

THE DINOSAURS ARE COMING ...



+65%*

more visitors and higher footfall after the exhibition opens

95%*

likelihood that your centre will be recommended as a day-out destination

+80%*

increased willingness to buy and longer customer dwell time

+200%*

more attention in the press, on social media and in advertising

... A FANTASTIC EXPERIENCE IN YOUR SHOPPING CENTRE

* up to ...

BRING THE FASCINATING WORLD OF DINOSAURS TO YOUR SHOPPING CENTRE!



Turn your shopping centre into a magnet for families and experience-seeking customers. Our dinosaur exhibition transforms your mall into a spectacular experiential world with strong leisure appeal.

Why this exhibition is ideal for your centre:

- **Increased footfall:** Experience attractions demonstrably boost visitor numbers and dwell time.
- **Attractive event space:** Ideal for malls, promotional areas and central spaces.

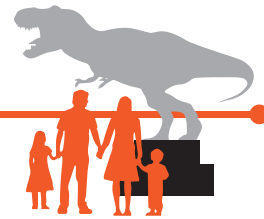
• **Centre marketing:** Joint promotion with the advertising association and tenants increases reach.

• **Sales uplift:** More visitors mean higher customer footfall for food and beverage outlets, retail and services.

Make your centre the region's visitor magnet!

Contact us today!

WHY MORE CUSTOMERS WILL VISIT YOUR CENTRE:



01

A proven footfall magnet:

Our dinosaur exhibitions demonstrably increase visitor numbers in shopping centres. The catchment area expands significantly and attracts new target groups who travel specifically to shop and enjoy the experience.

04

Experience and shopping perfectly combined:

Customers appreciate the blend of entertainment, education and shopping. Your centre becomes a place to experience, not merely a place to shop.

02

Activities that encourage purchases:

Interactive attractions delight families and increase the amount of time spent in the centre. Longer dwell time means more shop visits, higher turnover and stronger customer loyalty.

05

Word-of-mouth and repeat-visit effect:

Delighted visitors share their experiences online and offline. Positive recommendations generate repeat visits and rising footfall.

03

A family-friendly reason to visit:

Our exhibition creates an attractive reason for family outings. Parents combine the visit with shopping, dining and leisure - an added benefit for all tenants.

06

Long-term image boost for the centre:

The event strengthens your profile as a modern, family-friendly shopping centre and creates long-term positive brand perception.

MEDIA IMPACT & A POSITIVE EVENT:



01

Media impact of the exhibition: Our dinosaur exhibition not only provides a fascinating on-site experience, but also generates strong publicity before it even opens. Through targeted PR measures and integration into local media, your centre can remain in the headlines and reach a wide audience.

03

Long-term awareness effect: Thanks to the successful combination of education and entertainment, we create a lasting and positive memory associated with your centre. Visitors of all ages will remember the fascinating world of dinosaurs in your centre for a long time to come.

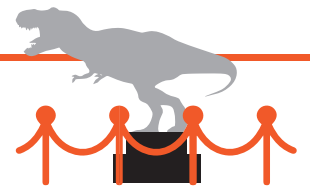
02

Recommendations and talking points: Our exhibition inspires recommendations and gives visitors plenty to talk about. Fascinating exhibits and interactive activities create a lively atmosphere that remains memorable and is sure to be recommended.

04

A positive event: Our exhibition is more than just an event - it transforms your centre into an inspiring place that sparks joy, curiosity and amazement. Invite your visitors to explore the world of dinosaurs and enjoy an unforgettable experience.

WHY OUR DINOSAURS ARE PERFECT FOR SHOPPING CENTRES:



01

Scientifically accurate:

Realistic, high-quality models create impressive worlds of experience with strong appeal.

02

Tried, tested and proven to drive footfall:

Millions of delighted visitors across Europe confirm the strong effect as a footfall driver in retail.

03

Edutainment experience:

The combination of knowledge and entertainment appeals to families and significantly increases dwell time.

04

For all age groups:

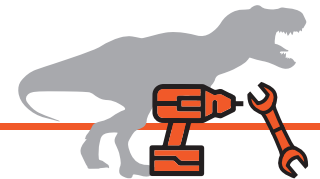
Children, teenagers and adults enjoy a special shopping day together.

05

Emotional appeal:

Spectacular photo points and interactive elements generate social-media reach and viral effects.

OUR FULL-SERVICE PACKAGE FOR CENTRE OPERATORS:



01

Collaborative event delivery:

As an experienced exhibition partner, we provide the dinosaur exhibits and accompany your event from the beginning right through to dismantling, with personal support.

03

Professional installation:

Our experienced team ensures a safe, smooth set-up during ongoing centre operations.

02

Tailored space concepts:

Individual adaptation to mall spaces, shopping streets and campaign areas.

04

Ongoing support:

Throughout the full duration, we remain available as your point of contact and provide straightforward assistance whenever needed.

05

Flexible scheduling options:

Whether seasonal highlights, holiday programmes or Sunday trading events - easy and flexible to plan with no additional effort.



SUCCESSFUL SHOPPING CENTRE EVENTS

THE FASCINATION OF LIFE LIKE DINOSAURS DELIGHTS FAMILIES,
INCREASES VISITOR NUMBERS AND CREATES UNFORGETTABLE SHOPPING EXPERIENCES.

FRANKFURT

NORD WEST ZENTRUM

BERLIN

VARIOUS RAILWAY STATIONS

BOCHOLT

CITY CENTRE

HÜRTH

CENTER

HANOVER

A2 CENTER

SANKT AUGUSTIN

HUMA SHOPPING CENTER

MAGDEBURG

CITY CARRÉE

GUMMERSBACH

FORUM

AND MANY MORE



FOR FURTHER INFORMATION AND EXHIBITION AVAILABILITY, PLEASE CONTACT US

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