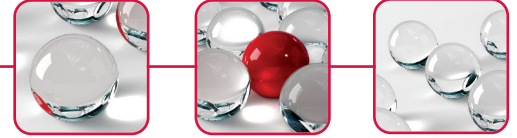


Case Study



AUMA

As the central association in the German trade fair industry, AUMA is the fusion of forces which collaborate, as partners, to shape the trade fair market i.e. exhibitors, visitors, organisers and service companies. It was founded in 1907. AUMA's central task is to strengthen German trade fairs at home and abroad. Furthermore, AUMA promotes the quality of German trade fairs by creating market transparency, by supporting cooperation between market partners, through the exchange of information and experience among its members and through joint projects with members.

In September 2011 the AUMA specialist forum, "LTE broadband technology" for AUMA members, took place in Berlin. Participants particularly included employees from all the well-known fair organisers in the IT and technology sectors. Due to the complexity of the subject, numerous employees from the exhibition and visitor services, law and administration sectors were also represented.

ROTH teleconcept organised a LTE-Forum for AUMA

Helmut Roth, owner of ROTH teleconcept, was available to AUMA as advisor and consultant. ROTH teleconcept was responsible for the entire design content and moderation of the forum. In addition to technical aspects, organisational, commercial and legal issues were debated, which are relevant to exhibition organizers with regard to the introduction of new LTE broadband technology in Germany.

Dr. Peter Neven, Managing Director of AUMA

"The importance of this specialist forum was demonstrated by the quick implementation of LTE at the first trade fair venues. The experiences gathered during this process, be they technical, organisational or commercial, are an excellent confirmation for AUMA in having provided its members with a platform for discussion in good time before the introduction of new technologies"