

## PRESS RELEASE

### **cpd introduces new pricing structures for visitor tickets**

#### **+ new ticket shop goes online as of now + extra benefits for PROFASHIONAL PASS holders**

cpd (7 to 9 February 2010) starts into a new season and introduces simplified pricing structures plus improvements in its procedures for registering visitors. Trade visitors will have easier access to tickets and at more favourable prices to boot once the new online ticket shop will open as of Tuesday, 8 December 2009. To complement these improvements, special benefits have been introduced for holders of the PROFASHIONAL **PASS**.

This new pricing structure also introduces some considerable reductions (see the end of this press release). New visitors will first register online (<https://www.igedo-tickets.de/Registration>). Afterwards, they will be able to acquire their tickets from the ticket shop, making use of the log-in data received ([https://www.igedo-tickets.de/eshop\\_en](https://www.igedo-tickets.de/eshop_en)). Regular visitors of cpd as well as holders of the PROFASHIONAL **PASS** will automatically receive their log-in data by mid-December and may then use the latter for direct access to the ticket shop. These tickets also include free use of public transport (Verkehrsverbund Rhein-Ruhr / VRR), and visitors may also print them at home after the fair started (under our print at home-ticket scheme). No more waiting in queues at cash offices shall be necessary for cpd day tickets when ordering online. But it will still be possible to purchase tickets there, of course.

As Mr. Philipp Kronen, the Managing Director of Igedo, pointed out: "We availed ourselves of the chance offered by this new ticket shop to also greatly simplify our ticket pricing structures. Over and above, we can now monitor more strictly than before the quality of our trade visitors. Only two tickets may be purchased for any one specialist visitor registration. And, on top of that, we will provide special services for PROFASHIONAL **PASS** holders."

### Extra services for PROFASHIONAL PASS holders

There will no longer be any separate ticket prices for PROFASHIONAL **PASS holders**. They will automatically be slotted into the most favourable price bracket. In addition, and starting from February 2010, PROFASHIONAL PASS holders may park their cars free of charge in the multi-storey car park P4 (situated at Stockumer Kirchstrasse), when producing their pass. From there, there will be fast and direct transportation by shuttle buses to the cpd halls. A special cloak room has been set aside for them, so that they may drop their bags, overcoats and jackets for easier access to cpd and greater comfort.

### The following are details of the new pricing structure:

Entry charges for cpd visitors (7 to 9 February 2010)		
<b>Visitors</b>		
<b>Online Shop</b>	DC	€ 10,-
	FT	€ 18,-
<b>PROFASHIONAL PASS (Online Shop)</b>	DC	€ 10,-
	FT	€ 18,-
<b>At cpd gates</b>	DC	€ 15,-
	FT	€ 25,-
<b>PROFASHIONAL PASS (at cpd gates)</b>	DC	€ 15,-
	FT	€ 25,-
<b>Students</b>	DC	€ 10,-

**Legend: DC = day card, FT = full ticket (for the entire event)**

cpd will be held between 7 and 9 February 2010 at the Düsseldorf fair grounds

Düsseldorf, 8 December 2009

For a further information of all Igedo company activities please also go to: <http://www.igedo.com/>

For information on cpd please go to: <http://www.cpd.de/>

#### Contact:

Igedo Company GmbH & Co. KG, Messeplatz, 40474 Düsseldorf / Germany

Company spokesman

Mr. Thomas Koetter

Tel.: (+49) (O) 211.4396.490

Fax : (+49) (O) 211.4396.380

[koetter@igedo.com](mailto:koetter@igedo.com)

Press officer

Mr. Alexander Radermacher

Tel.: (+ 49) (O) 211.4396.470

Fax : (+ 49) (O) 211.4396.398

[radermacher@igedo.com](mailto:radermacher@igedo.com)

Press officer

Ms. Stephanie Muscat-Bruhn

Tel.: (+49) (O) 211. 4396.488

Fax: (+ 49) (O) 211.4396.398

[muscat@igedo.com](mailto:muscat@igedo.com)