

Igedo Company
GmbH & Co. KG

Managing Director

Dusseldorf, 28 April 2008

Dear Sir/Madam

In view of the current discussion surrounding the future of **online-marketing-düsseldorf** and the comments made by Mr Fortmann on behalf of the BVDW (*Bundesverband Digitale Wirtschaft* – German Digital Industry Association), which are currently doing the rounds, as Igedo Company's representative I would like to clarify some indisputable facts:

1. On the basis of the enormous encouragement from the industry for **online-marketing-düsseldorf** and for Dusseldorf as *the* marketing location, there can be absolutely no doubt for us that online-marketing-düsseldorf will continue and will be held again in 2009.
2. The event to succeed **online-marketing-düsseldorf** can only be **online-marketing-düsseldorf**. Whether or not online-marketing-düsseldorf's competitor trade fairs will ever be able to challenge its status as the industry's leading trade fair, as Mr Fortmann claims, is pure speculation, without any basis whatsoever.
3. With its decision to organise a rival trade fair from 2009, in direct chronological and spatial proximity to **online-marketing-düsseldorf**, the BVDW is aggressively damaging the industry's leading trade fair in Dusseldorf, which is well-received at all levels, but particularly at the highest, and is unnecessarily subjecting the entire German online marketing industry to a breaking-point test, which nobody will benefit from. I would refer in this respect to the fact that the share of exhibitors aligned with the BVDW at **online-marketing-düsseldorf 2007** was only 22 percent, which is scarcely a well substantiated basis for any claim to leadership.
4. Within the framework of the request for proposal procedure, Igedo Company has submitted a fully revised and significantly improved offer to the BVDW. The following four examples will document the accommodation made from our side with regard to some central issues:
 - a. Trade Fair Advisory Board: The subject matter of the proposal was to change the composition of the members of the Trade Fair Advisory Board from the current 3:3 to 6:2 in favour of the BVDW. The Association therefore now has an absolute majority in all matters concerning the co-determination and co-design of the event.
 - b. Rights to Names: Igedo Company has offered the BVDW a partnership share with regard to the rights to names.
 - c. Trade Fair Dates: Contrary to current claims, Igedo Company presented and discussed the trade fair dates for 2008 and 2009 with the Association (BVDW) last November as agreed and as part of the first Advisory Board meeting following the record trade fair of 2007. During the Advisory Board meeting of 28 February 2008, we guaranteed the trade fair dates until and including 2013, with the intention of providing the BVDW and indeed the entire industry with long-term planning security.
 - d. Human Resources: In addition to enlisting Alexander Felsenberg, the **online-marketing-düsseldorf** Project Team was beefed-up at the beginning of the year by

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another six team members, and is consequently in a HR position to take the event to an even better future than could ever have been expected. In this context I would point out that the event's success has always depended, at every moment, on the performance of the entire team, and not, as sometimes assumed, on the performance of individuals.

5. With the addition of Alexander Felsenberg in January, Igedo Company has won itself an expert and long-time aficionado of the industry with the best possible credentials to guarantee the continuance of **online-marketing-düsseldorf**. This staffing decision was approved with the President of the BVDW and the Chairman of the OVK (*Online-Vermarkterkreis* – Online Marketing Group).
6. Alexander Felsenberg has already further optimized and adjusted the **online-marketing-düsseldorf** concept to the requirements and requests of the Association and the entire industry. More than 50 intensive discussions were held with exhibitors from every segment of the industry in the past few weeks for this very purpose.
7. Igedo Company, and not the BVDW, has carried the financial risk since **online-marketing-düsseldorf** was set up in 2000, and at the same time has also helped the Association to generate significant revenue.
8. KölnMesse GmbH registered rights for DMEX, which is favoured by the Association, as early as 14 September 2007 (and therefore two weeks before OMD 2007 began) at the German Patent and Trademark Office (<https://dpinfo.dpma.de/protect/mar.html>).
9. Mr Schneider only tendered his resignation on 28 September 2007, and therefore two days after OMD 2007 ended. Igedo Company believes that the fact that until this point there had been no differences between the company and Mr Schneider, and that his resignation was entirely his own affair, is extremely important and pertinent.
10. The BVDW terminated the contract with Igedo Company on 28 December 2007.
11. As, according to Mr Fortmann's comments on behalf of the BVDW, a new request for proposal was only decided on after Mr Schneider had announced his departure, item 8 of this letter should provide the reader with good cause to take a closer look at the situation. From our point of view the timing outlined here is clear proof of the lengthier nature of the efforts of a small number of people to damage the successful industry platform, **online-marketing-düsseldorf**, at the expense of the entire industry and for the benefit of just a few protagonists.
12. Furthermore, at this point I would also pose the question as to why the Association would want to continue to work with the "maker" of OMD in the person of Mr Schneider, when the BVDW was clearly no longer happy with the existing "old" concept, which Mr Schneider also helped to develop. For me personally, this is a dubious and contrived argument to try to justify the renunciation of Düsseldorf as the proper and rightful location.

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I hope my comments will contribute to the objectification of the current discussion, and I look forward to spending a successful **online-marketing-düsseldorf 2008** with you all. Each and every reader may rest assured that Igedo Company will continue to organise **online-marketing-düsseldorf** as *the* event for the entire industry well beyond 2008, and will focus, as always, on the interests and requirements of all of our exhibitors and visitors.

The **online-marketing-düsseldorf** concept, revised and presented as part of the new request for proposal, is available for all interested at www.online-marketing-duesseldorf.com.

Should you have any questions or opinions you may want to express, the online-marketing-düsseldorf team and myself (hartmann@igedo.com) will be happy to attend to your needs at all times.

Best regards

A handwritten signature in black ink, appearing to read 'F. Hartmann', with a stylized, cursive script.

Frank Hartmann