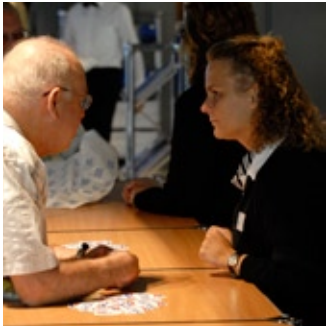


Case Study No. 5 General Assembly of FUCHS PETROLUB AG



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The FUCHS PETROLUB AG: Economic motor Mannheim



REFERENCE
General Assembly of
FUCHS PETROLUB AG
2nd May 2007
1,800 participants

The m:con Congress Center Rosengarten is one of Germany's most popular event venues for corporate general assemblies. With ten such general assemblies 2007 it led the German league table (BASF, SAP, MLP, Heidelberger Print and Suedzucker among others) together with Congress Center Messe Frankfurt.

FUCHS PETROLUB AG's annual General Assembly has been held in Congress Center Rosengarten since the company's flotation in 1985. FUCHS was founded as a family firm in 1931 in Mannheim. Today it is a concern with global reach. Among independent companies, it is one of the largest suppliers of lubricants worldwide.

m:con has always supported FUCHS PETROLUB AG with a comprehensive range of event services and materials. Since 2006 m:con's responsibility has been extended to additional planning and organisation support for the FUCHS PETROLUB AG General Assembly. m:con has actively accompanied the development and implementation of a young dynamic image which features e.g. more infotainment: the object being to create a harmonious corporate event with both family character and the confidence of a modern global concern. m:con also looks after budgeting, personnel, catering, technical equipment, technical implementation, exhibition construction, additional service suppliers, monitoring the full sequence of events, analysis and billing for the entire project.

That the FUCHS PETROLUB AG General Assembly 2007 could come to its conclusion after only 2 hours duration lay in the excellent business results presented by the company. Good organisation, smooth procedures, engaging teamwork and an harmonious overall image were also of assistance.

Realisation

SERVICE PROFILE

General Assembly of
FUCHS PETROLUB AG
2nd May 2007

- Conception / Graphic and structural implementation
- Budgeting
- Timing
- Planning and monitoring of trades / service providers
- Technical equipment and implementation primarily with own material
- Monitoring course of events and developments on the ground
- Analysis of and billing for the complete project



FACTS
Professional
ideas and solutions

- 1,800 participants
- Video coverage in the assembly area
- Internet streaming
- Electronic registration of votes
- Multi-media information board in the assembly area
- Half-hourly shuttles to factory visits and to the FUCHS-Shop

MANPOWER

Charming and
competent
networking specialists

- 83 staff,
of these:
 - 3 in organisation team
 - 16 event technicians
 - 64 hostesses, vote counters,
security

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