

Press Release

December 2010

Deutsche Messe Hannover:

From AC/DC to the Wheelchair Sport Dance World Championships – Deutsche Messe successfully stages and hosts conferences and events in 2010

Hannover, Germany. With more than 50 organized events, Deutsche Messe can look back on its most successful year ever for conferences and events. In 2010 the Hannover Exhibition Center served as the venue for medical conventions, major open-air events and sporting events, to name just a few. The Deutsche Messe Convention Center, located centrally on the exhibition grounds, was moreover awarded the LOCATION AWARD the same year. Since the beginning of 2010, Deutsche Messe has been marketing its Exhibition Center under the name of RAUMWUNDER (lit. "space miracle").

The "Conferences, Events & Guest Events" division of Deutsche Messe is characterized by the diversity of its event formats. Last spring was dominated by medical conventions, drawing a total of around 8,000 physicians, scientists and healthcare employees over a several-week period. The events during this timeframe consisted of conferences for endoscopy, pulmonology, hygiene and microbiology as well as the HR conference of the Hannover Medical School. An additional medical conference – an allergists' conference – was hosted in September.

May 2010 saw a special highlight: a concert by the rock band AC/DC, which was attended by 80,000 fans on the open-air site surrounding the Hermes Tower as well as beneath the giant Expo Canopy.

Things were a little less noisy last the summer when the “2,000 kilometers of Germany” old-timer rallye was kicked off at the Hannover exhibition grounds. An additional highlight from the automotive sector consisted of the “Service Summit” staged by Mercedes-Benz in June. Autumn saw the “Volunteers’ Conference”, put on the Evangelical-Lutheran Church of Hannover. More than 8 000 visitors attended the event, which was split between an exhibition hall and the Convention Center. Other highly satisfied customers included the 55th International Convention of Hearing-Aid Audiologists, which drew around 8 000 visitors, exhibitors and organizers, making it the most successful audiologists’ convention ever.

Award goes to Convention Center

Issued by a group of communications experts, the Location Award 2010 was awarded to the Convention Center in its role as a multifunctional conference and events center and part of the Hannover Exhibition Center this past September in Berlin. The key criteria for the jury’s decision consisted of the options offered by the facilities plus the quality of the service, transport connections, infrastructure and communication media.

Successful online communication

The new “Hannover event locations” (RAUMWUNDER) website has contributed to the success of the Deutsche Messe Events division. Event organizers can visit www.raumwunder-hannover.de to find the optimum location for their events. And since the Internet has become a key information source, the website will soon be complemented by a “landing page”, from which the user can also click on other web addresses. Both websites will showcase the variety of Deutsche Messe event locations, which are capable of satisfying the needs of major international events as well as small-scale business events.

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