



# ILA EXHIBITION

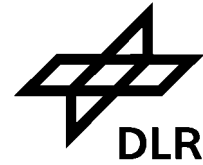
JUNE 6 - 12, 2000

SUCCESS REPORT



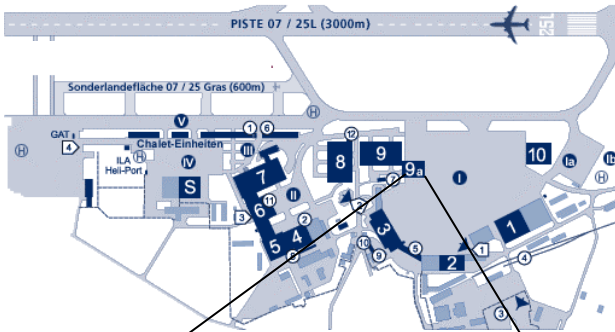
## CONTENT

1. Location
2. Participants
3. Number of Visitors
4. TV and Print Resonance
5. Opening Ceremony
6. Snapshots

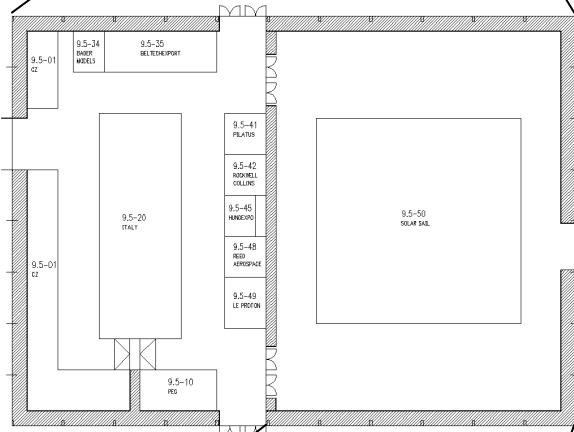


## 1. LOCATION

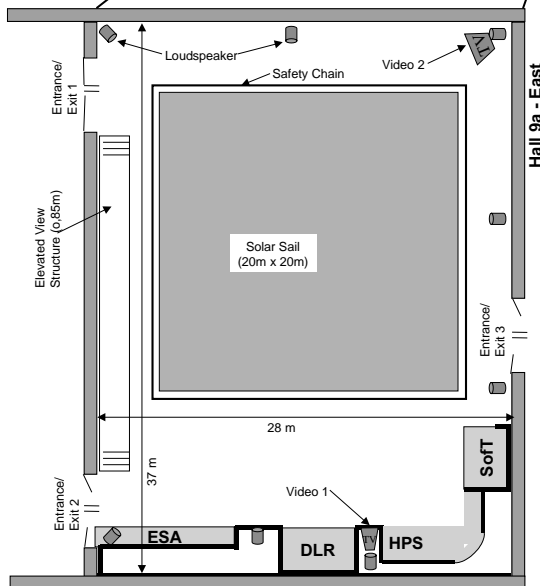
ILA 2000 - Ausstellungsgelände, Flughafen Berlin-Schönefeld / Diepensee



ILA 2000 exhibition site at airport Berlin-Schönefeld



Hall 9a



Solar Sail exhibition hall

## 2. PARTICIPANTS

ESA – European Space Agency  
 Industrial Matters & Technological Programmes  
 Contact: Mr. Peter Groepper

DLR – German Aerospace Centre  
 Institute of Space Sensor Technology and  
 Planetary Exploration  
 Contact: Mr. Manfred Leipold, Mr. W. Seboldt

DLR – German Aerospace Centre  
 Institute of Structural Mechanics  
 Contact: Mr. Lars Herbeck

Star of Tolerance  
 Contact: Mr. Nersi Razavi

HPS – High Performance Space Structure  
 Systems GmbH  
 Contact: Mr. Wilm Unckenbold, Mr. Gerd Bräunig

## 3. NUMBER OF VISITORS

On ILA 2000 a total of 212.000 visitors was counted. The number of visitors in the Solar Sail hall was estimated at:

June 6-8, 2000:  
 trade visitors days  
 4.000 – 7.000 visitors per day

June 9, 2000 (Friday):  
 trade visitors / public day  
 11.000 – 13.000 visitors

June 10-12, 2000:  
 general public days  
 20.000 – 30.000 visitors per day

Total:  
 more than 100.000 visitors

## 4. RESONANCE

### Print:

The many visits of journalists resulted in 15-20 articles.

(e.g.: Le Parisien, Focus, Financial Times Deutschland, Le Figaro, Bild Berlin, Die Welt, Neues Deutschland, Raumfahrt-Wirtschaft, Thüringer Landeszeitung, Libération, Space News, Made in Germany, etc)

### Hitlist\*:

Good quotes relative to other space-related subjects could be reached. The following graph shows the number of the published items (print/TV) in German Media (space-specialized-media not included) for several subjects.

\* Source: Medien Faktor, contracted by RID (Raumfahrtinitiative Deutschland).

### Television:

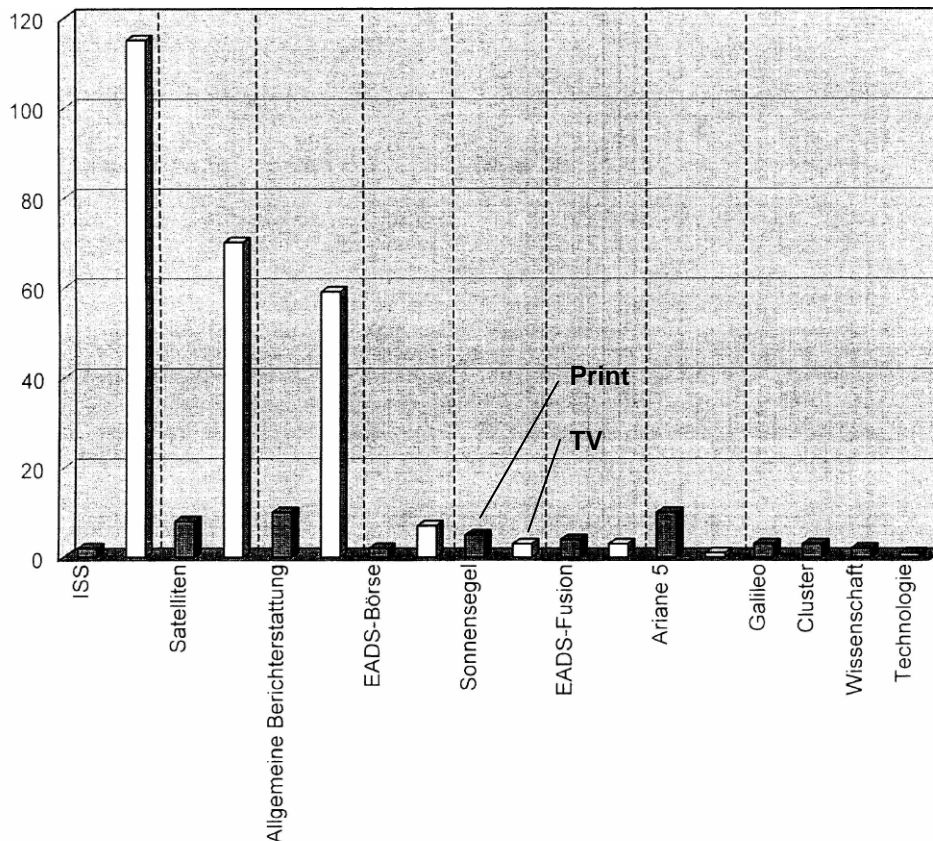
Visit of TV teams: 10 - 15

TV reports: 5-10

(e.g. in Germany: Pro 7, WDR, WDR3KÖ)



TV team in action





## 5. OPENING CEREMONY

The Opening Ceremony took place on June 6, 2000 with around 150 guests from Agencies, institutes, industry and the media:



*Speaker 1: Mr. Kappler, ESA*



*Speaker 4: Mr. Razavi, Star of Tolerance*



*Speaker 2: Mr. Bachem, DLR*



*Listening guests*



*Speaker 3: Mr. Klett, Kayser-Threde*



*Unveiling of the Solar Sail*



## 6. SNAPSHOTS



*Solar Sail hall before opening*



*Queue at one of the three entrances*



*Solar Sail hall after opening*



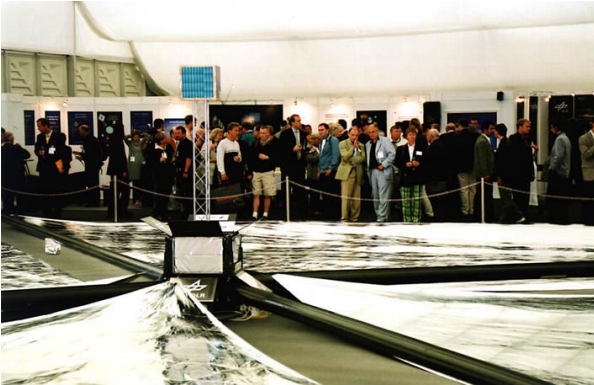
*Fascinated children looking onto the sail*



*Solar Sail hall after opening*



*HPS booth*



*Sail module, microsatellite, visitors*



*High spirits in spite off the many questions by the visitors*



*Visitors from outer space*



*Fathers and sons*



*Curious?*



*Cheers to the successful exhibition*