



Press Release

Starting immediately: Registration for *omd 2003* at www.igedo-tickets.com

***Online-marketing-duesseldorf* completely booked**

Düsseldorf, August 20, 2003: It's now six weeks before the start of *online-marketing-duesseldorf*, the *Congress and Fair for Advertising and Marketing on the Internet*, and the event **is already booked up solid**. The industry will be fully represented when *omd 2003* **opens its gates again on October 1 and 2 in Düsseldorf's Rheinterrasse exhibition hall**. This year's slogan is "Creative Solutions for Efficient Marketing". Due to the high demand, the exhibition area has been expanded by adding an adjacent tented area. Starting right now, industry representatives can complete their free registration for *omd 2003* in the online **omd Ticketshop (www.igedo-tickets.com)**, and representatives from the press can fill out an accreditation form in the Press/Services section at www.omd2003.com.

Gerald Böse, Managing Director of **Igedo International GmbH**, host of the Congress, is extremely pleased with the response from the companies that will be exhibiting at the event: "The outstanding level of bookings proves that *online-marketing-duesseldorf* has been able to establish itself as the premiere information platform for marketing and media decision makers in a tough and tight market." Frank Schneider, project manager for *omd 2003*, adds: "All the important companies will be represented right here on location, and the range of topics to be presented has been expanded to include such innovative forms of customer appeal as crossmedia, mobile-phone marketing and e-mail marketing, so that the *omd 2003* will again turn out to be an important trend barometer in the industry."

The numerous exhibitors at *omd 2003* will include Adlink Internet Media, AOL Deutschland, Bauer Media, Doubleclick, Eprofessional, Espotting Media, Falk Solutions, F.A.Z. Electronic Media, freenet.de, G+J Electronic Media Sales, GMX, Google, INFOnline, Interactive Media CCSP, IP New Media, Lycos Europe, metapeople, mobile.de, orangemedia.de, Overture Services, Quality Channel, SevenOne Interactive, TerraTec ad2net, Tiscali, Tomorrow Focus Sales, uboot.com, Web.de, Yahoo! Deutschland and ZanoX.

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The media partners for *omd 2003* are w&v / <e>MARKET, Horizont, kress and Media-Daten Verlag. The dmmv (Deutscher Multimedia Verband), the major German group representing the interests of the German multimedia industry, is supporting this event as a partner.

omd 2003 – Creative solutions for efficient marketing

Online-marketing-duesseldorf (omd), hosted by Igedo International GmbH, Düsseldorf, will be taking place for the fourth time on October 1 and 2003. This year, the event will once again be held in the Rheinterrasse exhibition hall in Düsseldorf. With 1,700 visitors in 2002 and fully booked exhibition areas, this event, the world's first ***Congress and Fair for Advertising and Marketing on the Internet***, has firmly established itself as the major platform in this industry. Project Management for ***omd 2003*** is with Frank Schneider; the Managing Director at Igedo International GmbH is Gerald Böse.

Industry **representatives**, who can register online in the omd Ticketshop at www.igedo-tickets.com, will be admitted free. The **accreditation form for representatives from the press can be downloaded from the Press/Services section at www.omd2003.com**.

A detailed **Congress program** will be released shortly. Further information on this event is available at **www.omd2003.com** or from the representatives listed below:

online-marketing-duesseldorf

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