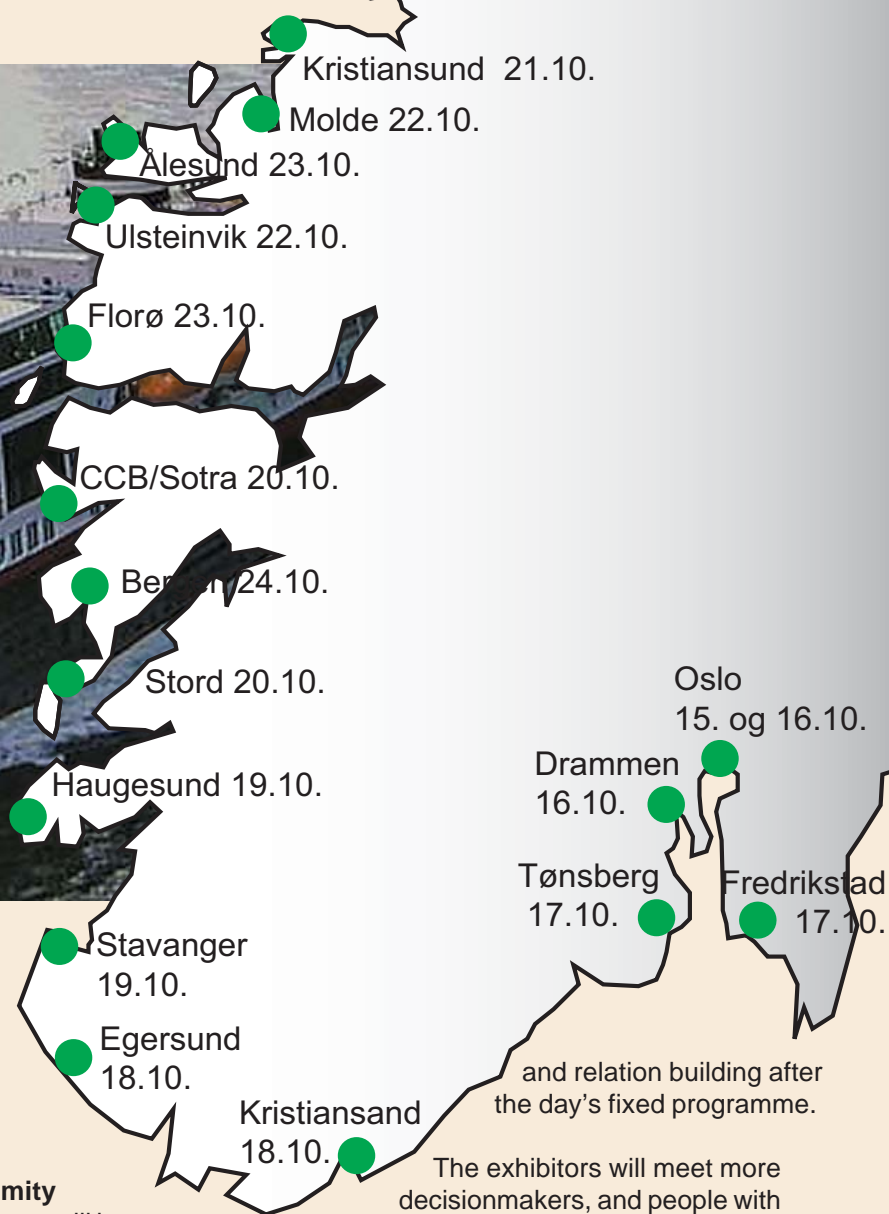


# Industrial Fashion Fair DVH'07

a contact-making  
decision arena



## Proximity

Near the customer's  
work day

## Close environment

«Follow your customers» is once again the motto for the DVH-exhibition at sea. The Industrial Fashion Fair (DVH07) on board the Coastal Ship «Trollfjord» will be a meeting place for strategic suppliers to TESS – from now, towards 2010.

DVH'07 brings the exhibitors along the Norwegian coastline from Oslo to Kristiansund, returning to Bergen on a 10 day exhibition. On this route you will find a high concentration of key Norwegian industries as offshore oil industry, shipbuilding yards, fish farming, fishing industry, metal industry and more; Norway's most interesting market area.

«Trollfjord» brings the exhibition to the customers and end users in the most densely populated part of Norway.

## Proximity

The event will be a unique arena for networking, building relations and developing new competence. Proximity to other exhibitors, customers and end users creates a valuable arena for decision making.

Sharing such an experience with others develops a common platform for future business and good memories. In addition, due to the unique exhibition environment, exhibitors are given a rare opportunity of developing new business with fellow exhibitors.

At traditional exhibitions neither the event nor the time aspect allows extensive social contact during the exhibition. On board everyone will meet, and continue the networking

and relation building after the day's fixed programme.

The exhibitors will meet more decisionmakers, and people with purchasing responsibility than possible at a standard exhibition, which ensure that DVH'07 will be a successful arena for developing new business. All local TESS companies will be represented by their purchasing managers, employees and end users. We estimate approx 6.000 visitors all in all.

## DVH®07 - Hoses

Operation, Repair  
Maintenance  
R-Commerce

**INDUSTRIAL  
Fashion Fair**

Oct. 15th - 24th 2007  
MS TROLLFJORD  
Oslo - Kristiansund - Bergen

# DVH`07 INDUSTRIAL Fashion Fair 2007



**WELCOME on board!**  
**Oktober 15th to 24th 2007**

## Local activities

During the 10 day cruise, different events will be arranged. Of which some will try to adopt some of the local environment.

Local representatives from the different exhibitors may visit the exhibition as well as attend the event programme.

## Market feedback

There is great interest in this exhibition. More than 50% of the stand area is already sold out. «MS Trollfjord» is considered a Norwegian national treasury. It is a landmark itself when the ship arrives at harbours it normally do not visit.

You are given the opportunity to bring your contacts and personnel on board at the different destinations. You may also host some of them from one harbour to the next. All we ask is registration and notification beforehand. If you wish to hold a seminar, kick-off or similar event on board, this can be done as well. Trollfjord has very good conference facilities.

## SpeedMatch

SpeedMatch was a great success at DVH`06. In order to let the exhibitors meet as many prospects as possible, they will be given the opportunity to sign up for «speed-meetings» with representatives from the TESS companies all over Norway.

## Cost effectiveness

Participating at DVH`07 will be an effective way of spending your marketing resources. Focusing on direct customer contact and follow-up leads. We will not try to calculate the cost involved in covering the Norwegian market in a more traditional way, but – the amount would be significant.

## Application

If you consider participation at DVH`07, please send your application form as soon as possible, and not later than March 30th 2007.



For further details, see

**www.dvh.no**

or send mail to [dvh@tess.no](mailto:dvh@tess.no).

Tel.: +47 32 84 40 45

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