

## **HAPTICA live '16, Bonn: Charm and Chances**

You are on the lookout for new give-aways, onpacks, customer gifts and employee premiums? You want to let yourself be inspired by creative examples from the world of haptic advertising? You are asking yourself what does the marketing of German Premier League Soccer Club FC Köln look like? Or why there is a barbecue bible in Brazil? Then you should definitely visit the HAPTICA<sup>®</sup> live '16 in D-Bonn on March 16, 2016.

The “Experience of Haptic Advertising” provides professionals from the marketing, communications, purchasing and sales areas of advertising agencies and the promotional products trade inspiration for the intelligent implementation of promotional products in a concentrated form. More than 130 exhibitors will be presenting trend and classics of this discipline to you at a attention-grabbing new location – the World Conference Center Bonn: From individualisable garden gnomes, to special designs made of soap, individual fragrance creations, branded cooking utensils, fly swats and fan trumpets, onpack figures and fruit spirits, through to photo calendars, measuring tapes, fine bakery product or petrol cigarette lighters.

Furthermore, exhibitions and expert lectures will offer practical examples of the charm and chances of this form of advertising. The speakers of the lecture programme (lectures in German language) include among others, Frank Sahler, Director Marketing & Sales of FC Köln, as well as Elke Deckert, Head of Trade Marketing at Pernod Ricard. In the Best Practice Special Show, numerous examples of campaigns that have creatively and successfully integrated haptic advertising will be presented. Among them, the barbecue bible, which was created as a means of dialogue for a Brazilian manufacturer of kitchen accessories, which offers an additional function on every single page, i.e. coal, a firelighter or a cutting board. The exhibition of the award winners and the award ceremony of the Promotional Gift Award 2016 will also give ideas for the practical application of haptic marketing.

The HAPTICA<sup>®</sup> live '16 opens its doors at the World Conference Center Bonn (Germany) on March 16, 2016 from 9.30 a.m. to 6 p.m. After the fair, there will be the opportunity to network while enjoying drinks and finger food until 9 p.m. There is no entry fee, however it is necessary to preregister at:

<http://www.haptica-live.de/>

The organiser of the HAPTICA<sup>®</sup> live is the German publishing company, WA Media, editor of the trade magazines eppi magazine, Werbeartikel Nachrichten, HAPTICA<sup>®</sup> and Promotion Products and organiser of the Promotional Gift Award.

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