

**IMA – International Trade Fair for Amusement and Vending Machines  
15 to 18 January 2008, Düsseldorf Exhibition Centre**



- **Passed the “baptism by fire “:**
- **New exhibition hall for IMA 2008 meets all expectations**

**Düsseldorf.** It passed its baptism by fire: the new exhibition hall IMA is going to occupy has already fully met exhibitors' and visitors' expectations. It saw its opening event in September with viscom - International Trade Fair for Visual Communication which was also under the management of IMA Director Petra Lassahn. And Lassahn is more than satisfied: “The three days of the fair have shown that the new hall situation provides ideal conditions.“ The new hall is located opposite the existing Hall 8a which was already used for IMA 2007. IMA 2008 will occupy both halls. In 2007 the organisers VDAI still had to resort to a temporary exhibition hall in order to meet growing demand for exhibition space.

To both visitors and exhibitors, the new halls offer every convenience: with its direct access to the city railway station and short distances to the exhibition centre parking areas, travelling times to the fair had already become shorter this year. Next year, with the new access to the two halls through Entrance North B, the entrance arrangements will also be significantly improved. “We have more space to set up ticket office counters,“ Petra Lassahn explains. “As a result, we will be able to channel visitors through the entrance zone more quickly, thus eliminating the only serious point of criticism at IMA 2007.“

It took no more than 13 months of planning and building time until the until topping out ceremony could be celebrated in March, the official inauguration of the new hall will follow in early October. Total investment for the new hall was EUR 51.5 million.

At IMA 2008, Reed Exhibitions Deutschland GmbH expects 180 exhibitors and 9,000 visitors. A broad selection of gambling machines and the entire range of electronic amusement machines, sports gaming machines, as well as money managements systems and equipment concepts for sate-of-the-art amusement arcades will be on show, From 2008 onwards, IMA will again run for four days rather than the present three days.

More information is available at [www.ima-messe.com](http://www.ima-messe.com) or from the Press Department of Reed Exhibitions Deutschland GmbH:

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