

# PHOTOKINA 2018+

RENTAL POINT



photokina

IMAGING UNLIMITED

IF YOU TRY IT, YOU MAY LOVE IT



IF YOU LOVE IT, YOU WANT IT

# RENTAL POINT 2018

## PARTNERSHIP WITH GEARFLIX

IN 2018, WE PARTNER WITH THE TEAM OF GEARFLIX.COM,  
A LEADING PHOTOGRAPHY SHARING SERVICE.

WE JOIN FORCES TO PROVIDE THE EASIEST AND MOST  
COMFORTABLE WAY TO EXPERIENCE YOUR GEAR AT  
PHOTOKINA 2018.

OUR MISSION IS TO MAXIMIZE LIVE EXPERIENCE, CREATE  
EMOTIONS AND MAKE IT FREE FOR EVERYONE.

NOW, GET INVOLVED AND JOIN OUR TEAM!

FIND OUT MORE ABOUT [GEARFLIX.COM](http://GEARFLIX.COM)



powered by

**GEARFLIX**

# RENTAL POINT 2018

## BOOTH & LOCATION

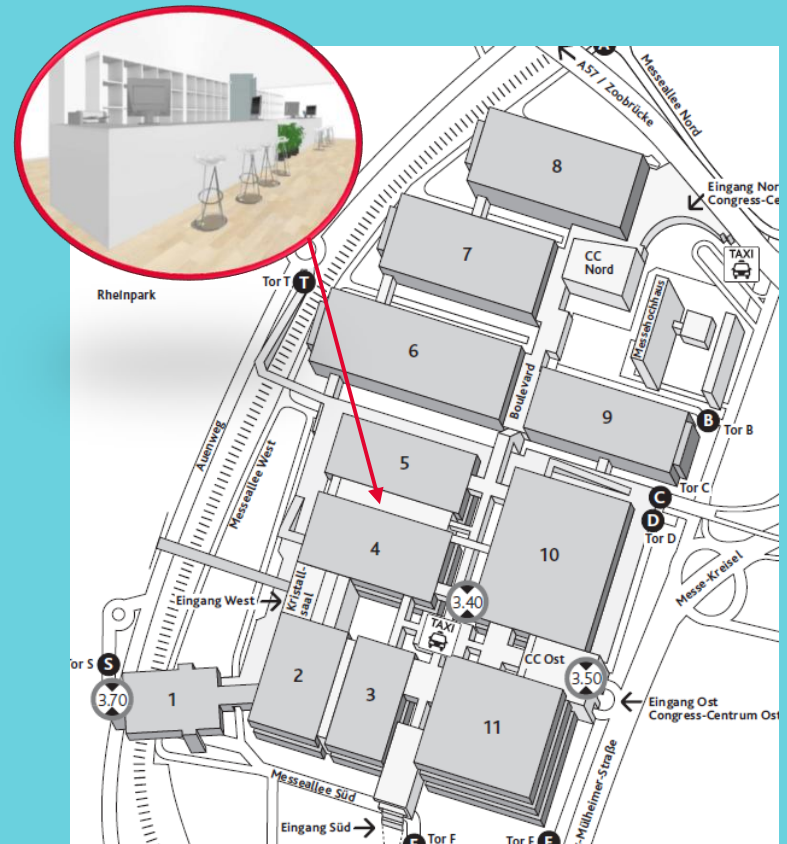
THE PRIME LOCATION BETWEEN 4 & 5 ENSURES OUTSTANDING VISIBILITY TO ALL VISITOR TYPES.

BOOTH DIMENSION IS 60SQM BUT MAY BE BIGGER, DEPENDING ON NUMBER OF PARTICIPATING BRANDS.

ATTRACTIVE BOOTH DESIGN WITH IPAD-BASED SELF-CHECK-IN CONSOLES AND SUFFICIENT SERVICE PERSONNEL.

EVERY PARTICIPATING BRAND RECEIVES 30X80CM BRANDING SPACE ON BOOTH FOR LOGO/VISUAL.

INDIVIDUAL OPTIONS AND BRANDING OPPORTUNITIES CAN BE DISCUSSED.



# RENTAL POINT 2018

## KEY FACTS

FREE 30-MINUTE-RENTALS OF CAMERAS, LENSES AND SELECTED ACCESSORIES TO ALL VISITORS.

DIGITAL RENTAL CHECK-IN ONLY TAKES A FEW MINUTES, SECURITY BASED ON WEB-IDENTIFICATION PROCESS DEVELOPED BY GEARFLIX.

ALL PRODUCTS ARE INSURED AGAINST DAMAGE (DEDUCTIBLE AND LIMITATIONS APPLY)

PRODUCT QUALITY AND SERIAL NUMBERS ARE CHECKED AND REGISTERED BEFORE EVERY RENTAL.

PRODUCTS MUST BE CONTRIBUTED BY INDIVIDUAL BRANDS.

**GET INVOLVED, IT'S EASY:**

**JUST PROVIDE THE PRODUCTS,  
WE DO THE REST AND CREATE  
FIRST HAND EMOTIONS AND  
EXPERIENCES**

# RENTAL POINT 2018

## COMMUNICATION

RENTAL POINT WILL BE FEATURED ON PHOTOKINA WEBSITE INCLUDING PARTICIPATING BRANDS.

THEME-SPECIAL “RENTAL POINT” IN PHOTOKINA NEWSLETTER.

MENTIONING IN SOCIAL MEDIA CHANNELS, DAILY PHOTOKINA NEWS MAGAZINE, EVENT FOLDER AND IN PRESS CONFERENCE.



# RENTAL POINT 2018

## GET INVOLVED

**YOUR CONTRIBUTION: 2.500€ NET + RENTAL  
EQUIPMENT FOR DURATION OF PHOTOKINA 2018**

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## TO JOIN, PLEASE SEND US THE FOLLOWING:

COMPANY/BRAND

CONTACT PARTNER NAME

FAVORED RENTAL PRODUCTS (MODELS/QUANTITY)

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## QUESTIONS OR READY TO JOIN?

**CONTACT MR. MARIUS HAMER | [MARIUS.HAMER@GEARFLIX.COM](mailto:MARIUS.HAMER@GEARFLIX.COM) | +49 151 463 261 50**

## TIMING:

DEADLINE JOIN: 20.07.18

PAYMENT DUE: 20.07.18

FINAL PRODUCT SELECTION: 30.08.18

SEND US VISUAL/LOGO: 03.09.18

SEND US LIST WITH SERIAL NUMBERS: 10.09.18

HAND EQUIPMENT OVER: 17.09.18

GET EQUIPMENT BACK: 30.09.18

**THANK YOU**