



Press release

MESSE MÜNCHEN TAKES OVER 50-PLUS EXHIBITION "THE 66"

- Event to change hands in April 2016
- After that, "The 66" team to stay on board as consultants for Germany's largest 50plus exhibition
- Messe München's Reinhard Pfeiffer: "We will keep the fair's successful concept."

Munich, September 24, 2015

During the past eleven years, "The 66" at the MOC Veranstaltungszentrum München has developed into the leading trade fair of its kind. Thanks to its products and services, which are broken down into 14 theme worlds, the fair is precisely oriented to the needs of active "best agers". Messe München will take over Germany's largest 50plus exhibition immediately after the 2016 show.

"We are pleased to add this leading exhibition to our portfolio. With theme worlds such as travel, sports and health, it fits into the Messe München family of events. But it also focuses on the extremely interesting target group of "best agers", which until now have not been the focal point of a Messe München event," said Messe München Managing Director Reinhard Pfeiffer, who also emphasized that everyone wants to keep the successful concept of "The 66". "The balanced concept, which consists of several theme-oriented sectors as well as forums, information events and show stages, will remain unchanged in the future. Our primary objective is to maintain the outstanding quality of this event."

"During the past eleven years "The 66" at the MOC Veranstaltungszentrum München has advanced to the leading trade fair of its kind. It started with 110 exhibitors in 2005. In 2015, it had 475 exhibitors and more than 47,000 visitors.

The transition is very much in the interest of the fair's founder, Doris Lulay, Managing Director of MT Konzept, which organizes the exhibition. After the show changes hands in mid-2016, she will continue to support the Messe München Team as a consultant. Lulay: "We are very pleased that we are turning over our fledgling baby to Messe München with all of its know-how and potential. Doing so sets the course for a successful future. And all of the resulting development possibilities will profit exhibitors, visitors and, of course the exhibition itself.

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After the transition, the core of the tried-and-test exhibition "The 66" Team will remain available to exhibitors.

The next "The 66" takes place at the MOC Veranstaltungszentrum München from April 8–10, 2016, as planned (www.die-66.de). As of today, almost eight months prior to the exhibition, more than three-fourths of all available stand space is booked.