximum of transparency and carries the positive vibes beyond the location of the former police headquarter.

The unique concept of the whole event, a continuously growing exhibitors portfolio as well as the supporting program and the central location of Frankfurt are indications for a Bright future.



About Bright

Bright Info

Inspired by a growing demand of exhibitors and due to a positive feedback on the extension of space by including the entry area of the police headquarter in the summer, the upcoming 6th Bright Tradeshow will go on expanding its area. By including the buildings 3rd floor a wider range of brands and products can be presented, which raises the tradeshow on a higher level. The exhibition space will increase by 25%. Besides international labels of the boardsport scene an exciting mixture of sneaker-, fashion and streetwear brands will complete the existing exhibitors portfolio.

The Bright expands its marketing activities on an international level to establish itself to a specifically European trade fair platform, not limited to Germany.

For the first time Bright will be offering a business lounge, a brand-based forum that will act as an information center and include discussions and lectures on new ideas and strategies in marketing, distribution and retail - all in the familiar relaxed atmosphere of the Bright tradeshow.

As before, artistic contributions will be provided by Alexis Zavialoff and Faux Ami. Skateboarding elements will be represented by the Bowl Bash on second and the Best Trick contest on the third floor.

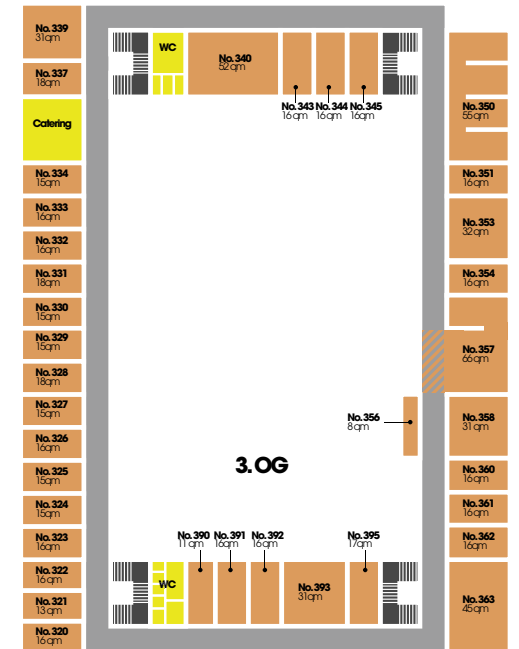
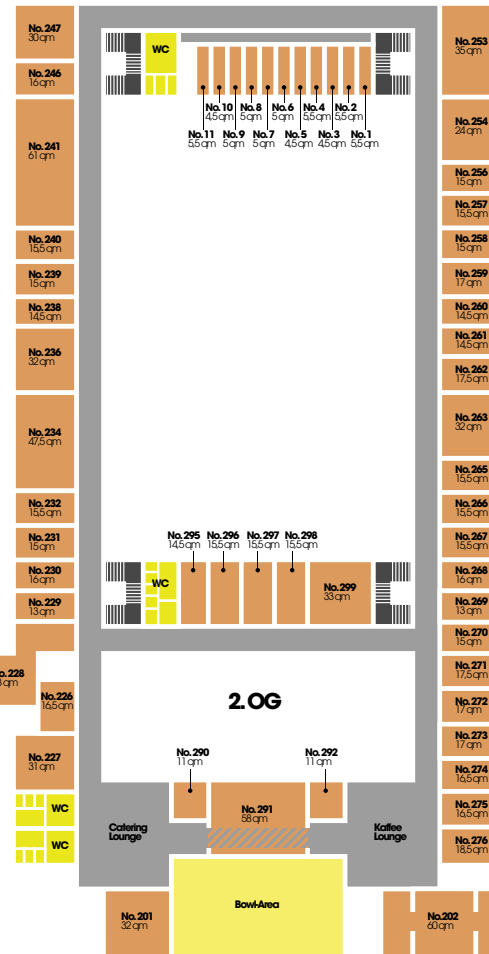
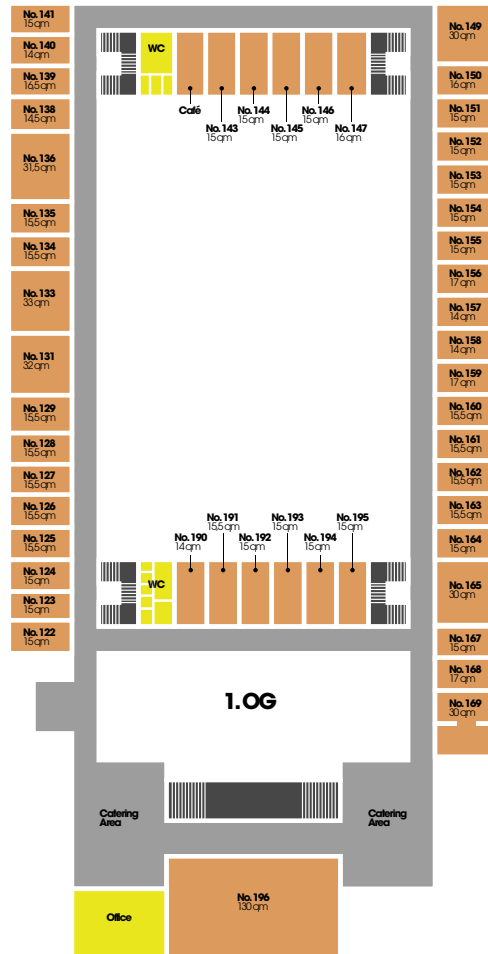
Besides improvements in space and content the Winter Bright will react particularly on the structural needs of its visitors. A higher degree of transparency is realized by a revised communication system in forms of direction signs and information booths. A coloured separation of the stairs provides a more uncomplicated navigation of the visitors on three floors. Additional lounge- and catering facilities offer a higher level of convenience for exhibitors and retailers.



The foyer of the former police headquarter is equipped with W-Lan to support the communication.

The sixth Bright remains, like the previous trade shows, an authentic event, not neglecting the function as interface and communication platform between brands, distribution and retail.

We look forward to a successful Winter Bright 2008!



Showrooms

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

Floorplans

Showrooms

Skate- and Exhibition-Area

Catering, Toilets

Stairways

Bright Office

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Bright Location

Friedrich-Ebert-Anlage 11
60327 Frankfurt am Main

Parking-lot and entrance for delivery
and construction is still at Ludwigstr. 18.

Bright Date

Saturday 19. to Sunday 20. January 2008
Open from 10:00 - 18:00

Admission 10,- Euro (Retailers Only!)

Dates & Addresses

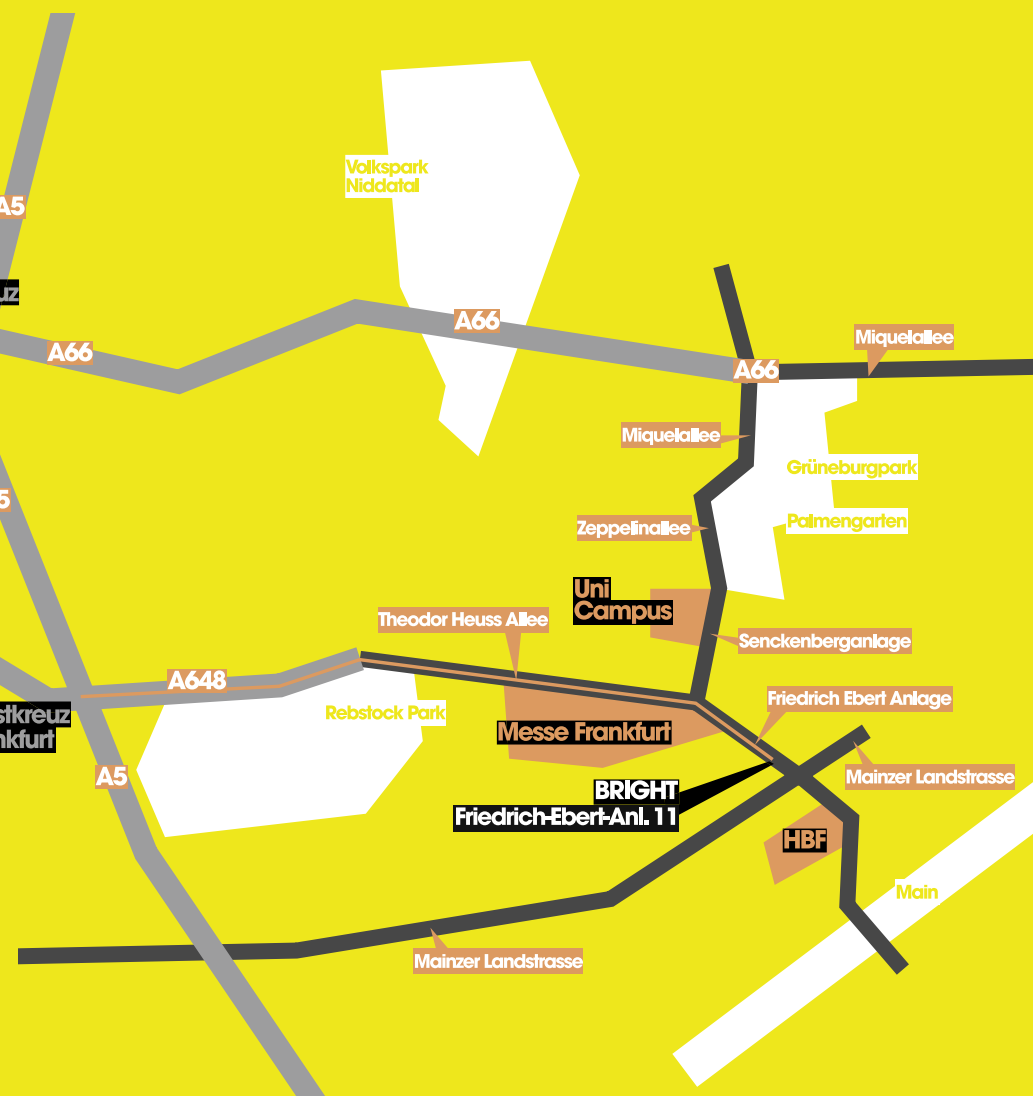
Car

Using the A5, change at Frankfurter
Westkreuz to A648 direction Messe
keep on direction Hauptbahnhof until
short before Mainzer Landstrasse.
On your right side, Friedrich-Ebert-
Anlage 11.
10 min.

Frankfurt Airport

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

Directions



ICE/Metro

Leave the train at Frankfurt Haupt-
bahnhof – walk in direction Messe until
Mainzer Landstrasse. Straight on from
there after about 100m on your left side,
Friedrich-Ebert-Anlage 11.
5 min.