

Reaching The Right Channel Partners

Final Plans Under Way for Reseller Park at IFA 2011

For over 10 years Jan Nintemann has organised, with his agency Global Fairs TT-Messe, the B2B-platform Reseller Park at the IFA in Berlin. We asked Jan to tell us about the Park's concept.

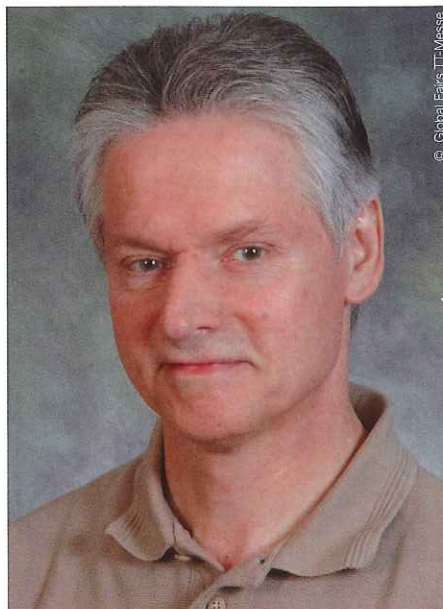
Reseller Park is a B2B2C-concept, in which most exhibitors are located in the perimeter so that the consumers can see and enter the stands. On the other hand, every exhibitor also has a direct access to the inner reseller lounge, which is only open to trade visitors.

The emphasis of the Reseller Park is the product category Telecom & Mobile, for the simple reason that many years ago I co-founded the NTPlus (which is now part of the Actebis-Group) and therefore most contacts emerged from this industry. Throughout the years I have also exhibited more and more CE and IT providers in the Reseller Park, such as Western Digital, Lexar Media, XPAL Power, and Optoma, who are all regular attendants.

In 2011 the Reseller Park will, for the first time, be located at two different locations at the IFA – in the usual position in the Communications Hall 9 and now also as a CE collective stand in Hall 7.2 – very close to the southern main entrance of the exhibition center. We expect about 40 participating exhibitors.

What are the main advantages of participating in the Reseller Park?

Our exhibitors have decreased risk and hassles – they enjoy full service from A to Z (build-up, catering channel promotion, etc.) and can rest assured that they are in a very qualified B2B environment in the internationally known Reseller Park platform and thus can most effectively reach their goals.



Jan Nintemann
Global Fairs TT-Messe

Jan Nintemann has been active in the CE and Telecom industry for 25 years. After leaving the NTPlus / Teleprofi-Group (now belonging to the Actebis-Group), which he co-founded, he started his own channel-marketing and fair agency 15 years ago – since 2004: Global Fairs TT-Messe Nintemann e.K.. His full service collaborate stands on the CeBIT (Planet Reseller) and the IFA (Reseller Park) are continuously growing, established and internationally recognized B2B market places. Among his new fair projects are "IP Security Pavilion" at the ISE in Amsterdam and the "Telecom Park" at the FOKUSSELLER in Stuttgart.

CONTACT

Global Fairs TT-Messe
Jan Nintemann
Tel: +49 541 97126-0
nintemann@tt-messe.de
www.tt-messe.de



COMMENTS BY SELECTED EXHIBITORS

AVM: "As a leading provider of broadband connections, the IFA is becoming increasingly important for AVM, seeing as the different technologies from the field of entertainment, information and communication technology and household appliances are progressively merging. The high-tech home, in which all devices communicate with each other is no longer just a futuristic scenario."

ENO Telecom: "This year the trend towards tablets and smartphones will continue. This will be one of the main topics at the IFA. There are a large number of new products on the market that will drive up sales over Christmas, especially in the areas of entertainment and the interconnected home."

Sagemoc: "The multimedia orientation and the field of entertainment are being pushed by most manufacturers; Theme: Connected worlds."

Audioline: "We perceive a segmentation of products towards the needs of various target groups: e.g. seniors, deaf or blind people. This is accompanied by a trend of retro designs for fashion-conscious customers..."

ITM-Hagenuk: "With our ergonomic cell phones for the elderly we target an actual and increasingly growing niche-market. Hagenuk has once again qualified as a trendsetter for especially appealing design."

Optoma: "3D projection in the field of home cinema will now become a major theme."