



tekoma

The Trade Fair  
for Technical Communication  
3rd – 5th November, 2010  
Wiesbaden, Germany

tcworld  
conference 2010

invitation for exhibitors

# Address Your Target Group Efficiently

Apply now!

## Technical Communication on a Silver Platter



The tekoma Trade Fair is the key event in technical communication in Europe. Well-established companies exhibit their software and services while newcomers succeed in starting interesting business relationships. The Trade Fair allows companies a successful entry into the European market; the accompanying tcworld conference opens up international market opportunities.

### Strong customer relationships

In particular in economically difficult times it becomes evident that Technical Communication is a sustainable business segment, in which service – and software providers still can earn money.

### New challenges

In a varied economic situation Technical Communication as well must adjust to a shift towards more collaborative processes. In this year as well, tekoma will address the signs of the times, analyze trends and highlight paths to success.



“We were very pleased with our participation at the trade fair 2009 and our booth in hall 3. On account of the highly qualified target audience we were able to address our products and technologies very specifically. The implementation of a booth stage was very helpful, especially during the breaks when the customers visited our booth in groups.”

Ulrich Isermeyer, Sr. BDM Acrobat/Technical Communication Suite, Adobe Systems



### Changed market conditions – steady attendance

Although the economic slump seemed to promise a decline of visitors, the tekomm annual conference 2009 was a great success. Tekomm welcomed 3,100 participants, i.e. a mere decrease of 10 percent when compared with the record breaking year of 2008. Altogether 187 exhibitors, 30% thereof from abroad, had found their way to Wiesbaden to present their products and services to the expert audience. The tekomm spring survey showed that currently approx. 85,000 persons are employed within technical communication. On this account a steady attendance can also be expected in the future.



Dear Sir or Madam,

Participation in the "tekomm" is a must for all companies that want to be successful in the area of technical communication.

We cordially invite you to participate and profit from the advantages of the largest industry event in Europe.

Please feel free to contact us in case you have any questions.

Yours,

Dr. Michael Fritz  
Executive Director, tekomm

The experience of the last years shows that the profession of technical communication continuously evolved. Since 2002, the number of employed technical writers has increased by 26%. The tekomm spring survey of 2009 revealed that currently approximately 85.000 persons are employed within Technical Communication. Also on account of this tekomm expects a stable number of participants even if adjusted by market forces.

### tekomm Annual Conference

The tekomm Trade Fair is part of the tekomm Annual Conference. Here you will find:

- Lectures, sessions and workshops regarding the whole spectrum of technical communication
- The tcworld conference held in English with top-class speakers from Europe and overseas.

### Highly efficient audience targeting

On account of its unique character, many exhibitors consider the tekomm Trade Fair more efficient in targeting the right audience than some of the huge publicity trade fairs. The usual IT trade fairs suffer from the heterogeneity of the target groups resulting in considerable dissipation losses for exhibitors. The tekomm Trade Fair unites all the market players in technical communication, information development and management: technical experts and decision makers from all important segments of the industry, software companies, consultants and service providers for technical documentation, product data management, multimedia, translation and localization will be represented here. The key industrial sectors like plant and machinery, gadgets and appliances, software, electrical and electronics industry, the automobile sector, retail and industry-related services will all be part of the event.

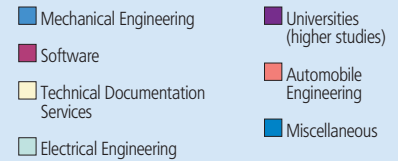
### Professional competence matters

Prove your competence and expert knowledge with a professional presentation on a contemporary issue. Your speech can enhance interesting contacts with new clients or business partners. During the partner presentations representatives from the industry explain specific problems and show how they were solved. The tool presentations at the Trade Fair offer the opportunity to demonstrate your latest product or product version.

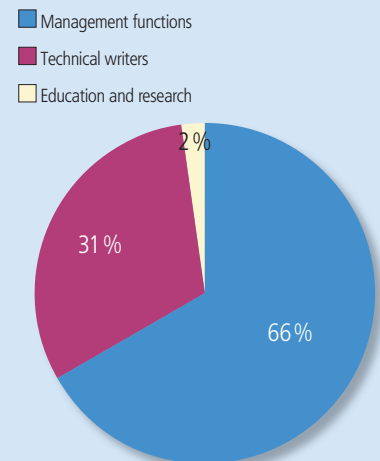
**More information?**  
Phone +49 / 711 / 6 57 04-53  
messe@tekomm.de  
www.tekomm.de/conference

## Visitors to the tekomm Trade Fair

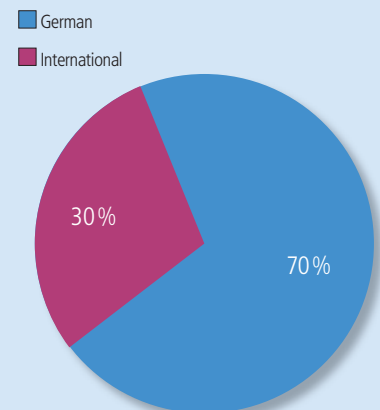
### Sectorwise



### Distribution by role or function



### Exhibitor's nationality



The tekomm annual conference is the key event in the documentation industry. It provides the unique opportunity to meet customers, prospects and friendly competitors within a few days. The tekomm annual conference is an inherent part of our annual planning.

Dr. F. Massion, D.O.G. Dokumentation ohne Grenzen GmbH

Advertisement opportunities for participants

## The Direct Road to Your Customers

Several marketing opportunities draw attention to your company before and during the tekomp Trade Fair. You will receive support from us in various forms, as well as the appropriate advertising material.

• **Registration**

If you register for the conference by **June 30<sup>th</sup>, 2010**, your company will be presented in the conference programme, together with the company profile, logo, and your product and services portfolio. This programme will be sent to more than 12,000 recipients in Europe, thus addressing a large base of interested persons and potential customers on your behalf.

• **Tool Presentations**

You can apply directly for a 30-minute tool presentation using the exhibitor application form. If selected your proposal will be included in the conference program. **Please apply by June 15<sup>th</sup>.**

• **Technology Panels**

A new addition to the program are 45-minute panels, in which several service providers, software companies or distributors address a current, TD-specific subject. As exhibitors this provides you the opportunity to present, discuss and compare different technologies or aspects of technologies. **Please apply by June 7<sup>th</sup>.**

• **Industrial Lectures**

These are 45-minute time slots that can be purchased by companies. Industrial lectures can be booked until shortly before the conference. Non-exhibitors can also purchase industrial lectures; no submission and selection process is applied to these industrial lectures.

• **tekomp Conference Portal**

Our exhibitors will be represented in the conference web portal where visitors find all important information related to the conference. This way your customers can quickly find out about your participation in the important event.

• **Trade Fair coupons and flyers**

Invite your clients selectively to your stall at the Trade Fair and groom your customer relations on the spot. We will be happy to provide you with sufficient marketing material.

• **tekomp-Logo**

Make use of our conference logo. You can use it on your web site or in your inserts in the technical journals to refer to your participation at the tekomp Trade Fair.



### The profitable solution for your success

The path to a successful customer contact doesn't have to be expensive.

• **Corporate Members**

As a corporate member of tekomp or as a member of our partner organization GALA you pay a reduced rate starting at 180 EUR/sqm plus VAT for your booth.

• **Invite fair visitors**

Invite your customers to your booth with our fair vouchers. You receive a discount of 50 % for each fair voucher that your customers return to us before the fair.

At its annual conferences the tekomp recognizes and adopts the latest themes prevailing within the technical communication industry. This year as well these themes were covered with high quality in the different forums. Visitors and exhibitors benefit mutually from the workshops, tutorials and discussion panels. At the tekomp annual conference 2009 we experienced a high degree of professionalism and expertise in the forums as well as in the numerous one-to-one conversations at our Noxum booth.

**Volker Römisch, member of the management board, Noxum GmbH**

More information? Phone +49 / 711 / 6 57 04-53 | [www.tekom.de/conferenc](http://www.tekom.de/conferenc)

## Tips for your performance at the Trade Fair

- ✓ **Inform your customers** about your presence at the tekomp Trade Fair with an ad in the tekomp journal 'technische kommunikation' or with a directory entry in tekomp's international magazine 'tcworld'.
- ✓ **Advertise on the back cover of the conference programme** and the proceedings to catch the attention of your target group.

- ✓ Draw attention to your company with an **insert in the conference documents** and additional advertisement display at the conference.
- ✓ Use the opportunity to advertise in the **conference newsletters**.
- ✓ Say thanks to your most loyal customers by inviting them to the tekomp conference.

- ✓ **Place a banner** on the tekomp conference website.

**Further questions?**  
Please call **Martin Stettner**:  
Phone +49 / 711 / 6 57 04-52 or  
e-mail: [m.stettner@tekomp.de](mailto:m.stettner@tekomp.de)



## Facts and Details

### Venue:

Rhein-Main-Hallen Wiesbaden  
Main entrance Friedrich-Ebert-Allee  
65185 Wiesbaden  
www.rhein-main-hallen.de

### Trade Fair and Main Conference:

Wednesday, November, 3<sup>rd</sup>  
to Friday, November, 5<sup>th</sup> 2010

### Registration:

Please send an e-mail to  
messe@tekomp.de  
We will send you all information  
without delay.

We look forward to your participation!

## The following contact partners will be glad to answer your questions:

### Marketing:

Martin Stettner  
Phone: +49 / 711 / 6 57 04-52  
Fax: +49 / 711 / 6 57 04-99  
e-mail: m.stettner@tekomp.de

### Project Management

#### Trade Fairs and Conferences:

Marlies Ibele  
Phone: +49 / 711 / 6 57 04-53  
Fax: +49 / 711 / 6 57 04-99  
e-mail: m.ibeale@tekomp.de

### Adress:

TC and more GmbH  
Rotebühlstraße 64, 70178 Stuttgart, Germany  
e-mail: info@tekomp.de, www.tekomp.de



## Exhibitor's list tekomp Trade Fair 2009:

- |  |   |   |   |
|--|---|---|---|
| <p>4.ST Helpserver, Leuven, Belgien<br/>4-Text GmbH, Berlin<br/>Acolada GmbH, Nürnberg<br/>ACP Traductera, s.r.o., Jindřichuv Hradec, Tschechische Republik<br/>acrolinx GmbH, Berlin<br/>Across Systems GmbH, Karlsbad<br/>Adobe Systems GmbH, München<br/>AK Reprotechnik GmbH, Stuttgart<br/>Alchemy Software Development Ltd., Dublin, Irland<br/>Andrá AG, Berlin<br/>Arabize Computer Services Ltd., Cairo, Ägypten<br/>ARAKANGA GmbH, Hanau<br/>Author-it, Auckland, Neuseeland<br/>Autotrol Technology GmbH Düsseldorf<br/>BDÜ, Bundesverband der Dolmetscher und Übersetzer e.V., Berlin<br/>beo Gesellschaft für Sprachen und Technologie mbH, Stuttgart<br/>Brandt Technologies Ltd. Faughart Terrace, Dundalk/County Louth, Irland<br/>BTS Büro für Technik und Sicherheit, Ladenburg<br/>CAP Studio Ing. Büro für Computer Assisted Publishing Erlangen<br/>CARSTENS + PARTNER GmbH München<br/>CatalogCreator GmbH, Amberg<br/>CCC Corporation Oy Oulunsalo, Finnland<br/>CEET Ltd., Prague, Tschechische Republik<br/>CENIT AG Systemhaus, Stuttgart<br/>China – People's Republic of China Official representative for the Chinese, Beijing, China<br/>CoDesCo IT Consulting GmbH Oststeinbek<br/>cognitas Gesellschaft für Technik-Dokumentation mbH Ottobrunn<br/>COM &amp; TEC Associazione Italiana p. la Comunicazione Tec. Prato, Italien<br/>Comet Computer GmbH München<br/>ContentServ GmbH Rohrbach/Ilm<br/>Corel GmbH Unterschleißheim<br/>CORENA Deutschland GmbH Frankfurt<br/>Crestec Europe B.V. Amsterdam, Niederlande<br/>Cross Language N.V. Gent, Belgien<br/>D.O.G. GmbH, Leonberg<br/>Dassault Systemes AG, Stuttgart<br/>DATACOPY publishing solutions GmbH, Köln<br/>DataSquare GmbH &amp; Co. KG Hamburg<br/>DHW Druckhaus Waiblingen Unternehmensbereich ASIM Waiblingen<br/>DIGIDEN GmbH, Berlin<br/>ditto KG, Reinfeld<br/>docom, Freiburg<br/>Doc-To-Help, Pittsburgh, USA<br/>DOCUFY GmbH, Bamberg<br/>doculine Verlags-GmbH Waiblingen<br/>Document Service Center GmbH Berlin<br/>documenteam GmbH &amp; Co. KG Bielefeld</p> | <p>Docware GmbH, Fürth<br/>dokay GmbH, Freiburg<br/>Dokuwerk KG, Friedrichshafen<br/>DOSCO Document Systems Consulting GmbH, Heidelberg<br/>DSC Software AG, Karlsruhe<br/>DTT, Deutscher Terminologie-Tag e.V., Heidelberg<br/>Seochogu, Seoul, Korea<br/>Eastern Europe Localization Institute, Rokiskis, Litauen<br/>EasyBrowse GmbH, Schwerin<br/>eLocalize, Cairo, Ägypten<br/>EssnerZeitgeist GmbH Schweinfurt<br/>EQHO Communications Ltd. Bangkok, Thailand<br/>ESG Elektroniksystem- und Logistik GmbH, Fürstenfeldbruck<br/>Eule Lokalisierung GmbH, Kiel<br/>EUROLingo, Czeszochowa, Polen<br/>euroschrift Deutschland GmbH Berlin<br/>EXACT! Sprachenservice und Informationsmanagement GmbH, Mannheim<br/>Expert Communication GmbH Haar<br/>Fischer Computertechnik GmbH, Radolfzell<br/>Flyer-Ex Software GmbH Erlangen<br/>Frank Publishing GmbH, Bonn<br/>GALA Globalization and Localization Association Andover, Massachusetts, USA<br/>gds AG, Sassenberg<br/>GFT GmbH, Schenkenzell<br/>global dtp. ltd. Brno, Tschechische Republik<br/>GMVK Consulting Group Düsseldorf<br/>HEITEC AG, Erlangen<br/>HelpDesign – Techn. &amp; elektr. Dokumentation, Wendlingen<br/>IAI – Institut für angewandte Informationsforschung Saarbrücken<br/>iDisc Information Technologies S.L. Barcelona, Spanien<br/>Indite Technologies Pune, Indien<br/>Industrie Print Service GmbH Kornwestheim<br/>Infoflip Ulm e. K., Ulm<br/>Ingenieurbüro Jänicke, Leipzig<br/>Inmedius Europa GmbH München<br/>inspireX GmbH, Stuttgart<br/>IntelliAG, Zürich, Schweiz<br/>Interverbum Technology AB Linköping, Schweden<br/>ISTC Institute of Scientific and Technical Communicators South Ascot, Großbritannien<br/>itl – Institut für technische Literatur AG, München<br/>Itong GmbH, Ludwigsburg<br/>JABRO GmbH &amp; Co. KG Gütersloh<br/>Janus Worldwide, Inc. Moskau, Russische Föderation<br/>JTCA Japan Technical Communicators Association Tokio, Japan<br/>JustSystems Europe Inc. Baldock, Großbritannien<br/>k+k information services GmbH Fellbach<br/>Kaleidoscope Communications Solutions GmbH Maria Enzersdorf, Österreich</p> | <p>KERN AG Sprachendienste Frankfurt/Main<br/>KGU-Consulting GmbH Flensburg<br/>Kilgray Translation Technologies, Budapest, Ungarn<br/>KISTERS AG, Aachen<br/>Kothes! Technische Kommunikation GmbH &amp; Co. KG, Kempen<br/>KTCA Korea Technical Communications Ass. Gangnam-gu, Seoul, Korea<br/>language intelligence Rochester, USA<br/>Leinhäuser Solutions Gbr Unterhaching<br/>le-tex publishing services GmbH, Leipzig<br/>Linguistic Centre, Lviv, Ukraine<br/>LivingLogic AG, Bayreuth<br/>Logrus International Corporation Huntingdon Valley, USA<br/>Lots of Dots MediaGroup. AG Mainz-Hechtsheim<br/>LTService, Rütli, Schweiz<br/>Lucy Software and Services GmbH, Waibstadt<br/>MadCap Software, Inc. La Jolla, California, USA<br/>Mark Logic, Frankfurt<br/>Herriot's, Frankfurt<br/>McElroy Translation Corporate Headquarters Austin, Texas USA<br/>media office gmbh Kornwestheim<br/>Media-Print Informations-technologie GmbH, Paderborn<br/>mediaTEXT Jena GmbH, Jena<br/>Moravia IT, a.s. Brno, Tschechische Republik<br/>Multicorpora R&amp;D Inc. Gatineau, Québec, Kanada<br/>MultiLing Germany GmbH Starnberg<br/>Netzwerkstatt GmbH Thun, Schweiz<br/>Noxum GmbH, Würzburg<br/>OmniLingua Worldwide Thessaloniki, Griechenland<br/>ORCO S.A., Athen Griechenland<br/>OVIDIUS GmbH, Berlin<br/>Palex Ltd., Toms, Russische Föderation<br/>Plunet GmbH, Berlin<br/>PROCEDIS GmbH, Würzburg<br/>Projektron GmbH, Berlin<br/>PROVERBA Translation &amp; Technology, Aachen<br/>PTC-Parametric Technology GmbH, Unterschleißheim<br/>pwn.pl Sp. z o.o. Wrocław, Polen<br/>Quark Media House Sàrl Quark Solutions Europe Neuchâtel, Schweiz<br/>Rasmera, Vilnius, Litauen<br/>reinisch AG, Karlsruhe<br/>Right Hemisphere, München<br/>RKT Übersetzungs- und Dokumentations GmbH Schramberg-Sulgen<br/>Salzer 3D, Leinfelden<br/>SAM Engineering GmbH Software Adaptation Management, Mühlthal<br/>SAP Deutschland AG &amp; Co. KG, Walldorf<br/>SCHEMA GmbH, Nürnberg<br/>Schmelting + Consultants GmbH, Heidelberg</p> | <p>SDL Multilingual Services GmbH &amp; Co. KG, Stuttgart<br/>SDL Passolo GmbH, Stuttgart<br/>SDL plc., Stuttgart<br/>SDL TRADOS GmbH, Stuttgart<br/>SDL XySoft TM, Stuttgart<br/>SDZ Druck und Medien GmbH &amp; Co. KG, Aalen<br/>SEAL Systems AG, Röttenbach<br/>SemioticTransfer GmbH Baden-Dättwil, Schweiz<br/>ServoTech GmbH, Langenbrunn<br/>Siemens AG IIS IN E&amp;C OC IT PLMS, Erlangen<br/>Siemens PLM Software (DE) GmbH, Langen<br/>Simpleway s.r.o. Praha, Tschechische Republik<br/>SL innovativ GmbH, Dinkelsbühl<br/>Solidpro GmbH, Seligenstadt<br/>Sommer Corporate Media Elanders GmbH, Waiblingen<br/>SPRACHENWELT GmbH, Hünfeld<br/>SPX Service Solutions Valley Forge GmbH, Garching<br/>STAR AG, Ramsen, Schweiz<br/>Synergium UAB Vilnius, Litauen<br/>SYSTEC Gesellschaft für Automatisierung, Systeme und Technische Dokumentation mbH, Nürnberg<br/>T3 GmbH, Erlangen<br/>TANNER AG, Lindau<br/>tecteam GmbH, Dortmund<br/>Termsolutions, Dormagen<br/>TETRAS GmbH, Wuppertal<br/>text &amp; form GmbH, Berlin<br/>tkf technologies GmbH München<br/>The Language Technology Centre Ltd., Kingston Upon Thames, Surrey, Großbritannien<br/>thebigwordGroup Globales Service Center, Headingley, Leeds, Großbritannien<br/>TID Informatik GmbH Hersching am Ammersee<br/>TITELBILD Subtitling and Translation GmbH, Berlin<br/>TOIN Corporation Tokyo, Japan<br/>TRADEX GmbH Übersetzung &amp; Werbung GmbH, Saarbrücken<br/>Tradigital Stuttgart GmbH Stuttgart<br/>Transcat PLM GmbH, Karlsruhe<br/>Translations.com London, Großbritannien<br/>transline Deutschland Dr.-Ing. Sturz GmbH, Reutlingen<br/>TRATEDO GmbH, Brühl<br/>TWIN Technical Writers of India, Bangalore, Indien<br/>Übersetzungsbüro DialogTicket.com<br/>Max Grauert GmbH, Winsen<br/>Übersetzungsdienst Skrivane GmbH, Berlin<br/>University of Limerick Localisation Research Centre CSIS Dept., Limerick, Irland<br/>WK Automotive B.V. SC Oosterhout NB, Niederlande<br/>Wohanka &amp; Kollegen GmbH Geisenhausen<br/>Yamagata Europe Gent, Belgien<br/>Zindel AG Technische Dokumentation und Multimedia, Hamburg</p> |
|--|---|---|---|

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Your fax-reply to tekomp:

- I need more information about the tekomp Trade Fair. Please call me!
- I need more information about promotional opportunities for exhibitors. Please call me!
- I would like to become a corporate member of tekomp. Please send me an admission form.
- Please send me more information about tekomp.

Company: \_\_\_\_\_

Department: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Street: \_\_\_\_\_ Zip code/City: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

Copy and fax

fax

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