

Global Fairs. Global Business.



Deutsche Messe  
Hannover · Germany

# Service Catalogue 2010

For a perfect showing!





The Hannover exhibition center is staffed by a dedicated team of professionals who are eager to provide you with the optimum support in organizing your tradeshow appearance.

Our abundant in-house expertise is backed up by the targeted support of our competent service partners, providing you with a virtual one-stop shop for all the relevant services. These services range from professional stand construction to marketing campaigns to

considerably enhance your tradeshow success and even the perfect catering for you and your customers.

To ensure your satisfaction, we continually retool our services to guarantee your success. Our latest innovations include an optimized exhibitor and product search facility for CeBIT and HANNOVER MESSE as well as our newly revamped Online Business Service (OBS), providing for maximum transparency in the ordering phase.

Service is  
our specialty



This new Service Catalogue 2010 contains an overview of the wide range of services on offer. We hope you find it a useful tool and wish you the best of exhibition success in the upcoming year.

Marcus Eibach  
Senior Vice President for Marketing



It's about  
your business

# Contents

|   |    |   |    |
|---|----|---|----|
| <b>Listings in the tradeshow media</b>                        |    |   |    |
| Tradeshow media   | 7  | Water supply  | 69 |
| Listings for CeBIT and HANNOVER MESSE                         | 8  | Propane gas/Technical gases                             | 69 |
| Listings for other tradeshows                                 | 10 | Compressed air  | 70 |
| <b>Advertising your trade fair appearance</b>                 |    | <b>General services for your tradeshow stand</b>        |    |
| Outdoor advertising   | 13 | Stand cleaning  | 73 |
| Online advertising  | 16 | Waste disposal  | 73 |
| Advertising in the exhibitor index or trade fair catalogue    | 17 | Staff for your stand                                    | 74 |
| Advertising in the trade fair newspapers                      | 17 | Photography services and TV video productions           | 74 |
| Advertising materials   | 18 | Plants and flowers                                      | 75 |
|   |    | Online classified directory                             | 75 |
| <b>Tickets and lead management</b>                            |    | <b>Security and logistics</b>                           |    |
| Complimentary admission tickets                               | 23 | Stand security  | 77 |
| PREMIUM PASS  | 23 | Transport and exhibitor insurance                       | 77 |
| Exhibitor passes  | 24 | Logistics and forwarding services                       | 78 |
| Parking permits   | 24 |   |    |
| Lead management   | 25 | <b>Accommodations and getting there</b>                 |    |
|   |    | Accommodations  | 81 |
| <b>Presentations, conferences and other supporting events</b> |    | Child care  | 82 |
| Presentations   | 27 | Hannover Guide  | 82 |
| Renting a conference room                                     | 27 | Getting there   | 83 |
| Using music at the show                                       | 28 |   |    |
| Stand parties   | 28 | <b>Restaurants and catering</b>                         |    |
| Your nighttime event at the exhibition center                 | 28 | Restaurants and catering at the Exhibition Center       | 87 |
| Special events at the ADAC Driver Safety Training Center      | 29 | Catering  | 88 |
|   |    | Beverage delivery service                               | 89 |
|   |    | Rented tableware  | 89 |
| <b>Press services</b>   |    | <b>Online Business Service</b>                          |    |
| General press services  | 31 | OBS access data and authorization                       | 91 |
| Additional communication options at CeBIT and HANNOVER MESSE  | 32 | Ordering using OBS                                      | 92 |
|   |    | Orders by fax   | 93 |
| <b>Stand construction services</b>                            |    | <b>Checklist</b>  |    |
| General stand construction services                           | 37 |   |    |
| Typical stand configurations                                  | 37 | <b>Index</b>  |    |
|   |    |   |    |
| <b>Fittings for your tradeshow stand</b>                      |    | <b>Map of exhibition grounds and parking facilities</b> |    |
| Floor coverings   | 53 |   |    |
| Rental furniture and kitchen equipment                        | 54 |   |    |
|   |    |   |    |
| <b>Technical services for your tradeshow stand</b>            |    |   |    |
| Electric power supply   | 65 |   |    |
| Communications technology                                     | 66 |   |    |
| Antenna connections   | 67 |   |    |
| IT hardware and audiovisual services                          | 68 |   |    |
| Ceiling suspensions   | 68 |   |    |

All prices listed in the Service Catalogue 2010 are net prices, to which German VAT will be added. These prices reflect the status at the time of printing and are subject to potential alteration.



Listings in the  
tradeshow media

# Tradeshow media

## List your products to maximize your leads!

Relevant business clients rely increasingly on the Internet to find new and innovative products and solutions. Often they need to compare products and services in related fields before making a decision to invest. "Research online, purchase offline" has become a fundamental principle of today's procurement management. At our central event-based websites we embrace this phenomenon, offering users and tradeshow visitors an opportunity to

look up our exhibitors as well as their products and services with the help of a targeted online search function – 24/7, worldwide. By listing your company and its product portfolio comprehensively in the relevant tradeshow media, you can open up effective avenues for perpetual new business leads, turning your tradeshow appearance into a year-round affair.

### Online: Our event websites

Our vertical-market websites represent the main information platform for our exhibitors, tradeshow visitors and potential customers from across the globe, allowing them to search for exhibitors as well as the relevant products and services in English or German – around the clock, 365 days a year. Our websites handle millions of search queries annually.

Your information will be published online a full six weeks before the start of the event, making it accessible during the critical run-up to the show. A comprehensive listing of your products and services

represents an ideal opportunity for you to generate valuable new leads before, during and even after the event, since your information remains accessible online until the beginning of the next event cycle. All the more reason to make extensive use of our popular online classified directories and put your best foot forward in the marketplace.

Depending on the event, your listings are also available as downloads for mobile devices.

### Print: Exhibitor indexes and tradeshow catalogues

Tradeshow catalogues and exhibitor indexes represent the key source of printed information long after the trade fair ends. As practical and reliable research tools, they are consulted by a large number of

decision-makers both during the event and throughout the year. The listings appear in well-organized directories, making them a fast and convenient tool for finding the right partner.

### LIVE: Visitor information system at the exhibition center (EBi)

With up to 50 information terminals, our Electronic Visitor Information System (EBi) is available at different locations around the exhibition grounds, including at the entrance gates. Visitors can get instant information on exhibitors and their products and services, along with answers to questions involving general tradeshow events and services. Trained staff

at each 'EBi' terminal are available to assist exhibitors and visitors. This free information service handles almost three million queries a year – an enormous volume, underscoring how vital it is to have your company and its detailed product range represented in this highly efficient system.

# Listings for CeBIT and HANNOVER MESSE

## Contact:

Media Service  
Tel. +49 511 89-35550  
[media-service@content.cebit.de](mailto:media-service@content.cebit.de)  
[media-service@content.hannovermesse.de](mailto:media-service@content.hannovermesse.de)

## New exhibitor and product search features for Internet and the visitor information system (EBi)!

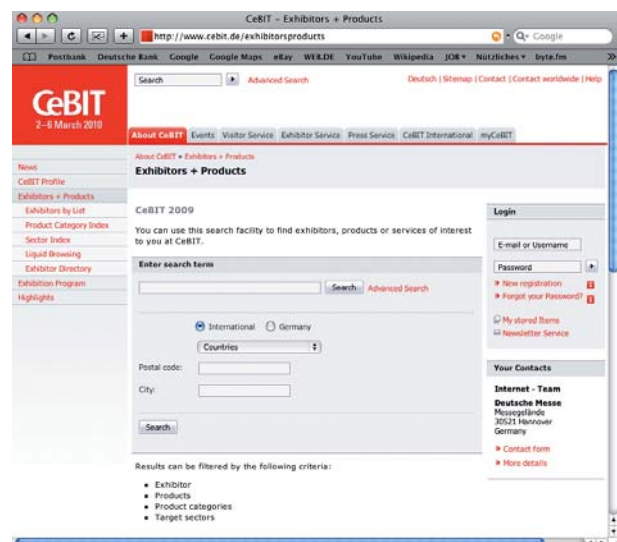
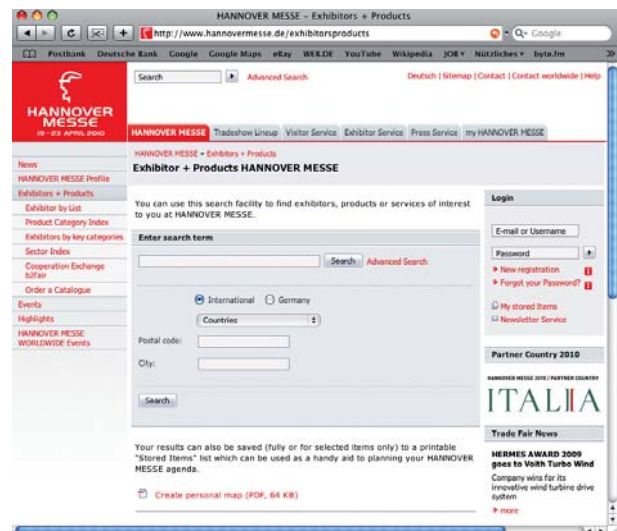
It's right at your fingertips: Go online with your company details and key information about your exhibition stand and your products and services. Interested visitors are guaranteed to find this information 24/7 at [www.cebit.de](http://www.cebit.de) and [www.hannovermesse.de](http://www.hannovermesse.de).

Exhibitors can feature their products and solutions individually, each on their own separate Web page, including a detailed description, photo, client references and application examples. It's like having your own virtual stand on the Web!

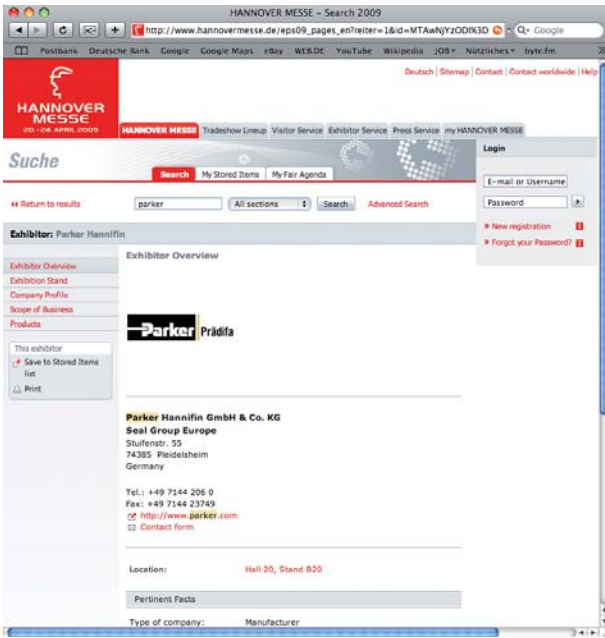
What's more, all of the listings you provide are also available during the event at up to 50 "EBi" visitor information terminals across the exhibition grounds, giving visitors a quick and convenient opportunity to find out about the exhibitors, products and services they're interested during the actual event, before heading straight to your stand.

The mandatory marketing fee covers the following key services, for which no further charges are incurred:

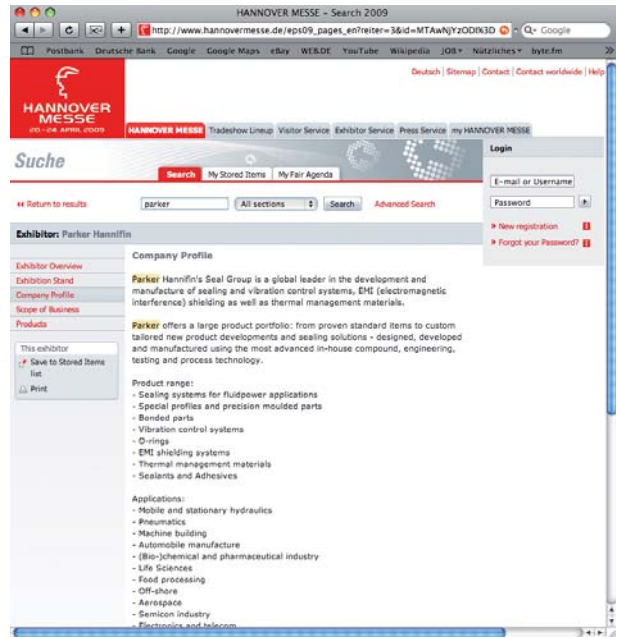
- Company information including logo, pertinent facts, corporate profile, links and PDF downloads
- Product overview, linked to up to five product descriptions, entered free-of-charge by our editorial team (you can place additional texts online on a "self-serve" basis), plus PDF downloads
- Classification in several different product categories
- Stand information



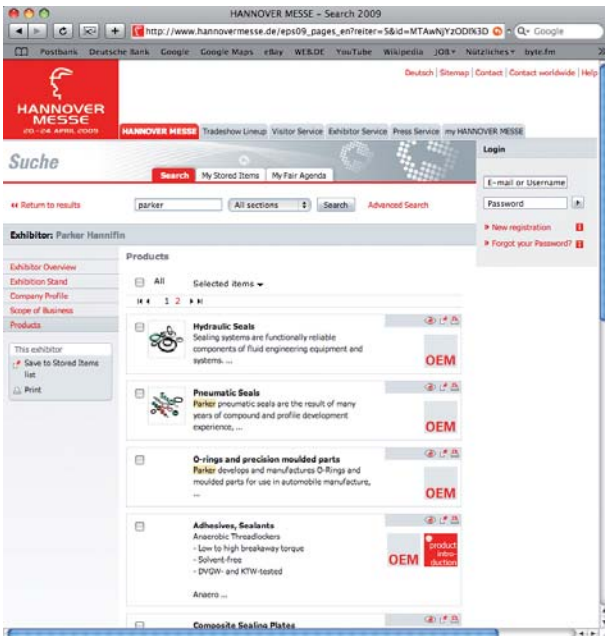
# Listings in the exhibitor and product search pages



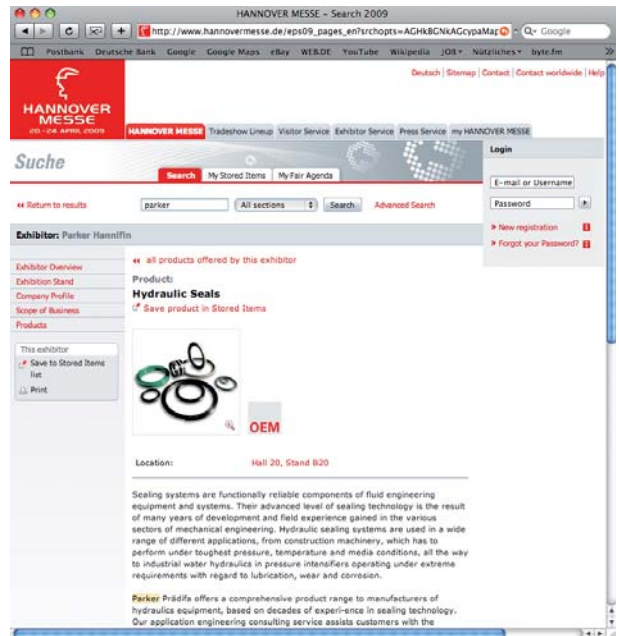
Basic exhibitor information, including logo



Company profile



Product overview



Product description

# Listings for other tradeshow

## Contact:

Oreste Mallus  
Tel. +49 511 89-32303  
oreste.mallus@messe.de

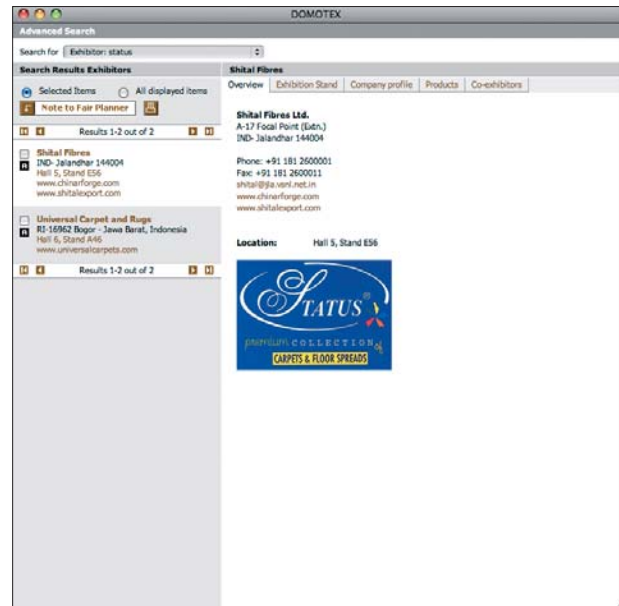
For a list of the charges for catalogue and electronic media listings, please consult our OBS system (a description of OBS can be found under "Online Business Service," pages 90 – 93).

## Company listings

### • Company details

When you participate as an exhibitor, your company details (company name, address, phone, fax and e-mail) plus your contact details during the show (hall and stand number) are published automatically in all our media. Your stand phone and/or fax number will also be published, assuming you order these services by the required deadline.

For selected events you can supplement your company information with additional text or colored product photos. This supplementary information then appears in the alphabetical exhibitor index in the catalogue as well as on the Internet. For more information, please see the relevant conditions for participation or the OBS system.



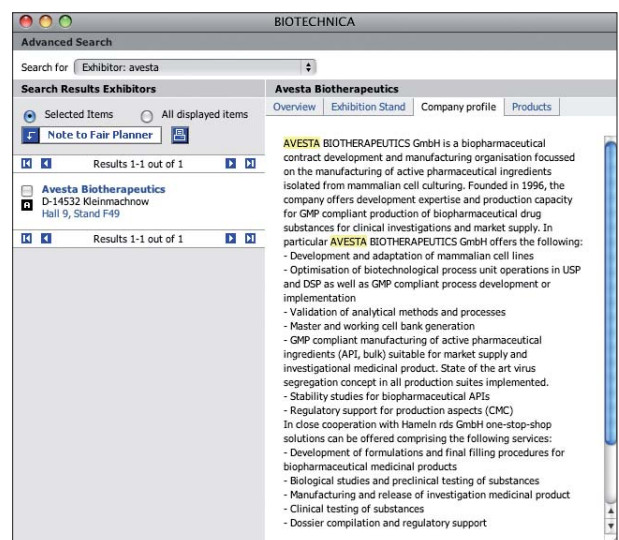
Company details with company logo

### • Company logo

Along with your company details, you can also insert a company logo on the tradeshow website or in the printed catalogue – an ideal opportunity to set yourself apart from the competition.

### • Company profile

Business partners and potential customers can find out more about your core businesses, target groups, customer recommendations and corporate structure if you publish a company profile. We recommend submitting your company profile in both English and German for the widest possible coverage.



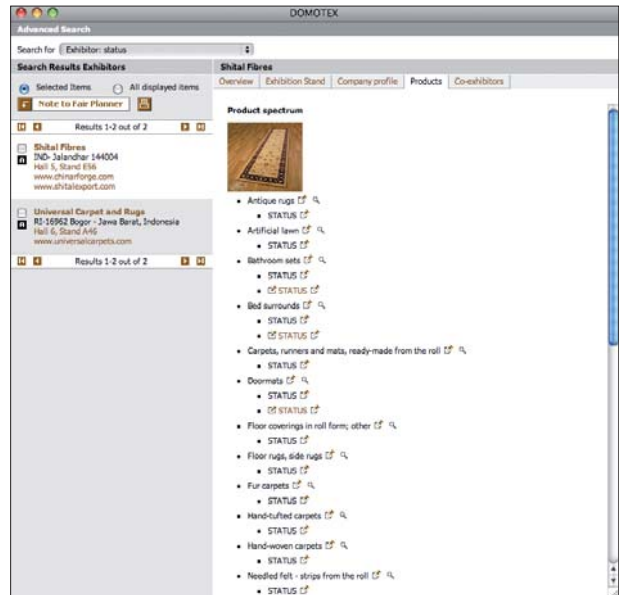
Company profile

# Product listings

## • Product category index

Which company offers what? Your listings in the official product category index ensure your company will appear in the “hit lists” of users searching for exactly your range of products and services. The product category index directs visitors right to the stands of the appropriate exhibitors when they perform a product-based search either on the Internet or within the electronic visitor information system. Take advantage of this service to publicize your entire range of products and solutions. Don't risk losing prospective customers to the competition simply because their listings were more comprehensive than yours.

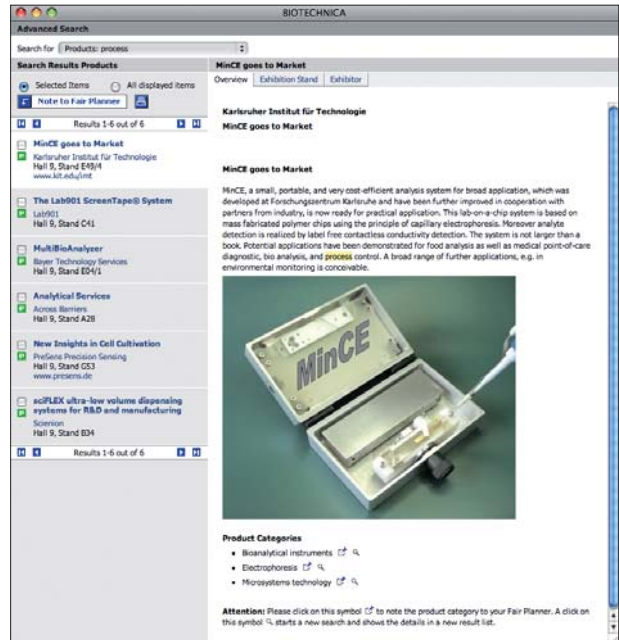
Nobody can find you unless your goods and services are listed in the official product category index – so don't forget to order this service.



## • Product profiles

This is where your products and services come to life for interested Internet users. The publication of your product profiles, consisting of detailed text profiles in English and/or German plus descriptive product photos serve as the basis for qualified leads. Each product can be featured in a separate profile with its own title, which serves as the search term and is also contained in a separate overview.

**TIP:** You can also insert ads and banners in the catalogue and on the Internet. To find out more about these and numerous other marketing options, check out “Advertising your trade fair appearance” on pages 12 – 21.



Eingang Entrance

Advertising your  
trade fair  
appearance

Visit us!

Hall 2 stand B17

# Outdoor advertising

## Contact:

Anke Robbers  
Tel. +49 511 89-31227  
advertising@messe.de

Outdoor advertising structures exist at all heavily-frequented locations outside the exhibition grounds – your large-format advertising is guaranteed to have an impact there! Put up the right message at the right location to gain a decisive competitive edge

## Billboards

Our five-meter-wide billboards are a particularly eye-catching option in high-traffic areas like taxi stands, entrance and exit gates, parking lots and mass transit stations. They can be seen at a considerable distance and their striking size makes them an ideal way to draw attention to your trade fair appearance.

Size:

Around 5.0 m wide x 0.9 m high

## Frames

Our framed posters are placed around parking lots and entrance gates. They are mounted on walls and fences at eye level to insure your advertising slogans catch the attention of trade fair visitors. A series of images is a particularly effective way of using this medium.

Size:

Around 2.5 m wide x 2.0 m high

## Advertising towers

With an advertising surface of 165 square meters on four sides, our advertising towers are a premium form of advertising space. Around ten meters high, these towers are visible from a great distance and are guaranteed to attract the attention of your target groups, thanks to their prominent placement around the exhibition grounds and along heavily frequented access roads.

Size:

Basic surface around 4.18 m x 4.18 m, approx. 10 m high

and steer key target groups directly to your stand. Feel free to contact us for individual advice and quotations. Choose from a wide range of advertising formats to find the right option for your company, then reserve your preferred outdoor locations as early as possible. The various options are listed below.

Further information on outdoor advertising, including photos and location options, is available at [www.messe.de/outdoorad](http://www.messe.de/outdoorad)



### Three-sided displays

These three-sided advertising spaces in A0 poster format are bound to catch the eye of passers-by, no matter which direction they are headed in. The distinctive three-siders can be booked as a set and placed in ten ideal locations at every entranceway around the exhibition center.

Size:

A0 posters, three-sided,  
0.84 m in width x 1.19 m in height



### XL posters

These extremely large surfaces in poster formats of up to 275 square meters lend themselves to all kinds of designs and radiate a strong, assertive impression. Our high-quality production standards impart a powerful impact to your advertising slogans in prominent locations like the main access roads or the front side of our exhibition parking structures.

Size:

Various sizes, from 90 to 275 square meters



### Big banners

Our “big banners” represent a real attention-grabber on the heavily frequented northern perimeter of the exhibition grounds. Located directly at the North 2 entrance gate, their advertising message is sure to reach the large volume of visitors there.

Size:

3,80 m in width x 3,10 m in height



### Tradeshaw shuttle buses

Our buses are an ideal advertising medium, grabbing the eye of visitors as they make their way around the exhibition grounds. Use our tradeshaw shuttle buses as a mobile advertising space to bring visitors directly to your stand. For more details, including the new dimensions and design options, don't hesitate to contact us.



## Skywalk advertising

Tens of thousands of exhibitors and visitors use the southern and western skywalks every day, as they represent an ideal, weatherproof way to reach the heavily frequented entrance gates from the large parking lots to the south of the exhibition complex or the “Hannover Messe-Laatzen” train station to the west. Make the most of this heavy volume of

foot traffic by advertising your innovative products on cost-effective skywalk posters mounted at eye level, or on conspicuous floor graphics, extra-large billboards near the escalators as well as numerous other, attractive skywalk options.

Please bear in mind that the skywalks are not in operation for all events.



Skywalk poster, single sided, around 1.3 m wide x 0.9 m high



Special skywalk poster, 1.3 m wide x 0.85 m high



Floor graphics, large, around 3.0 m wide x 1.3 m high



Skywalk super-billboard, around 2.8 m wide x 5.06 m high



Skyboard, around 3.8 m wide x 2.5 m high



Mega-size west skywalk banner, around 2.06 m wide x 2.4 m high

# Online advertising

## Contact:

Katja Anssar  
Tel. +49 511 89-34314  
advertising@messe.de

Online advertising has become a fixture of every sophisticated marketing campaign. Not only does it draw attention to your company, it also brings visitors to your homepage or even directly to your product pages.

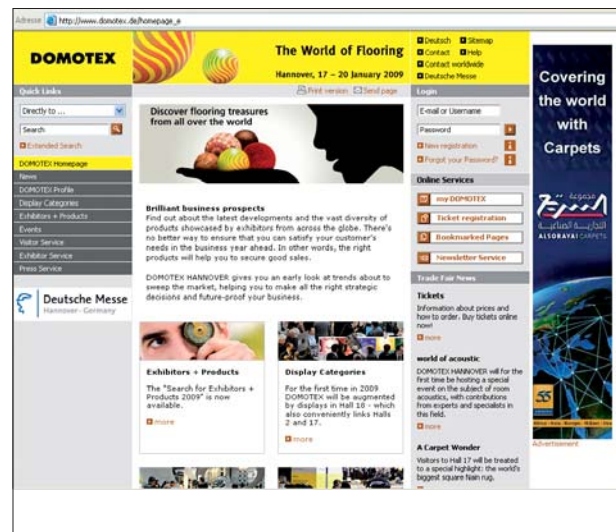
Your advertising on our tradeshow websites gives you access to an audience made up almost exclusively of professionals – at a price under 400 euros. From large-format, exclusive wallpaper to one-third banners – we have the right answer for any budget.

Several million ad impressions on our event websites speaks for itself. Harness this powerful platform to your advertising needs! We'll be happy to provide you with further information and advice on the specific options for each tradeshow.



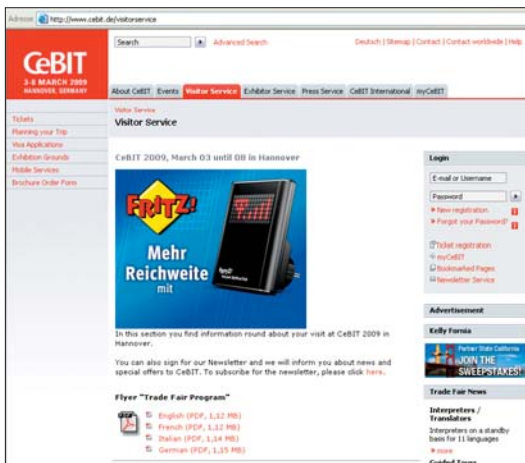
## Wallpaper

Super banner, 728 pixels wide x 90 pixels tall plus skyscraper, 120 pixels wide x 600 pixels tall



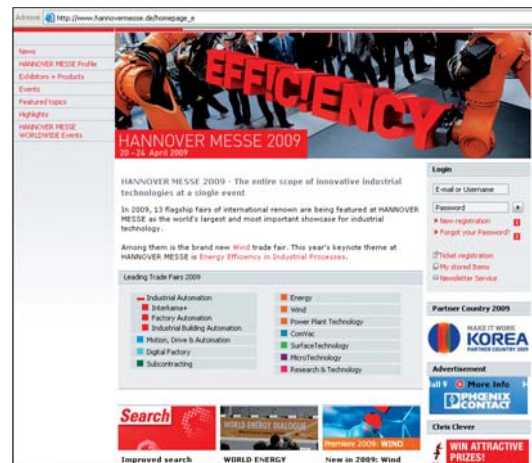
## Skyscraper

120 or 160 pixels wide x 600 pixels tall



## Rectangle / Content ad

300 pixels wide x 250 pixels tall



## One-third banner

156 pixels wide x 60 pixels tall

# Advertising in the exhibitor index or trade fair catalogue

## Contact:

Oreste Mallus  
Tel. +49 511 89-32345  
oreste.mallus@messe.de

The official tradeshow catalogue or exhibitor index is a highly popular source of information for tradeshow visitors and industry decision-makers all year long. We will be happy to provide you with more information about your advertising options here, including full or half-page ads, "bookmark ads", placement options, prices and conditions.

Please be aware that for each trade fair, there is either a tradeshow catalogue or an exhibitor index.



# Advertising in the trade fair newspapers

## Contact:

Anke Robbers  
Tel. +49 511 89-31227  
advertising@messe.de

The official trade fair newspapers produced by Deutsche Messe appear regularly in large circulation and are distributed free-of-charge to keep international visitors and exhibitors abreast of all the latest developments at the show – including special events, product innovations and VIP visits to the show. The papers also highlight visitor impressions, interesting product exhibits, special-interest articles on companies and services, plus newsworthy items involving tradeshow happenings and breaking developments in your sector. Make use of this newspaper format as an advertising vehicle to reach your target groups at the trade fair. We will be happy to provide you with more information on advertising formats and insertion options – just give us a call.

**TIP:** When placing newspaper ads, we recommend you go exclusively through the official newspapers for your event – no other publications are cleared for mass distribution on the exhibition grounds or at the entrance gates.

Messe Daily 5 **MMA** MOTION, DRIVE & AUTOMATION Freitag, 24. April 2009 19

## Inspiziert von der Natur

Bionische Lösungen für die effiziente Automation der Zukunft

In der Automation werden Flexibilität, Leichtigkeit in Bezug auf die zu bewerkstelligende Masse und Energieeffizienz immer wichtiger. Die Natur sagt dazu in vielen Beispielen, wie man mit einem Minimum an Leistung erreichen kann. Das überhand Nehm, Vorkommnisse und Überhand Nehm, die Natur sagt dazu in vielen Beispielen, wie man mit einem Minimum an Leistung erreichen kann. Das überhand Nehm, Vorkommnisse und Überhand Nehm, die Natur sagt dazu in vielen Beispielen, wie man mit einem Minimum an Leistung erreichen kann.

Die Bionischen Prinzipien sind als automatische Steuerungsfunktion (AFV) ausgebildet, die sich im Wesentlichen aus der Natur ableiten lassen. Zur Analyse des Strömungsverhaltens wurden die Prinzipien mit einem speziellen 3D-Scanner ausgearbeitet, der im hochauflösenden Ultraschall-Signalschicht.

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## Greater Efficiency

Kawasaki Eco Servo

- High accuracy speed and position control is achieved by the combination of large pressure large capacity pumps, hydraulic motor and the eco-servo controller.
- The eco-servo uses system feedback based on pressure and flow requirements to control the duration and speed of rotation of the pumps required to fulfil the demand.
- Low noise, accurate flow, pressure control and energy efficiency are some of the key features and benefits of this system.

- Energy Saving
- High Accuracy
- Low Noise
- Compact
- High pressure and large capacity type axial piston pumps are used.
- Variable rotation induction motor control combined with a two step displacement type pump.
- Hydraulic controllers enable position and/or pressure control with ease.
- Displacement: 22, 45, 80, 112 and 140.
- Pressure ratings: 320 bar rated – 350 bar max.

KPM  
Kawasaki Precision Machinery  
Empire Lane, Swinley, Pymplu, PL3 9SA England  
44 (0) 1752 360361 44 (0) 1752 368108 - info@kpm-uk.co.uk  
www.kpm-eu.com

HALL 021, STAND B07

# Advertising materials

## Contact:

Heidi Bauer  
Tel. +49 511 89-31237  
heidi.bauer@messe.de

A wide variety of advertising materials are available for you to conduct broad-based promotional campaigns and inform your business partners, customers

## Invitation stationery

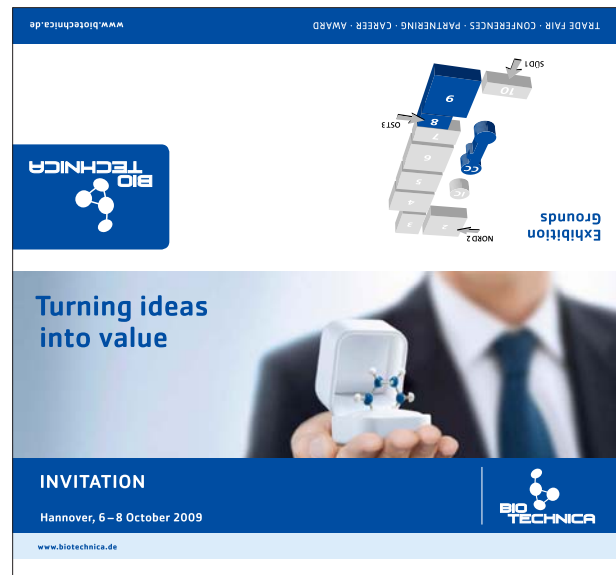
An individually printed invitation letter signals how much you value your business partners and customers. Add your company logo and address to our template and use the inside of this invitation stationery to include a personal message and/or inform recipients of your location at the trade fair. For your convenience, this information can either be commercially printed, photocopied, laser-printed or handwritten.



**TIP:** Include complimentary admission tickets with your mailed invitations (see "Tickets and lead management", beginning on page 22).

and potential customers about your appearance at the show. Almost all advertising materials supplied by Deutsche Messe are available in unlimited quantities and are free of charge, either via the OBS system or as downloads.

For detailed information on our trade fair advertising materials, check out [www.messe.de/advertisingmaterial](http://www.messe.de/advertisingmaterial)



Space for inserting a personal invitation

## Visitor brochure

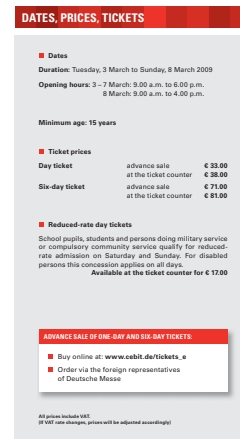
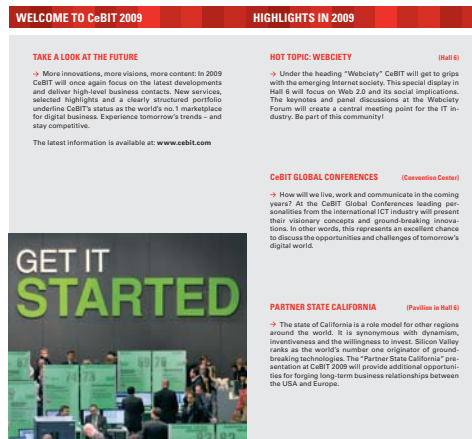
This brochure contains a description of the individual display sectors, special events and supporting programs as well as key information on the show itself, for example accommodations and getting there, admission prices etc.



## Tradeshaw flyer

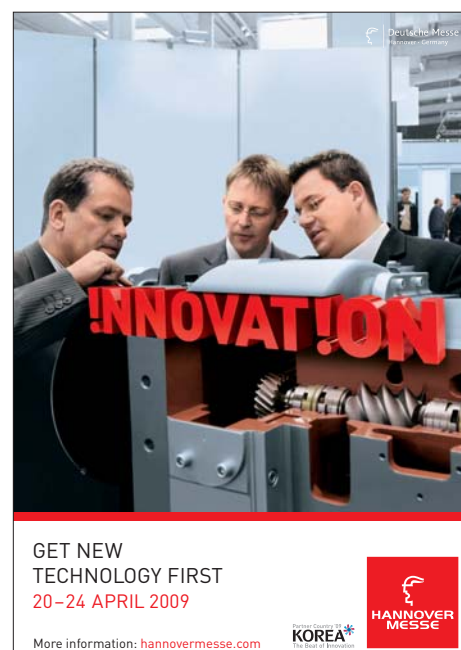
You can use this flyer to give your customers a short overview of the tradeshow before it begins. The flyer consists primarily of an exhibition map,

supplemented by the major display categories and information on show dates and opening times, admission prices etc.



## Posters

Draw attention to your upcoming trade fair appearance at your own premises, be it in the lobby, in conference rooms or on the notice board. A1-size posters from Deutsche Messe make a lasting impression.



## Mailing stickers

Small size, big impact: Use our mailing stickers to brighten up your business correspondence. As an alternative to the standard text („We'll be there: Hall o, Stand oo") you can have your own individual message and company logo printed on the stickers (reproduction proofs of logo required).

Price for mailing stickers with standard text: € 27.80 per 1,000.

Price for mailing stickers with individual company imprint: min. € 123.60 for the first 1,000, then € 27.80 for each additional 1,000.



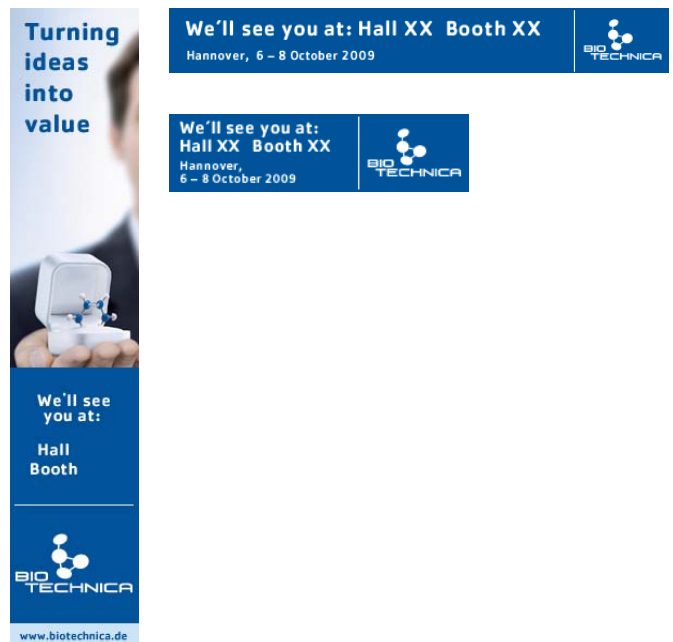
## Downloadable logos and maps

Let the high recognition factor of our trade fairs work for you in your own marketing activities: Include our trade fair logo and map of the showgrounds in your own promotional materials (for example, in ads, PR reports, charts or brochures).



## Online banners

Advertise your tradeshow appearance with an automatically generated, static online banner on your own website. Around six weeks before opening day of the show, Deutsche Messe will activate its "banner generator," which automatically creates an upload-able banner containing your hall and stand location when you log onto our website. At the same time, you will receive a link through which users can call up your company and product details for the respective tradeshow.





[www.fsz-hannover.de](http://www.fsz-hannover.de)

# Your flying start to unforgettable events

Directly adjacent to Hannover Exhibition Center, the ADAC Driver Safety Training Center is easily the most versatile facility for all kinds of exciting customer and employee events. Go beyond a conventional conference or workshop and allow your guests to experience one of Germany's most advanced safe driving centers first-hand. Our modern two-level facility is ideal for seminars, presentations or workshops. Whether you're planning a small workshop or a major event, whether indoors or outdoors – at the ADAC Driver Safety Training Center in Hannover, you're guaranteed to find yourself in safe hands!

- **Easy to reach**
- **24 hectares of land (over 2.5 million sq. feet)**
- **Parking for more than 3,000 cars**
- **Function rooms, with a foyer measuring 400 m<sup>2</sup>**
- **Six seminar rooms, ranging from 28 to 120 m<sup>2</sup>**
- **State-of-the-art conference equipment**
- **Supporting program**
- **Top-notch catering service**
- **Transfers, hotel reservations**
- **Event management**

Further information:

**ADAC Driver Safety Training Center** · Ms. Christiane Peter · Hermann-Fulle-Str. 10 · 30880 Laatzen  
Telefon: 05102/9306-20 · [vertrieb@fsz-hannover.de](mailto:vertrieb@fsz-hannover.de)

mit sicherheit  
was erleben



**Fahrsicherheits-  
Zentrum**

Hannover-Messe



Tickets and  
lead management

Kass  
TICK

# Complimentary admission tickets

## Contact:

Complimentary ticket hotline  
Tel. +49 511 89-39000  
complimentary-tickets@messe.de

Take advantage of this unique tool for winning and retaining customers: A personal invitation which includes a complimentary admission ticket is the most effective method of promoting awareness of your tradeshow stand and inspiring current and potential customers to attend.

This popular marketing tool is available in two options: printed tickets, ideal for enclosure with a mailed letter or for presenting to your guest in a face-to-face encounter, or eTickets – perfect for inexpensive e-mailings and last-minute invitation campaigns. Your own individual imprint appears on both types of ticket.

You can order an unlimited number of tickets for your visitor promotion campaigns. For CeBIT and HANNOVER MESSE your marketing fee already includes a contingent of complimentary admission tickets, for which no further charges are incurred.

At DOMOTEX, only the tickets actually presented at the turnstiles are charged for. We also offer special complimentary season tickets as well as attractive, flat-rate ticket packages for the show.

We'll be happy to provide you with more information and advice on your invitation campaigns – feel free to contact us!



e-Ticket

# PREMIUM PASS

## Contact:

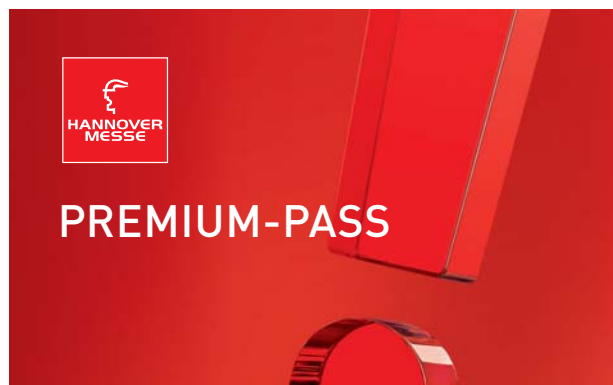
Sanja Silovic  
Tel. +49 511 89-31107  
sanja.silovic@messe.de

The PREMIUM PASS – for your premium customers! Pamper your most important guests with special treatment at the show. Our PREMIUM PASS contains the following exclusive services:

- Free admission during the entire show
- Fast access to the showgrounds by using the “Express lane” at all entrance gates
- Premium Lounge, including refreshments, workstations and international newspapers
- Free shuttle service to all sectors at the show
- Wardrobe and luggage check

Use the PREMIUM PASS to enhance your customer retention campaigns and create a lasting impression!

Please bear in mind that the PREMIUM PASS is not available for all shows!



## Exhibitor passes

### Contact:

Maike Kunze  
Tel. +49 511 89-33226  
maike.kunze@messe.de

Each exhibitor automatically receives a free contingent of exhibitor passes from Deutsche Messe, granting his stand personnel free access to the exhibition stand during the running event. The number of passes depends on the show and the size of the stand. If additional passes are required, we recommend ordering these in advance using OBS. You can also pick up exhibitor passes onsite at the Exhibitor Service Center (German abbreviation: ASC). You can return any unused exhibitor passes for crediting to your account within two weeks of closing day of the show.

During the stand assembly and dismantling periods, no exhibitor passes are needed to gain access to the exhibition grounds, with the exception of DOMOTEX, for which special exhibitor passes will be mailed to you to cover the final two days of the stand assembly period.



## Parking permits

### Contact:

Marion Kisser  
Tel. +49 511 89-33594  
marion.kisser@gfv.messe.de  
Zaneta D'Errico  
Tel. +49 511 89-33401  
zaneta.derrico@gfv.messe.de oder  
parkscheine@gfv.messe.de

Ample car parking is available on the periphery of the exhibition grounds. During tradeshows, special parking lots are available for buses, trucks and vans. To the south of the exhibition grounds there are also parking facilities for RVs/caravans and mobile homes, including restrooms and showers and hookups for electricity and water.

We recommend ordering your full-event parking permits in advance, although you can also buy them during the show.

The prices for full-event parking permits depend on the length of the event – see OBS for further details (including on daily parking rates).



Parking permit for display in windshield



Ticket for exit gate

# Lead management

## Contact:

Elisabeth Zilch  
Tel. +49 511 89-31335  
elisabeth.zilch@messe.de

Visitor details, recorded electronically at your stand: Take advantage of the “Lead Management” product to conveniently record and process visitor addresses and stand conversation notes. Your advantages include significant savings of time and resources both during and after the show. Free up your time so you can devote your full attention to your visitors and their questions and comments.

## Here’s how it works:

### 1. Recording the address data

Record visitor data by scanning visitors’ business cards or the barcode on their admission tickets. Use Lead Management software to conveniently process the address data and export it to other data formats.

### 2. Documenting your conversations during the show

Well in advance of the show, you will receive a link to the easy-to-use Lead Management software, which you can then use to conveniently create your own questionnaires and lead forms for documenting conversations at your stand (by simply checking boxes or jotting down notes etc.)

### 3. Scanning questionnaires or lead forms

No need to type in any written information or notes. Simply use the special laser scanner to read in the filled-out questionnaires or lead forms and make use of the Lead Management software to further process the information.



1. Scanning the admission ticket

The following packages are available:

- Lead Management including a business card scanner: € 349
- Lead Management incl. a barcode scanner: € 349
- Lead Management “Ready to work”: Complete package, consisting of a business card and barcode scanner, Lead Management software and a laser scanner for reading in filled-out questionnaires and lead reports: € 990

All packages can be extended with additional options – contact us!



2. Filling out the questionnaire, which you can create using the software.



3. Scanning the filled-out questionnaire



**Presentations,  
conferences and  
other supporting  
events**

## Presentations

### Contact:

Anke Vollmann  
Tel. +49 511 89-31257  
anke.vollmann@messe.de

Surveys have revealed that almost 50% of all professional tradeshow attendees time their visit to coincide with events or presentations – impressive proof of the weight of presentations at contemporary trade fairs. The Hannover Exhibition Center offers the ideal prerequisites for staging supporting conferences and speakers forums, i. e. an international audience of high-caliber attending professionals and the perfect conference infrastructure and sound systems.

If you would like to give one or more presentations at the exhibition center, you have a wide range of specialist forums to choose from. These are held in our event halls, with many different presentation options; please contact us for a complete rundown.

If you would prefer to hold a private talk in separate rooms, we also offer a modular system, from which you simply choose the components you require (such as the room, catering and/or technical equipment). For more details, please refer to the section: “Renting a conference room”.

You can also have your presentation optionally included in our publicized daily program of events (print version plus our event search function on the Web).



## Renting a conference room

### Contact:

Corina Sillmen  
Tel. +49 511 89-31279  
corina.sillmen@messe.de

Our conference rooms are versatile facilities that can be adapted to suit your event. Our state-of-the-art, architecturally captivating Convention Center in the heart of the Exhibition Grounds offers a total of 5,200 m<sup>2</sup> of space, with 35 different conference halls and meeting rooms at your disposal. We also have additional conference facilities in Hall 2 with modular rooms that can be hired separately.

Rent one of our versatile and multifunctional rooms to set the right tone for your event – these can accommodate anywhere from 10 to 1,300 people.

Please advise us of your dates and room requirements via our OBS online system; the prices depend on the room size and length of hire.

Once we have an idea of your requirements, we will be happy to advise you on the available catering options and conference equipment.



Our conference equipment includes the following:

| Item   | Rental price in €  |
|--|--|
| Public address system                                  | from 95.00   |
| Lectern microphone/<br>Stand microphone                | from 25.00   |
| Table microphone                                       | from 30.00   |
| Wireless microphone<br>system, including<br>microphone | from 105.00  |
| Multimedia projector                                   | from 200.00  |
| Laser pointer  | 25.00  |
| Sound system<br>for simultaneous<br>translation        | from 1,450.00<br>(for 2 languages,<br>incl. 50 headphones) |

Our expert staff at Messe Gastronomie can provide the perfect catering for your event, featuring a wide range of beverages, snacks, finger food and much more (for further information, please refer to the chapter below entitled “Restaurants and catering,” pages 86–89).

## Using music at the show

### Contact:

GEMA Bezirksdirektion Hannover  
Blücherstr. 6  
30175 Hannover  
bd-ha@gema.de  
www.gema.de

If you plan to include background music, or would like to arrange for some musical accompaniment for

a presentation or stand party, please note that any public use of copyrighted music must be authorized by GEMA (the German society for music performances and mechanical reproduction rights).

You can apply and pay for the necessary license from GEMA via the OBS online system. The license fee in each case depends on the sound recording medium used: radio, CD or other sound carrier, TV, video or computer, or (for live performances and stand parties) the size of your stand.

## Stand parties

If you would like to unwind with your staff after a busy day at the show or hold a party for your customers and business partners, you can do so from 6 p.m. onwards. You can offer musical entertainment, whether live or via a sound recording system, starting at 6:30 p.m. (registration with music rights organization GEMA required; see above).

Depending on the trade fair, your stand party must come to an end by 10 or 11 p.m. or you will incur additional costs for hall lighting, extra waiting periods for cleaning crews etc. Please check with the your contact partner for the tradeshow whether it is necessary to register your stand party.



Our catering company, Messe Gastronomie GmbH, is happy to provide food and beverages for your party (see “Restaurants and catering,” pages 86–89).

## Your nighttime event at the exhibition center

### Contact:

Event hotline  
Tel. +49 511 89-34444

You'll find the ideal prerequisites for your nighttime event right at the Hannover exhibition center, which offers you a diverse range of options for any kind of event – from VIP receptions at the Hermes Tower up 70 meters high, to a gala banquet for 5,000 people in a decorated exhibition hall, to a tradeshow party at our Convention Center.

Start your event at the end of the tradeshow day the relaxing way, without needing to go anywhere, without needing to make any complicated transportation arrangements, and enjoying the professional support of our event management team.



This way you can be sure your event is a successful and memorable one.

We can offer you special locations for any type or size of event.

# Special events at the ADAC Driver Safety Training Center



## Contact:

Client and Event Sales  
Tel. +49 5102 9306-20  
Fax +49 5102 9306-39  
vertrieb@fsz-hannover.de

The ADAC Driver Safety Training Center south of the exhibition grounds has 24 hectares of land and offers a total of 10 different ADAC (German Automobile Association) training modules plus a state-of-the-art traffic training area. It is one of the largest and most advanced safe driving centers in Germany. The center is easy to reach from any direction by car, being only minutes away from two of Germany's major autobahns.

We'll get things rolling for you – from traditional safe driving lessons for company groups to events and product presentations. Follow up your on-track experience with a reception, snack or party. Individual arrangements can be made with our excellent catering partner.

Take advantage of our ample driving complex for your event ideas. Lots of practice with only a modicum of theory means lots of fun for everyone!

## Specs:

- Easy access by car
- Size of complex: 24 hectares
- Parking for more than 3,000 cars
- Function rooms, with a foyer measuring 400 m<sup>2</sup> and a bistro measuring 200 m<sup>2</sup>
- Seminar rooms, ranging from 28 to 120 m<sup>2</sup> in size
- Outdoor area for hospitality services and events
- State-of-the-art conference equipment
- Supporting program
- Top-notch catering services
- Transfers, hotel reservations
- Event management
- Vehicle bay for cars and trucks





ZOOM LENS EF 24-85

Press services

# General press services

## Press Center

The Deutsche Messe Press Center is located right next to the Convention Center. Equipped with state-of-the-art technology, it is available to journalists from around the world for tradeshow reporting purposes. In order to make journalists' preparation and time at the show as effective and informative as possible, the Press and Public Relations Dept. at Deutsche Messe provides a wide array of services.



## Press info trays

### Contact:

Susanne Sattler  
Tel. +49 511 89-31605  
susanne.sattler@messe.de

Journalists writing for specialist publications use press kits as a source of strategic information on companies and their products. Special info trays in the Press Center are available for you to distribute press releases or entire press kits to attending journalists. These trays are 34 cm deep, 24 cm wide and 12 cm high. Distribution depends on the date your order is received. Prices vary according to the length of the event and are available on request or via OBS.

We recommend you order at least two info trays, so that journalists have convenient access to your press releases in both English and German.



## Internet press boxes

### Contact:

Oreste Mallus  
Tel. +49 511 89-32303  
oreste.mallus@messe.de

Internet press boxes are available to journalists and visitors starting three months before opening day of the show with regularly updated content.

All information is available in downloadable form and is additionally forwarded to registered journalists via an e-mail subscription service. Clients can supply their order number to have this information sent in the form of .doc and .rtf files via e-mail or by conventional mail on CD-ROM. Each press release can be assigned to up to three display categories, ensuring optimum diffusion among target trade publications.

Prices are available on request and in OBS.

## Press conferences

### Contact:

Susanne Sattler  
Tel. +49 511 89-31605  
susanne.sattler@messe.de

A whole raft of strategic considerations and preparations go into any successful press conference. What is the exact purpose of the conference? Which key journalists will have time to attend on the scheduled date? Where should it take place and where should the right catering come from? Deutsche Messe offers you free, professional advice to help you plan, coordinate and carry out your press conference. Your event will appear in a printed list of press conferences which is constantly updated and distributed at the Press Center on the Exhibition Grounds. A current overview of all press conferences is also displayed on monitors at the Press Center and is available to accredited journalists 24/7 via our press services website.

## TV Channel

### Contact:

Andrea Staude  
Tel. +49 511 89-31015  
andrea.staude@messe.de

### • Webcasting your press conference

If you are holding a trade fair press conference in Hannover, it is a good idea to extend the reach of your event by arranging a webcast.

A webcast includes:

- Live coverage of your press conference via one or two cameras in ISDN/DSL bandwidth.
- Presentation of the press conference on the official tradeshow website, our press services website and/or your own website.
- Synchronized webcasting of PowerPoint charts along with the video (your presentation must be ready 1 week before the press conference).

Take advantage of the central location of our Convention Center on the Exhibition Grounds by holding your press conference there. You'll find further information and contact details under "Presentations, conferences and other supporting events," pages 26 – 29.



The TV Channel is the official Web TV service of Deutsche Messe. Use this channel for a live webcast and/or video-on-demand of your press conference or corporate events.

- Your press conference is available after the live webcast as a video-on-demand via the Internet. Journalists can go back and view the conference at their leisure or see it for the first time if they were not able to attend. The webcast is accessible even after the trade fair has closed – an option that is heavily used.
- DVD recording of your press conference.
- DVD/CD archiving.

Prices are available on request.

## • Image trailer

Capture the highlights of your trade fair appearance – e.g. impressions of your stand, product demonstrations, key innovations – in sound and pictures. As your trailer appears on the official tradeshow website, you also have a perfect advertising platform at your disposal.

Production of a trailer includes:

- Shots of individual sequences
- Editing down to about 1–2 minutes
- Sound mixing of live sound/appropriate

- background music (no Gema fees!)
- Design of a pop-up window in your own CI
- Digitalization for the Internet in Microsoft media technology (ISDN + DSL bandwidths)
- Uploading onto video server
- Inclusion of the trailer on the appropriate trade fair site (on request)
- Master DVD

This service is not available for all shows.

## “Hot Topics”

### Contact:

Andrea Staude  
Tel. +49 511 89-31015  
andrea.staude@messe.de

Our “Hot Topics” writing team is always on the lookout for special highlights at the show. These highlights can include your company’s latest innovations, special services or solutions, but also visits by prominent researchers and developers to your company stand, other stand-based events and performances or even novel stand architecture. These “Hot Topics”

bulletins are distributed to journalists at the Press Center, as well as being published on our press services website and e-mailed to the main news desks at daily newspapers plus radio and television stations.

Please inform us well in advance (for example, by sending us press releases, product descriptions, brochures, descriptions of applications, etc.) The final publication decision rests with the writing team.

The first “Hot Topics” bulletin comes out shortly before opening day of the show, with additional numbers issued over the first few days of the event. This special service is free of charge to exhibitors.

## Online press guide

### Contact:

Claudia Eckardt  
Tel. +49 511 89-31604  
claudia.eckardt@messe.de

Our online press guide acts as a ready reference for journalists all year round, containing the names and phone numbers of our exhibitors’ media spokespeople. The online press guide can be accessed at our press services website.

Supply us with the name and contact address of your media spokesperson and we will make this information accessible to journalists.

This service is free of charge for exhibitors.

The screenshot shows the DOMOTEX - Press Guide website. The main content area is titled "Press Guide" and contains the following text:

Communication between journalists and companies exhibiting at DOMOTEX Hannover 2008 (17 - 20 January) does not take place exclusively in Hannover.

To assist you in your work, we have compiled a press guide containing the names of exhibitors' contact persons for the press. This information is furnished by our exhibitors on a voluntary basis, so the list cannot be considered exhaustive. To ensure that this offer is available only to members of the press, however, registration with legitimation is mandatory.

If you have already registered, please enter your access data into the login box at the top of the right column. If you have not yet registered, you can do so now. After you have completed the registration process, we will save your individual user profile for you, which you can modify or delete at any time. Your user data for the Deutsche Messe websites allows you to visit our other trade fair websites as well.

Communication between journalists and companies exhibiting at does not take place exclusively in Hannover. To assist you in your work, we have compiled a press guide containing the names of exhibitors' contact persons for the press. This information is furnished by our exhibitors on a voluntary basis, so the list cannot be considered exhaustive.

To search for a press contact person for a particular company:

1. Enter the full company name or the first few letters in the text box marked **Company name**
2. Use the **Max. hits** menu to select the number of hits you wish displayed on the screen (maximum 30)
3. Click **Start searching**

Another useful hint:

If your search produces no results, you may have entered too many restrictions. Eliminate unnecessary criteria or try only the first few letters of the company name.

Search form fields:

- Company name:
- Contact Person:
- Nation:
- Max. hits:
- Search:

## Products and Innovations

### Contact:

Susanne Sattler  
Tel. +49 511 89-31605  
susanne.sattler@messe.de

This information service on the Deutsche Messe press services website is free of charge and designed to alert the trade press to new products and product refinements being showcased at our trade fairs.

## Key editorial addresses

### Contact:

Andrea Staude  
Tel. +49 511 89-31015  
andrea.staude@messe.de

To ensure your press releases and invitations reach your target media, Deutsche Messe has compiled an

## Tradeshow newspaper

### Contact:

Andrea Staude  
Tel. +49 511 89-31015  
andrea.staude@messe.de

The official trade fair newspaper of Deutsche Messe reports daily on your innovative products, outstanding events at your stand and personal impressions of exhibitors and visitors.

This service is not available for all shows.



**TIP:** By advertising in the official trade fair newspaper, you can reach your target groups more effectively than through any other print medium. Please refer to the chapter entitled "Advertising your trade fair appearance", pages 12 – 21, for more details.

Make the most of the opportunity to publicize your innovative exhibits, services and planned product launches in the right trade circles by submitting short descriptions of these innovations by e-mail, which will then be edited in-house. The texts should be in German and English, no more than 720 characters long and written in a factual tone.

This service is not available for all shows.

up-to-date directory with around 200 addresses of German daily newspapers and business publications, plus radio and television stations. This press distribution list helps you find the right editorial-desk addresses and a suitable contact person for each media outlet. This free address list is available a full six to eight weeks before the trade fair opens.



## Additional communication options at CeBIT and HANNOVER MESSE

### Contact:

Andrea Staude  
Tel. +49 511 89-31015  
andrea.staude@messe.de

During CeBIT and HANNOVER MESSE, the Deutsche Messe Press Center is packed with journalists from all over the world. All major press agencies and

### Trade fair radio

The radio broadcasting studio of Norddeutsche Rundfunk (NDR) adjacent to Hall 17 broadcasts live from the fair on product innovations and promotions. You are welcome to provide their editorial office with information, either in advance or onsite.

### TV Channel

The TV Channel is the official Web TV service of Deutsche Messe. Use this channel for a live web-cast and/or video-on-demand of your press conference or corporate events. This allows journalists to take part in your event, even if they are unable to be there in person. You can choose to have the material included on the official trade-show website, the closed press services website and/or your own website. All presentations are

many regional and national daily newspapers set up editorial offices there and send out news from the trade fair via print, radio, television and the Internet to the whole world.

Make the most of this diverse and massive media presence to maximize your trade fair appearance. Deutsche Messe supports your media liaison work and helps you locate the right contact partners.



archived and available for downloading for up to four weeks after the event.

Prices available on request.

### HERMES AWARD at HANNOVER MESSE 2010

### Contact:

Cristina Festerling  
Tel. +49 511 89-32003  
cristina.festerling@messe.de

Innovations are in the spotlight at the world's largest technology showplace. With a prize purse of 100,000 euros, the HANNOVER MESSE Hermes Award is one of the world's most lucrative international technology prizes, guaranteeing the winner strong media coverage. As an exhibitor at HANNOVER MESSE 2010, you won't want to miss out on the opportunity to compete for a HERMES AWARD and give your innovation a decisive boost.



For more information and for registration forms, go to [www.hermesaward.com](http://www.hermesaward.com)

A close-up photograph of a metal stand joint. The joint is a spherical or cylindrical hub with six threaded ports arranged in a circular pattern. The metal is highly reflective, showing bright highlights and deep shadows. The background is a dark, out-of-focus surface. A red, trapezoidal graphic element is overlaid on the left side of the image, containing the text "Stand construction services".

Stand construction  
services

# General stand construction services

## Contact:

Frank Zwingmann  
 Tel. +49 511 89-32227  
 frank.zwingmann@messe.de

Save time and money designing your stand – by relying on our years of experience and know-how at Deutsche Messe. From simple, basic stands to high-end, deluxe solutions, we streamline the exhibiting experience for you by providing turnkey, modular stands (one or two stories high), which you can customize by selecting your own optional equipment and fittings.

When you order a modular stand, you also automatically order a 3-kW power point. If you need a power point with a higher power rating, please order this using OBS. For a 400 V, 3-phase machine connection, please contact us.

**TIP:** Our turnkey “fair package” solutions offer you even more services, including floor space, stand assembly and much more. For further information, visit: [www.messe.de/fairpackage\\_e](http://www.messe.de/fairpackage_e)

## Typical stand configurations:

### Typical stand configurations



#### Type A stand

Basic stand assembly for simple, straightforward presentations at a budget price

from 75 € per m<sup>2</sup>



#### Type B stand

Modular stand system – the combination of modular ceiling sections and standard add-on elements offers plenty of scope for customized stand design

from 92 € per m<sup>2</sup>



#### Type D stand

Open-sided stand design, which offers an ideal presentation platform with its back-lit advertising tower topped by a rotating cube

from 115 € per m<sup>2</sup>



#### Line-type stand

High-specification, innovative modular stand system, which features glass and textile design elements even in the basic fittings package

from 135 € per m<sup>2</sup>



#### Double-type stand

The simple solution with no hidden costs for exhibitors who need a two-storey stand

from 9,163 €



#### Truss-type stand

Truss-based system – can be used to construct a modular stand (with additional fittings) or as a customized extension to any type of stand construction

from 35 € per m<sup>2</sup>  
 (see price scale on page 51)

# Type A modular stand

Modular stand, recommended for stand sizes of up to 25 m<sup>2</sup>. Rental price for basic fittings, including assembly and dismantling: € 75 per m<sup>2</sup> and event.

## Basic fittings

### Carpeting

Disposable off-the-roll cord carpeting, available in 6 colors



### Perimeter partition walls

to adjacent stands and/or hall walls, constructed of Octanorm elements, silver, with light grey infill panels, 250 cm high

### Ceiling

consisting of OC frame sections along the open sides of the stand, including all necessary beams and pillar supports

### Fascia panel

light grey, 200 x 30 cm, face-mounted along each open side of the stand, including black lettering in typeface Futura Bold (up to a maximum of 30 letters)

### 1 electrical distribution box

for connections of up to 3 kW with 2 available sockets, 230 V

### 4 spotlights

50 W each

### Cabin

100 x 100 cm, with lockable door

### 1 table

diameter 70 cm or 70 x 70 cm square, with white worktop and chrome-plated underframe

### 3 chairs

with chrome-plated frame and black upholstery

### 1 coat rack

fitted inside the cabin

### 1 wastepaper basket



Typical stand configuration with additional fittings



Basic fittings

You'll find additional fittings for type A stands on pages 40 – 43.

# Type B modular stand

Modular stand, recommended for stand sizes of up to 100 m<sup>2</sup>. Rental price for basic fittings, including assembly and dismantling: € 92 per m<sup>2</sup> and event.

## Basic fittings

### Carpeting

Disposable off-the-roll cord carpeting, available in 6 colors



### Perimeter partition walls

to adjacent stands and/or hall walls, constructed of Octanorm elements, silver, with light grey infill panels, 250 cm high

### Ceiling

Octanorm modular sections (approx. 100 x 100 cm), silver, mounted on top of the OC system around the perimeter of the stand. Height of upper edge of ceiling above floor level: 300 cm.

### Fascia panel

trapeziform, one per open stand side, 200 x 50 cm, light grey, including black lettering in typeface Futura Bold (up to a maximum of 30 letters)

### 1 electrical distribution box

for connections of up to 3 kW with 2 available sockets, 230 V

### 1 spotlight

50 W each, one per 3 m<sup>2</sup> of floor space

### 1 wastepaper basket

## Basic fittings, depending on stand size

| Stand area (m <sup>2</sup> )   | 20/49                | 50/79                | 80/100                |
|--|----------------------|----------------------|-----------------------|
| Size of cabin/No. of wall elements required: (all cabins include 1 door element, lockable) | 4 m <sup>2</sup> / 3 | 8 m <sup>2</sup> / 5 | 10 m <sup>2</sup> / 6 |
| Table(s), dia. 70 cm or 70 x 70 cm   | 1                    | 2                    | 3                     |
| Chairs   | 4                    | 8                    | 12                    |
| Coat rack(s)   | 1                    | 2                    | 2                     |



Typical stand configuration with additional fittings



Basic fittings

You'll find additional fittings for type B stands on pages 40 – 43.

## Additional fittings for type A and B stands

### Wall and cabin fittings

|      |   |          |
|------|---|----------|
| 1.1  | Wall element (as for basic fittings package)<br>1 m element   | € 30.80  |
| 1.2  | 1/2 m element   | € 30.80  |
| 1.3  | 1/4 m element   | € 30.80  |
| 1.4  | Infill panel, colored one side<br>(RAL colors, hdc material), per linear meter<br>– surcharge –             | € 30.80  |
| 1.5  | Wall element, 50 cm high<br>(to increase wall height to 300 cm)   | € 25.40  |
| 1.6  | Infill panel, colored one side,<br>50 cm high, (RAL colors, hdc material)<br>per linear meter – surcharge – | € 10.30  |
| 1.7  | Glass wall element, tinted  | € 93.70  |
| 1.8  | Louvered blind, suitable for item 1.7   | € 39.80  |
| 1.9  | Door element, light grey, lockable  | € 107.10 |
| 1.10 | Door element, colored on one side, lockable<br>(RAL colors) – surcharge –                                   | € 130.00 |
| 1.11 | Door curtain, grey  | € 64.90  |
| 1.12 | Reinforced infill panel (16 mm)   | € 77.00  |



1.1

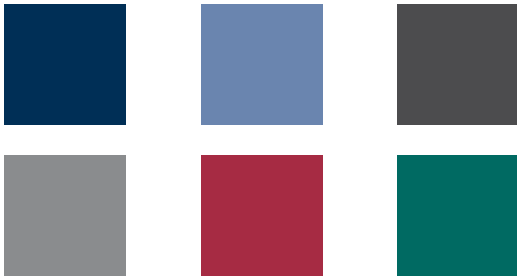


1.1 und 1.4



1.7 und 1.8

### Floor coverings/floor construction

|     |   |                            |
|-----|---|----------------------------|
| 2.1 | Velour carpeting (surcharge to cord<br>carpeting price) in 6 standard colors                                      | € 4.10 per m <sup>2</sup>  |
|     |                                |                            |
| 2.2 | Laminate, wood-grain finish (surcharge<br>to cord carpeting price) (only in<br>conjunction with items 2.3 or 2.4) | € 28.20 per m <sup>2</sup> |
| 2.3 | Chipboard flooring panels<br>(for use with floor coverings)   | € 25.00 per m <sup>2</sup> |
| 2.4 | False floor (plinth)<br>(for use with floor coverings)  | € 27.00 per m <sup>2</sup> |



2.2



2.2

### Ceiling and lighting

|     |  |         |
|-----|--|---------|
| 3.1 | Modular ceiling sections<br>(as for basic fittings package)<br>100 x 100 cm ( <b>Modular, type B stand</b> ) | € 29.50 |
| 3.2 | Spotlight (50 W, as for basic fittings package)  | € 41.00 |
| 3.3 | Spotlight (arm-mounted, 50 W)  | € 34.00 |
| 3.4 | HQI spotlight (70 W)   | € 61.60 |



3.2



3.3

## Lettering, graphics and display media

The following prices 4.3 – 4.9 do not include any graphics.

- |     |   |                            |
|-----|---|----------------------------|
| 4.1 | Digital print for fascia, 200 x 30 cm, from printable file ( <b>Modular, type A stand</b> )                               | € 96.15                    |
| 4.2 | Digital print for trapezoidal fascia, 200 x 50 cm, from printable file ( <b>Modular, type B stand</b> )                   | € 121.80                   |
| 4.3 | Graphics panel, approx. 100 x 100 cm mounted in front of wall panel   | € 34.00                    |
| 4.4 | Clip-on frame, approx. A1   | € 32.10                    |
| 4.5 | DigiPrints, printed banners, vinyl film decals  | Price available on request |
| 4.6 | Advertising pylon, approx. 350 cm high ( <b>Modular, type B stand</b> )   | € 182.10                   |
| 4.7 | Advertising pylon, approx. 350 cm high with glass shelves ( <b>Modular, type B stand</b> )                                | € 297.50                   |
| 4.8 | Advertising pylon, approx. 350 cm high with slide viewer (without graphics) ( <b>Modular, type B stand</b> )              | € 341.60                   |
| 4.9 | Advertising pylon, approx. 350 cm high integrated display cabinet, lockable, illuminated ( <b>Modular, type B stand</b> ) | € 502.70                   |



4-3



4-4



4.6



4-7



4.8



4-9

## Stand furnishings

- |     |   |          |
|-----|---|----------|
| 5.1 | Table (as for basic fittings package, white) diameter 70 cm, approx. 70 cm high | € 37.10  |
| 5.2 | Table (as for basic fittings package, white) 70 x 70 cm, approx. 70 cm high     | € 37.10  |
| 5.3 | Table, white, 110 x 70 cm, approx. 70 cm high                                   | € 52.70  |
| 5.4 | Tall table, white, diameter 70 cm, approx. 110 cm high                          | € 53.90  |
| 5.5 | Chair (as for basic fittings package, black)                                    | € 27.70  |
| 5.6 | High chair/Bar stool (chrome/black)   | € 42.00  |
| 5.7 | Bar counter, grey/white, lockable 1 m element, approx. 100 x 50 x 108 (85) cm   | € 211.70 |



5.1



5-3



5.4



5-5



5.6



5-7

## Stand furnishings, cont.

- |      |  |          |
|------|--|----------|
| 5.8  | Information counter, grey, lockable<br>approx. 103 x 50 x 100 cm                   | € 170.60 |
| 5.9  | Sideboard, grey, lockable<br>80 cm high and 42 cm deep                             | € 75.20  |
| 5.10 | Literature display rack, wall-mounted<br>with 4 trays (A4 size),<br>ca. 98 x 30 cm | € 34.70  |
| 5.11 | Literature display rack, free-standing<br>with 3 trays (A4 size), 120–160 cm high  | € 54.60  |



5.8



5.9



5.10



5.11

## Kitchen fittings and furniture

**Water connections as well as electrical connections with a power rating of more than 3 kW need to be ordered separately.**

- |     |  |          |
|-----|--|----------|
| 6.1 | Kitchenette with refrigerator, sink,<br>twin hotplates and dish draining rack,<br>power connection approx. 7 kW,<br>size approx. 90 x 60 x 90 cm | € 301.40 |
| 6.2 | Refrigerator, approx. 60 x 60 x 85 cm<br>with freezer compartment  | € 94.90  |
| 6.3 | Sink cupboard unit with built-in water<br>heater, power connection approx. 2.5 kW,<br>size approx. 90 x 60 x 85 cm                               | € 125.70 |
| 6.4 | Electric coffeemaker (8-cup)   | € 22.50  |
| 6.5 | Steel shelf unit, free-standing,<br>approx. 100 x 30 x 200 cm  | € 89.80  |



6.1



6.3



6.4



6.5

## Display cabinets, plinths, shelving

- |      |   |          |
|------|---|----------|
| 7.1  | Tabletop display cabinet, grey,<br>lockable, approx. 95 x 50 x 100 cm                           | € 170.60 |
| 7.2  | Free-standing display cabinet, grey,<br>lockable, illuminated,<br>size approx. 70 x 70 x 200 cm | € 301.40 |
| 7.3  | approx. 50 x 100 x 200 cm   | € 363.00 |
| 7.4  | Plinth (w x d x h), grey<br>approx. 50 x 50 x 50 cm   | € 39.80  |
| 7.5  | approx. 50 x 50 x 80 cm   | € 39.80  |
| 7.6  | approx. 50 x 50 x 100 cm  | € 51.30  |
| 7.7  | approx. 100 x 100 x 50 cm   | € 52.70  |
| 7.8  | approx. 100 x 100 x 80 cm   | € 52.70  |
| 7.9  | approx. 100 x 100 x 100 cm  | € 56.50  |
| 7.10 | Shelf, white, with wall brackets for<br>level mounting, approx. 100 x 30 cm                     | € 28.20  |
| 7.11 | Shelf, white, with wall brackets for<br>inclined mounting, approx. 100 x 30 cm                  | € 28.20  |



7.1



7.2 und 7.3



7.6



1.1 und 7.10

## Electrical installations

- 8.1 "Schuko" power socket, 230 V, incl. fitting/cabling € 20.50
- 8.2 "Schuko" power strip with three sockets, 230 V, incl. fitting/cabling € 25.00



8.1



8.2



## Miscellaneous

- 9.1 Waste-paper basket € 5.20
- 9.2 Refuse bin € 18.00
- 9.3 Coat rack, fitted to wall element € 32.10
- 9.4 Table ashtray € 3.30
- 9.5 Hourly labor charge for additional work € 46.10



9.1



9.2



1.1 und 9.3



9.4

# Type D modular stand

Modular stand, recommended for stand sizes of 20 m<sup>2</sup> and above. Rental price for basic fittings, including assembly and dismantling: € 115 per m<sup>2</sup> and event.

## Basic fittings

### Carpeting

Disposable off-the-roll cord carpeting, available in 6 colors



### Perimeter partition walls

to adjacent stands and/or hall walls, constructed of 40 mm thick wall elements, light grey, 250 cm high

### 2 ceiling frame sections

of varying lengths (for connecting the advertising tower)

### 1 electrical distribution box

for connections of up to 3 kW with 2 available sockets, 230 V

### 1 spotlight

50 W each, one per 3 m<sup>2</sup> of floor space

### 1 wastepaper basket

## Basic fittings, depending on stand size

| Stand area (m <sup>2</sup> ):   | 20/49                | 50/79                | 80/100                |
|---|----------------------|----------------------|-----------------------|
| Size of cabin/No. of wall elements required (all cabins include 1 door element, lockable)   | 4 m <sup>2</sup> / 3 | 8 m <sup>2</sup> / 5 | 10 m <sup>2</sup> / 6 |
| Advertising tower, 50x50x350 cm, includes rotating element, cube (50 x 50 cm), back-lit, incl. lettering on tower panel standard typeface Futura Bold (max. 40 letters per tower) | 1                    | 2                    | 2                     |
| Table(s), dia. 70 cm or 70 x 70 cm  | 1                    | 2                    | 3                     |
| Chairs  | 4                    | 8                    | 12                    |
| Coat rack(s)  | 1                    | 2                    | 2                     |

You'll find additional fittings for type D stands on pages 45 – 48.



Typical stand configuration with additional fittings



Basic fittings

## Additional fittings for type D stand

### Wall and cabin fittings

|      |   |          |
|------|---|----------|
| 1.1  | Wall element (as for basic fittings package)<br>1 m element                                   | € 37.80  |
| 1.2  | 1/2 m element   | € 34.65  |
| 1.3  | Wall panel,<br>colored one side, (RAL colors),<br>per linear meter – surcharge –              | € 55.80  |
| 1.4  | Wall element, 100 cm high<br>(to increase wall height to 350 cm)<br>per linear meter          | € 23.80  |
| 1.5  | Wall panel, colored one side, (RAL colors),<br>100 cm high, per linear meter<br>– surcharge – | € 30.15  |
| 1.6  | Glass wall element, tinted  | € 199.90 |
| 1.7  | Louvered blind, suitable for item 1.8   | € 35.90  |
| 1.8  | Door element, lockable  | € 123.00 |
| 1.9  | Door element, colored on one side<br>(RAL colors), – Surcharge –                              | € 171.45 |
| 1.10 | Door curtain  | € 61.50  |



1.1



1.3



1.6



1.7

## Floor coverings/floor construction

- 2.1 Velour carpeting in 6 standard colors (surcharge to cord carpeting price) € 4.10 per m<sup>2</sup>



- 2.2 Laminate, wood-grain finish (only in conjunction with items 2.3 or 2.4) (surcharge based on cord carpeting) € 28.20 per m<sup>2</sup>



2.2



2.2

- 2.3 Chipboard flooring panels (for use with floor coverings) € 25.00 per m<sup>2</sup>

- 2.4 False floor (plinth) (for use with floor coverings) € 26.95 per m<sup>2</sup>

## Ceiling and lighting

- 3.1 Ceiling frame section (as for basic fittings package) per linear meter € 21.20

- 3.2 Twin spotlight, (50 W, as for basic fittings package) € 49.40

- 3.3 Spotlight (arm-mounted, 150 W) € 53.20



3.2



3.3

## Lettering, graphics and display media

The following prices do not include graphics

- 4.1 Graphics panel, approx. 100 x 100 cm € 33.30

- 4.2 Clip-on frame, approx. 85 x 85 cm € 41.00

- 4.3 DigiPrints, printed banners, vinyl film decals Price available on request

- 4.4 Advertising tower with rotating element (as for basic fittings package) 50 x 50 x 350 cm € 202.40

- 4.5 Advertising tower, light grey, 50 x 100 x 350 cm € 239.65



4.1



4.2



4.5

## Stand furnishings

|      |  |          |
|------|--|----------|
| 5.1  | Table (chrome/white, as for basic fittings package) diameter 70 cm | € 48.70  |
| 5.2  | Table (chrome/white, as for basic fittings package) 70 x 70 cm     | € 41.00  |
| 5.3  | Table, rectangular   | € 43.55  |
| 5.4  | Tall table, chrome/white, diameter 60 cm                           | € 57.70  |
| 5.5  | PC counter, lockable   | € 205.00 |
| 5.6  | Chair (aluminum/white, as for basic fittings package)              | € 33.30  |
| 5.7  | High chair/Bar stool, aluminum/white                               | € 42.95  |
| 5.8  | Bar counter, 1 m element, lockable                                 | € 225.50 |
| 5.9  | Information counter, 1 m element, lockable                         | € 202.45 |
| 5.10 | Sideboard, lockable  | € 71.75  |
| 5.11 | Literature display rack, with 3 x A4 sections, wall-mounted        | € 37.20  |
| 5.12 | Literature display rack, with 5 x A4 sections, free-standing       | € 53.80  |



5.1



5.4



5.5



5.7



5.8



5.9



5.11



5.12

## Kitchen fittings and furniture

**Water connections as well as electrical connections with a power rating of more than 3 kW need to be ordered separately.**

|     |  |          |
|-----|--|----------|
| 6.1 | Kitchenette with refrigerator, sink, twin hotplates and dish draining rack, power connection approx. 4.5 kW, size approx. 90 x 60 x 90 cm) | € 301.15 |
| 6.2 | Refrigerator, approx. 60 x 60 x 85 cm with freezer compartment   | € 94.80  |
| 6.3 | Sink cupboard unit with built-in water heater, power connection approx. 2.2 kW, size approx. 90 x 60 x 85 cm                               | € 125.55 |
| 6.4 | Electric coffee maker (8-cup)  | € 22.45  |
| 6.5 | Shelf unit, free-standing, approx. 100 x 30 x 200 cm   | € 87.10  |
| 6.6 | Worktop, 60 cm deep, with shelving unit underneath, per linear meter   | € 46.10  |



6.1



6.3



6.4



6.5

## Display cabinets, plinths, shelving

|      |  |          |
|------|--|----------|
| 7.1  | Tabletop display cabinet, lockable<br>99 x 53 x 91 cm                                      | € 173.00 |
| 7.2  | Free-standing display cabinet, grey,<br>lockable, illuminated,<br>approx. 50 x 50 x 200 cm | € 210.10 |
| 7.3  | approx. 50 x 100 x 200 cm  | € 263.95 |
| 7.4  | Plinth (w x d x h)<br>approx. 50 x 50 x 50 cm  | € 39.80  |
| 7.5  | approx. 50 x 50 x 75 cm  | € 39.80  |
| 7.6  | approx. 50 x 50 x 100 cm   | € 51.25  |
| 7.7  | approx. 100 x 100 x 50 cm  | € 52.60  |
| 7.8  | approx. 100 x 100 x 75 cm  | € 52.60  |
| 7.9  | approx. 100 x 100 x 100 cm   | € 56.40  |
| 7.10 | Shelf, with wall brackets for<br>level mounting,<br>100 x 30 cm                            | € 34.65  |
| 7.11 | Shelf, with wall brackets for<br>inclined mounting,<br>100 x 30 cm                         | € 46.10  |



7.1



7.2



7.6



7.10

## Electrical installations

|     |   |         |
|-----|---|---------|
| 8.1 | Safety socket 230 V<br>incl. fitting/cabling        | € 20.50 |
| 8.2 | 3-gang safety socket 230 V<br>incl. fitting/cabling | € 25.00 |



8.1



8.2



## Miscellaneous

|     |   |         |
|-----|---|---------|
| 9.1 | Waste-paper basket                      | € 5.15  |
| 9.2 | Refuse bin                              | € 17.90 |
| 9.3 | Coat rack, fitted to wall element       | € 32.10 |
| 9.4 | Table ashtray                           | € 3.30  |
| 9.5 | Hourly labor charge for additional work | € 46.10 |



9.1



9.2



9.3



9.4

# Line-type modular stands

Modular stand, recommended for stand sizes of 30 m<sup>2</sup> and above. Rental price for basic fittings, including assembly and dismantling: € 135 per m<sup>2</sup> and event.

## Basic fittings

### Carpeting

Disposable off-the-roll cord carpeting, available in 6 colors



### Wall elements

to adjacent stands and/or hall walls, light grey (Leitner system), grid module 200 cm wide, overall height of element: 300 cm

### Ceiling framing profiles

forming a 200 x 200 cm grid, including all necessary bracings and pillar supports

### Graphics panel

200 x 300 cm frame assembly with glass infill panel, 8 mm thick, incl. lettering in standard typeface Futura Bold (up to a maximum of 20 letters) 2 x frame assemblies (300 x 100 cm or 300 x 200 cm, depending on module/size) with textile infill panel, white, excluding graphics

### Lighting

one spotlight (100 W) per 3 m<sup>2</sup> of stand area

### 1 electrical distribution box

for connections of up to 3 kW with 2 available sockets, 230 V

### Basic fittings, depending on stand size

| Stand area (m <sup>2</sup> ):                  | 30/59            | 60/89            | 90/150            |
|--|------------------|------------------|-------------------|
| Size of cabin (incl. 1 door element, lockable) | 4 m <sup>2</sup> | 8 m <sup>2</sup> | 10 m <sup>2</sup> |
| Coat rack(s)                                   | 1                | 2                | 2                 |



Typical stand configuration with additional fittings



Basic fittings

We'll be happy to provide you with further information about additional fittings and furniture for line-type stands.

# Double-type modular stands

Platform staging, with stairs, for the construction of two-storey stands in four fixed sizes and configurations, including certified structural calculations.

## Basic fittings

### Steel staging

with exposed steel framing and flooring panels at first-floor level

### Balustrade

on all sides at first-floor level

### Staircase

two flights with intermediate landing

### Lighting

suspended ceiling with one 50 W spotlight/downlight per 1 m<sup>2</sup> of enclosed ground-floor area

### 1 electrical distribution box

for connections of up to 10 kW with 2 available sockets, 230 V. The connection to the exhibition power grid must be rented separately.

### Rental price for basic fittings per event, including assembly and dismantling.

Platform staging is considered to be basic fittings, plus € 400 fee for approval of structural assembly and rental for additional usable floor space on upper story.]



Typical stand configuration with additional fittings

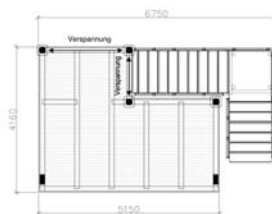


Basic fittings

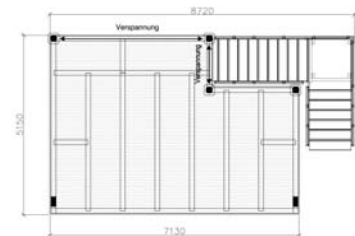
Overall height



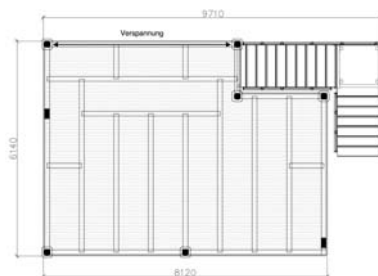
17 m<sup>2</sup> usable area on upper floor  
€ 9,163



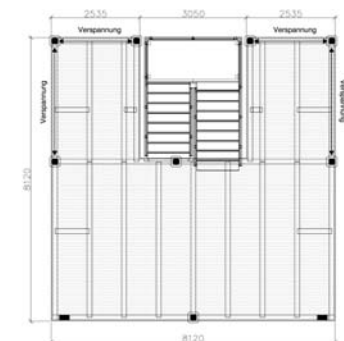
31 m<sup>2</sup> usable area on upper floor  
€ 13,392



45 m<sup>2</sup> usable area on upper floor  
€ 16,650



54 m<sup>2</sup> usable area on upper floor  
€ 18,630



We'll be happy to provide you with further information about additional fittings and furniture for double-type stands.

# Truss-type modular stands

Available as a modular stand element or as an extension or module for any type of stand construction.

## Prices per event for Truss modular stand (basic fittings)

| Enclosed area:            | Price:                     |
|---------------------------|----------------------------|
| 12 to 30 m <sup>2</sup>   | € 67.00 per m <sup>2</sup> |
| 31 to 60 m <sup>2</sup>   | € 49.00 per m <sup>2</sup> |
| 61 to 100 m <sup>2</sup>  | € 40.00 per m <sup>2</sup> |
| 101 to 150 m <sup>2</sup> | € 35.00 per m <sup>2</sup> |
| over 150 m <sup>2</sup>   | Price available on request |

## Basic fittings

### Truss system

Supported on 4 corner columns, including all necessary bracings, overall height approx. 350 cm. Available as modular stand element or extension for any type of stand construction.

### Lighting

1 spotlight (150 W) per 5 m<sup>2</sup> of stand area

### 1 electrical distribution box

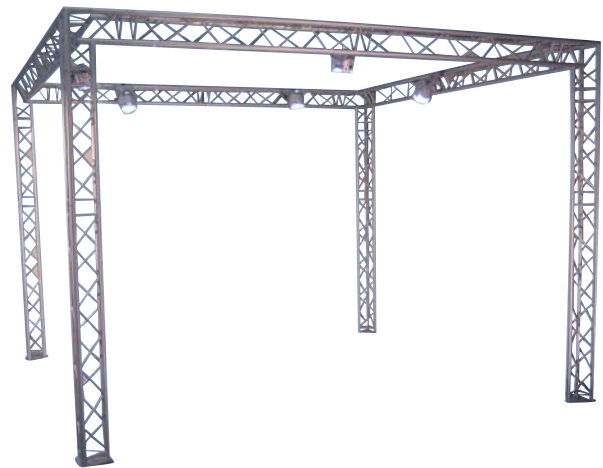
for connections of up to 3 kW with 2 available sockets, 230 V

We'll be happy to provide you with further information about additional fittings and furniture for truss-type stands.

For outdoor use, you can order a truss system (without any installations or additional fittings). Prices are available on request.



Typical stand configuration with additional fittings



Basic fittings



Fittings for your  
tradeshow stand

# Floor coverings

## Contact:

Frank Zwingmann  
 Tel. +49 511 89-32227  
 frank.zwingmann@messe.de

Attractive, yet rugged and stain-resistant; reasonably priced. Those are the essential features your stand floor covering needs to have. If you are organizing your own stand construction, you can order your floor covering the quick and easy way through Deutsche Messe. Save on expensive shipping

charges and pick out the right floor covering for your stand directly in OBS. Our carpeting comes in 200 cm-wide rolls, with three different quality categories and eight colors to choose from, making it easy to find the ideal floor covering for your stand!

The selection of carpeting for exhibitors with a type A, B or D modular stand or a line-type, double-type or truss type modular stand is linked to the specific additional fittings for the relevant stand type.

### Needle felt carpeting

€ 8.14 per m<sup>2</sup>



Color no.: NF50  
 Description: light grey



Color no.: NF51  
 Description: grey



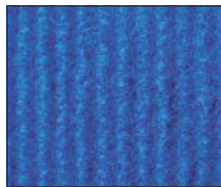
Color no.: NF52  
 Description: anthracite



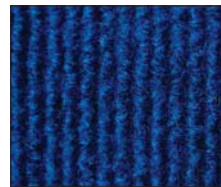
Color no.: NF53  
 Description: beige



Color no.: NF54  
 Description: red



Color no.: NF55  
 Description: blue



Color no.: NF56  
 Description: dark blue



Color no.: NF57  
 Description: green

### Ribbed carpeting

€ 8.65 per m<sup>2</sup>



Color no.: RP50  
 Description: light grey



Color no.: RP51  
 Description: grey



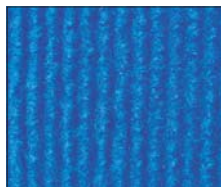
Color no.: RP52  
 Description: anthracite



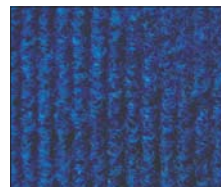
Color no.: RP53  
 Description: beige



Color no.: RP54  
 Description: red



Color no.: RP55  
 Description: blue



Color no.: RP56  
 Description: dark blue



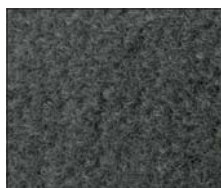
Color no.: RP57  
 Description: green

### Velour carpeting

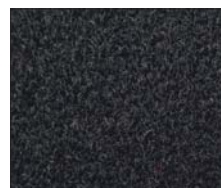
€ 11.00 per m<sup>2</sup>



Color no.: VL50  
 Description: light grey



Color no.: VL51  
 Description: grey



Color no.: VL52  
 Description: anthracite



Color no.: VL53  
 Description: beige



Color no.: VL54  
 Description: red



Color no.: VL55  
 Description: blue



Color no.: VL56  
 Description: dark blue



Color no.: VL57  
 Description: green

# Rental furniture and kitchen equipment

## Contact:

Frank Zwingmann  
Tel. +49 511 89-32227  
frank.zwingmann@messe.de

Whether you're interested in designer furniture or technical appliances – we have a huge selection of furniture and equipment to choose from. Customize your own stand interior by adding tables, chairs, armchairs, sofas, kitchen equipment and whatever else you like. You can also rent electrical appliances

like espresso machines or fridges. Please bear in mind that the actual objects may deviate slightly from these illustrations.

For exhibitors with type A, B, D, line, double or truss modular systems, we recommend ordering the fittings specifically designed for your stand type.

Information on further fittings and appliances is available on request.

## Color codes for rental furniture

|         |              |                       |             |
|---------|--------------|-----------------------|-------------|
| 1 black | 4 blue       | 7 dark grey           | lockable    |
| 2 white | 5 red        | 8 yellow              | illuminated |
| 3 grey  | 6 wood decor | 9 additional color(s) |             |

## Seating



Art. no.: S50  1  4  7      
Upholstered chair ISO € 27.19



Art. no.: S51  1  4  7      
Upholstered chair Dublin € 30.59



Art. no.: S52  1  3  4  5      
Upholstered chair Bono € 17.72



Art. no.: S53  1         
Upholstered chair Bono € 26.57



Art. no.: S54  1  4        
Upholstered chair Kelly € 37.08



Art. no.: S55  4         
Upholstered chair Alfa € 48.41



Art. no.: S56  2  3        
Leather chair Arlo € 17.72



Art. no.: S57  1  2         
Leather chair Milano € 26.57



Art. no.: S58  1         
Chair Tokyo € 34.61



Art. no.: S59  1         
Chair Tokyo € 34.61



Art. no.: S60  3         
Plastic chair Europa € 16.69



Art. no.: S61  
Chair Breeze € 26.57



Art. no.: S62  
Chair Beo € 19.57



Art. no.: S63  
Chair Nuremberg € 16.69



Art. no.: S64  
Chair Dr. No € 29.87



Art. no.: S65  
Chair Visavis € 73.13



Art. no.: S66  
Chair Sam € 4.94



Art. no.: S67  
Chair Pico € 29.87



Art. no.: S68  
Chair Pico, with armrests € 37.70



Art. no.: S69  
Chair Fly € 31.93



Art. no.: S70  
Chair Baba € 36.05



Art. no.: S71  
Cantilever chair, wood € 27.09



Art. no.: S72  
Chair Rio € 25.75



Art. no.: S73  
Chair Barcino € 26.37



Art. no.: S74  
Easy chair Manta € 52.53



Art. no.: S75  
Easy chair Havana € 55.62



Art. no.: S76  
Easy chair Alki € 58.92



Art. no.: S77  
Leather couch  
W/D/H: 134/80/85 cm € 254.41



Art. no.: S78  
Leather easy chair  
W/D/H: 76/80/85 cm € 188.08

## Tables



Art. no.: T50  
Table (round) Ron  
Ø ca. 75 cm, height 72 cm € 38.73



Art. no.: T51  
Table (round) Black Jack  
Ø 60 cm, height 72 cm € 40.17



Art. no.: T52  
Table (round) Blackwood  
Ø 60 cm, height 72 cm € 54.49



Art. no.: T53  
Table (round) Siena  
Ø 70 cm, height 74 cm € 52.02



Art. no.: T54  
Table (round) Palma  
Ø ca. 65 cm, height 72 cm € 37.70



Art. no.: T55  
Table (round) Ron  
Ø 120 cm, height 72 cm € 57.47



Art. no.: T56  
Table (rectangular) Standard  
W/D/H: 120/ca. 65/72 cm € 38.11



Art. no.: T57  
Table (rectangular) Paris  
W/D/H: 120/70/72 cm € 61.29



Art. no.: T58  
Table (square) Standard  
W/D/H: ca. 75/75/72 cm € 33.06



Art. no.: T59  
Table (square) Nizza  
W/D/H: 70/70/72 cm € 43.78



Art. no.: T60  
Table (rectangular) Standard  
W/D/H: 160/ca. 75/72 cm € 49.96



Art. no.: T61  
Table (square) Lille-Lyon  
W/D/H: ca. 65/65/35 cm € 30.18



Art. no.: T62  
Table (rectangular) Toulouse  
W/D/H: 120/70/40 cm € 36.87



Art. no.: T63  
Glass table  
W/D/H: 115/75/44 cm € 115.05



Art. no.: T64  
Glass table  
Ø 51 cm, height-adjustable  
(50–90 cm) € 66.95

## Office furniture



Art. no.: B50  
Sideboard  
W/D/H: 120/43/72 cm € 59.47



Art. no.: B51  
Sideboard  
W/D/H: 80/40/72 cm € 52.05



Art. no.: B52  
Sideboard counter  
W/D/H: 100/50/90 cm € 91.57





Art. no.: H53  
Bar stool with backrest € 27.19



Art. no.: H54  
Bar stool Rodney € 35.74



Art. no.: H55  
Bar stool Arlo € 35.12



Art. no.: H56  
Bar stool Breeze € 40.79



Art. no.: H57  
Bar stool Hoop € 38.63



Art. no.: H58  
Bar stool with full backrest Pico € 37.70



Art. no.: H59  
Bar stool Lyra € 61.29



Art. no.: H60  
Bar stool Baba € 43.26



Art. no.: H61  
Bar stool Lem € 77.25



Art. no.: H62  
Bar stool Bombo € 72.51



Art. no.: H63  
High swivel chair, upholstered € 66.44



Art. no.: H64  
High table Black Jack  
Ø 60 cm, height 110 cm € 48.93



Art. no.: H65  
High table Blackwood  
Ø 60 cm, height 110 cm € 65.61



Art. no.: H66  
High table Florence  
Ø 70 cm, height 110 cm € 84.67



Art. no.: H67  
High table Florence  
Ø 70 cm, height 110 cm € 57.30



Art. no.: H68  
High table Rialto  
Ø 55 cm, height 67-90 cm € 84.98



Art. no.: H69  
High table Palma  
Ø 60 cm, height 110 cm € 49.03



Art. no.: H70  
High table Palma with middle shelf  
Ø 60 cm, height 114 cm € 49.85



Art. no.: H71  
High table Palma with middle shelf  
Ø 80 cm, height 114 cm € 54.49



Art. no.: H72  
High table Frankfurt  
Ø 80 cm, height 110 cm € 54.49







Art. no.: V89 9        
 Umbrella stand € 17.72



Art. no.: V90 1        
 Standing ashtray € 16.38



Art. no.: V91 9        
 Handbag rack, swiveling  
 Height 140–170 cm € 40.17



Art. no.: V92 9        
 Info stand, DIN A4 size  
 W/H: 30/89 cm € 24.72

## Kitchen items



Art. no.: K50 2        
 Kitchenette unit, 3 kW  
 W/D/H: ca. 100/60/95 cm € 226.81



Art. no.: K51 1        
 “Kitcase” compact kitchen, 6 kW  
 W/D/H: 104/80/172 cm € 413.65



Art. no.: K52 2        
 Kitchen sink with cupboard, 2.2 kW  
 W/D/H: ca. 100/60/95 cm € 91.16



Art. no.: K53 2        
 Kitchen sideboard  
 W/D/H: 100/50/85 cm € 47.07



Art. no.: K54 2        
 Refrigerator, 140 l  
 W/D/H: ca. 55/60/85 cm € 75.50



Art. no.: K55 2        
 Refrigerator for bottles  
 W/D/H: ca. 60/60/140 cm € 139.36



Art. no.: K56 2        
 Refrigerator with freezer compartment  
 W/D/H: ca. 56/60/165 cm € 131.12



Art. no.: K57 9        
 High-speed dishwasher (approx. 7 min. cycle)  
 Connected wattage: 6.3 kW  
 W/D/H: 60/60/86 cm € 524.06



Art. no.: K58 2        
 Dishwasher (approx. 35 min. cycle)  
 Connected wattage: 2.5 kW  
 W/D/H: 60/60/86 cm € 235.05



Art. no.: K59 2        
 Coffee maker (for 8 cups)  
 Connected wattage: 1 kW  
 W/D/H: 15/28/30 cm € 24.10



Art. no.: K60 2        
 Coffee maker, double (for 2 x 8 cups)  
 Connected wattage: 1.5 kW  
 W/D/H: 33/28/30 cm € 47.07



Art. no.: K61 1        
 Coffee maker, for coffee pads  
 Connected wattage: 1.5 kW  
 W/D/H: 25/33/30 cm € 70.04



Art. no.: K62 1        
 Espresso maker, approx. 20 cups/hour  
 Connected wattage: 1.5 kW  
 W/D/H: 28/34/40 cm € 365.07



Art. no.: K63 1        
 Espresso maker, approx. 60 cups/hour  
 Connected wattage: 2 kW  
 W/D/H: 41/39/47 cm € 497.70



Art. no.: K64 9        
 Ice cube maker, 50 kg capacity  
 Connected wattage: 0.6 kW  
 W/D/H: 40/42/70 cm € 428.69



# EXCITING DAYS AT THE EXHIBITION COMFORTABLE NIGHTS

If only everything could be so easy: the online booking and reservation system and all information concerning Hannover city and region. Now at [www.hannover.de/hotels](http://www.hannover.de/hotels)

- all hotels at best prices
- available rooms at one glance
- multi-language user interface (currently 17 languages)
- private rooms and accommodation
- flight- and traintickets, car rental services
- tourist information
- additional information on events, catering and Hanover night life



Hannover Marketing & Tourismus GmbH  
Phone +49 511 / 12 34 5-555  
Fax +49 511 / 12 34 5-556  
E-Mail: [hotels@hannover-tourismus.de](mailto:hotels@hannover-tourismus.de)

**HANNOVER**  
Marketing & Tourismus

official partner



Deutsche Messe  
Hannover · Germany



Technical services  
for your tradeshow  
stand

Power



# Electric power supply

## Contact:

Axel Gottlieb  
 Tel. +49 511 89-32686  
 axel.gottlieb@messe.de

Safe and adequate power supply is a basic requirement for any stand. We will install your power point according to your specifications, with a max. power rating of up to 300 W per square meter (m<sup>2</sup>) of stand area. You can have the main power supply point located anywhere on your stand. When ordering, please furnish a diagram of your stand and mark the desired power supply point on it.



If you prefer to supply your own power distribution boxes and/or meters, you do not need to pay any rental charges, but there will be an obligatory inspection by Deutsche Messe. Your connection fee already covers the charge for this inspection.

## Prices in €

| Power rating          | Connection charges | Consumption charges per kWh | Optional Installations       |  |        |
|-----------------------|--------------------|-----------------------------|------------------------------|--|--------|
|                       |                    |                             | Rental price for power meter | Rental price for power distribution 230 V/16 A |        |
| up to 3 kW            | 75.30              | included                    | Power meter not necessary    | irrespective of power rating:                  |        |
| up to 10 kW           | 161.70             | included                    |                              | with 2 sockets                                 | 81.91  |
| up to 20 kW           | 137.25             | 0.23                        | 159.03                       | with 4 sockets                                 | 97.26  |
| up to 40 kW           | 300.75             | 0.23                        | 174.94                       | with 6 sockets                                 | 122.85 |
| up to 68 kW           | 486.20             | 0.23                        | 185.87                       | with 8 sockets                                 | 148.44 |
| up to 80 kW           | 535.00             | 0.23                        | 529.78                       | with 10 sockets                                | 177.11 |
| up to 100 kW          | 652.25             | 0.23                        | 529.78                       |  |        |
| up to 130 kW          | 1,160.70           | 0.23                        | 529.78                       |  |        |
| ea. additional 100 kW | 367.70             | 0.23                        | 529.78                       |  |        |

## Additional services

Deutsche Messe is happy to assume any kind of installation work for you, e.g. power points for machines or other exhibited equipment, delivery and installation of lighting, sockets and other installation materials. The charges for these services consist of the materials used and the amount of time worked.

# Communications technology

## Contact:

Brigitte Ahlborn  
 Tel. +49 511 89-32619  
 brigitte.ahlborn@messe.de



Employing the latest presentation technologies requires a reliable and versatile communications infrastructure. Whether it involves a video displayed on plasma panels, interactive product presentations or graphical support for the moderator, even the very best of ideas is dependent on having state-of-the-art communications technology to back it up. The Hannover Exhibition Center has the technical infrastructure to support your most advanced communications concepts. Whether it in-

volves a telephone, fax machine or computer – we can offer the optimum connection for any kind of machine. When you order any of the following lines within the specified time limit, your number will be published in the tradeshow catalogue, the EBI electronic visitor information system and on the Internet. You will receive a number for your line connection. If you submit your order by the specified deadline, this number will be published in all the relevant tradeshow media.

## DSL Internet service

### • Asynchronous DSL connection incl. router with four RJ45 LAN ports

Internet access comes as a complete package at a fixed rate and includes the following:

- A line connection to your stand
- A DSL router with four RJ45 LAN ports
- A DSL flat rate.

#### Optional:

You can also order a flat-rate Internet telephony package for analog end devices. The number of analog ports you order are provided via the RJ45 LAN ports in your DSL router. Telephone cabling at your stand is available at a minor additional cost. You can also rent telephone handsets or fax machines.

### • Synchronous Internet leased lines

This service includes the line connection to your stand, a fixed IP address and flat-rate online time and data transfer volumes.

#### Optional:

You can order a reasonably priced VoIP telephony package incl. flatrate calling charges, VoIP port and end device.

### Rental prices for connections and services in €

| Service                          | Bandwidth                    | Price    | Optional Internet telephony                  | Additional charges |
|----------------------------------|------------------------------|----------|--|--------------------|
| Asynchronous Internet connection | 1,024 Kbit/s / 512 Kbit/s    | 495.00   | Analog port without end device: max. 1 port  | 130.00             |
|                                  | 3,072 Kbit/s / 1,024 Kbit/s  | 680.00   | Analog port without end device: max. 3 ports | 130.00 ea.         |
|                                  | 6,016 Kbit/s / 1,024 Kbit/s  | 1,150.00 | Analog port without end device: max. 6 ports | 130.00 ea.         |
|                                  | 16,000 Kbit/s / 1,024 Kbit/s | 2,050.00 | –  | –                  |
| Synchronous Internet leased line | 10 Mbit/s                    | 2,550.00 | VoIP telephony package                       | 195.00 ea.         |
|                                  | 100 Mbit/s                   | 4,950.00 | VoIP telephony package                       | 195.00 ea.         |

## Telephone lines

### • Analog lines

Your analog phone or fax line can also be used for Internet access, provided your computer is equipped with an appropriate modem. The transmission speed however is significantly slower than for the options

listed above. This type of line allows for just one session at a time: either you are phoning, faxing or using the Internet, but never two of these at once.

### • Euro-ISDN digital line

Your Euro-ISDN line supports two simultaneous connections, with a transmission speed of 64 kbps per channel. An ISDN card must be installed in your

computer before you can use this line for Internet access.

### Rental prices for connections and services in €

| Service                                   | Analog | Euro-ISDN                   |
|---|--------|-----------------------------|
| Installation fee                          | 195.00 | 240.00                      |
| Telephone rental (wired handset)          | 52.00  | 86.00                       |
| Telephone rental (cordless handset)       | 67.00  | not available               |
| Fax machine rental (inkjet type)          | 265.00 | 380.00 incl. A/B transducer |
| Itemized list of calling charges per line | 16.00  | 16.00                       |

## Lines between two stands

If you have several stands during the show, you can easily connect these with a dedicated line.

### Services and prices in €

|                     |          |
|---------------------|----------|
| 2-wire lines        | 335.00   |
| 4-wire lines        | 600.00   |
| DARK FIBRE          | 3,150.00 |
| LAN hookup 10 mbps  | 2,800.00 |
| LAN hookup 100 mbps | 2,900.00 |

## Antenna connections

### Contact:

Brigitte Ahlborn  
Tel. +49 511 89-32619  
brigitte.ahlborn@messe.de

To receive radio and television stations you need to be connected to the broadband cable network.

Please contact us for an individual quotation if you are interested in getting satellite or DVB-T reception.



### Price in €

|  |        |
|--|--------|
| Master antenna connection to broadband cable network | 410.00 |
|--|--------|

## IT hardware and audiovisual services

### Contact:

Axel Gottlieb  
Tel. +49 511 89-32686  
axel.gottlieb@messe.de

No matter what kind of tradeshow appearance you're planning, you're sure to need professional IT and audiovisual equipment, including video, lighting and communications technology. Feel free to consult our professional partners, who are happy to offer you their advice and support on anything from PC needs to system solutions tailored to meet your exact requirements. The scope of services ranges from individual computers, DVDs and projector technology all the way to complete networks or technical show sequences with elaborate lighting and sound.



### Contact:

Fleischhauer TV Communications GmbH  
Tel. +49 511 6168070  
Fax +49 511 61680766  
tvc@h.fleischhauer.de  
www.fleischhauer.de

Gahrens & Battermann GmbH  
Tel. +49 511 4199970  
Fax +49 511 41999741  
hannover@gb-rental.com  
www.gb-mediensysteme.de

## Ceiling suspensions

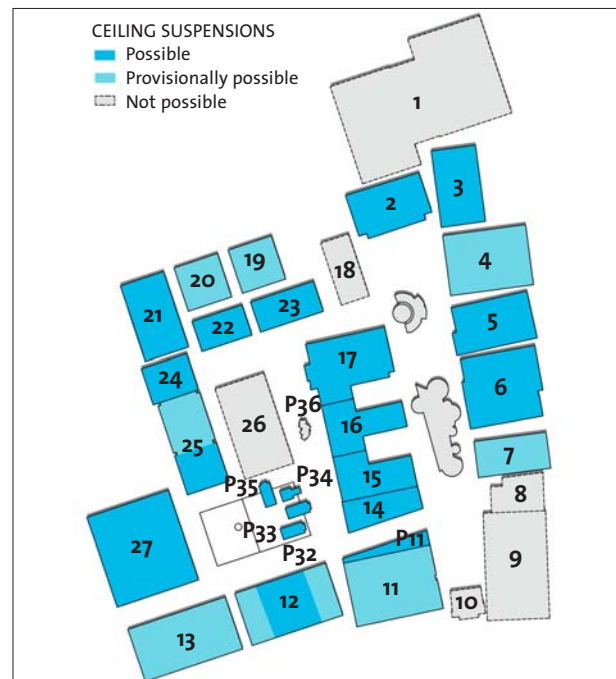
### Contact:

Andreas Kern  
Tel. +49 511 89-32225  
andreas.kern@messe.de

Contemporary stand design uses conspicuous elements to draw the attention of potential visitors from a distance. Support this trend and plan elements into your stand design that will make your company impossible to miss!

A great number of our halls allow for the suspension of crossbar support systems that can serve as a basis for mounting attention-grabbing lighting or advertising banners above your stand. Please refer to the map on the right to see which halls have provision for such rigging. Our service provider will be happy to advise you on the details, such as the maximum permissible weight and prices:

Keil-Mahler GmbH  
Tel. +49 511 2288070  
Fax +49 511 2288074  
info@keil-mahler.de  
www.keil-mahler.de

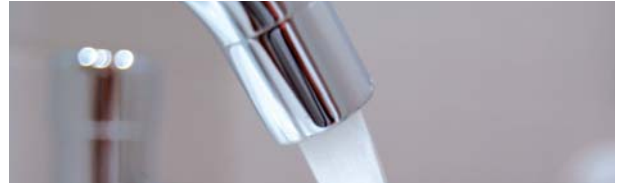


## Water supply

### Contact:

Karl-Heinz Andrecht  
Tel. +49 511 89-32229  
karl-heinz.andrecht@messe.de

Having hot and cold running water at your stand makes things more convenient for your staff and, above all, your customers. It allows you to make hot beverages, hook up a dishwasher, icemaker or espresso machine or simply wash dishes by hand.



If you prefer to supply your own water pipes and/or meters, you will not need to pay any rental charges, but will be charged for an obligatory inspection and approval procedure by Deutsche Messe.

### Prices in €

| Water intake and drain pipes | Connection charges <sup>1</sup> | Optional Installations         |                                    | Flat consumption charge   |
|------------------------------|---------------------------------|--------------------------------|------------------------------------|---|
|                              |                                 | Connection of additional items | Running meter of pipe <sup>3</sup> |   |
| 1/2" – DN 50                 | 263.30                          | 47.55                          | 37.40 ea.                          | The amount of the flat charge depends on the length of the event <sup>2</sup> |

<sup>1</sup> Incl. hook-up of a sink

<sup>2</sup> As an alternative, you can have a water meter installed and then pay € 3.95 per m<sup>3</sup> of water.

<sup>3</sup> Intake size 1/2 inch, drain pipe size 50 cm (type DN50). These charges are incurred if the exhibitor wishes to have the water hooked up at a different location from the one specified by Deutsche Messe. The charges depend on the distance from this initial position.

The rental prices for dishwashers, coffee makers, espresso machines, etc. are contained in the chapter entitled "Fittings and furniture for your tradeshow stand" in the section Rental furniture and kitchen equipment," pages 54 – 62.

## Propane gas/Technical gases

### Contact:

Karl-Heinz Andrecht  
Tel. +49 511 89-32229  
karl-heinz.andrecht@messe.de

If you are planning to use gases, you must notify Deutsche Messe of this in writing and specify the intended location of use.

If gas-powered exhibits are to be displayed only statically, i.e. not in actual operation, then dummy gas cylinders must be used in place of real ones.



You can order propane or technical gases from:

Linde AG  
Tel. +49 511 279930  
Fax +49 511 2799353  
www.linde-gas.de

# Compressed air

## Contact:

Karl-Heinz Andrecht  
 Tel. +49 511 89-32229  
 karl-heinz.andrecht@messe.de

The compressed air network at the Hannover Exhibition Center is activated in all halls for every HANNOVER MESSE and EuroBLECH exhibition, with the exception of the pavilions. The operating pressure runs from 8.0 to 10.0 bar. Depending on the hall, you can order connection diameters from 1/2" to 1" or from 1/2" to 1 1/4". Deutsche Messe will offer you the compressed air hook-up at a specific location. If you require the



hook-up at a different location, the extra installation work will be charged for separately.

If you prefer to supply your own shutoff valves and install your own machine connections, you will not need to pay any rental charges, but must pay for an obligatory inspection by Deutsche Messe.

## Prices in €

| Connection size     | Connection charges | Optional Installations           |  |  | Flat consumption charge per connection point |
|---------------------|--------------------|----------------------------------|--|--|--|
|                     |                    | Rental charges for shutoff valve | Rental charges for machine connections | Compressed air lines (running meters) <sup>1</sup> |  |
| 1/2"                | 173.30             | 9.65                             | 14.40                                  | 16.00  | 95.00  |
| 3/4"                | 219.70             | 10.70                            | 15.50                                  | 17.10  | 216.00                                       |
| 1"                  | 289.60             | 11.85                            | 18.70                                  | 19.25  | 379.00                                       |
| 1 1/4" <sup>2</sup> | 374.30             | 14.40                            | 21.90                                  | 20.30  | 592.00                                       |

<sup>1</sup> These charges are incurred if the exhibitor wishes to have the connection at a different location from the one specified by Deutsche Messe. The charges depend on the connection size and the distance from the initial position.

<sup>2</sup> Only available in halls 3 to 9, 11 to 17 and 22 to 27

## Additional services:

For selected other events, you can deploy a noise-reduced electric compressor on the open-air site or in the pavilions – the maximum permissible noise level at your stand boundaries is 60 dB(A).

Air compressor rental:  
 H. Ernst Druckluft  
 Tel. +49 5066 65444  
 Fax +49 5066 65494



# Global marketplace



**AGRITECHNICA**  
International DLG Exhibition  
for Agricultural Machinery



**BIOTECHNICA**  
International Trade Fair, Conferences,  
Partnering and Award for Biotechnology



**CeBIT**  
The world's No. 1 marketplace  
for digital business



**CeMAT**  
The world's leading fair for intralogistics



**didacta**  
The Education Trade Fair



**DOMOTEX HANNOVER**  
The World of Flooring



**EMO Hannover**  
The World of Machine Tools



**EuroBLECH**  
International Sheet Metal  
Working Technology Exhibition



**EuroTier**  
International DLG Exhibition for Livestock  
and Poultry, Production and Management



**HANNOVER MESSE**  
The world's most important  
technology event



**IAA NUTZFAHRZEUGE**  
Motor Vehicles, Equipment and Systems  
for the Transport of Goods and Passengers



**INTERSCHUTZ – Der rote Hahn**  
International Exhibition for Rescue, Fire  
Prevention, Disaster Relief, Safety and Security



**LIGNA HANNOVER**  
World Fair for the Forestry and Wood Industries



**PROMOTION WORLD**  
International Trade Fair for  
Promotional Products and Incentives



A photograph of three white calla lilies in a clear glass vase. The flowers are in various stages of bloom, with some showing green at the base. The background is a dark brown wall. In the bottom left corner, the back of a black office chair is visible. A red, angular graphic element is overlaid on the left side of the image, containing white text.

General services  
for your  
tradeshow stand

## Stand cleaning

### Contact:

Ursula Lahn  
Tel. +49 511 89-32255  
ursula.lahn@messe.de

Thanks to our longstanding relationship with our experienced contractual partners, we can guarantee your stand cleaning services will be performed thoroughly and reliably before and during the event, allowing you to concentrate completely on your business clients.

Inquire about the attractive discounts available for large stands, e. g. stand cleaning services for stands of 125 m<sup>2</sup> or larger!



| Service                                | Prices in €                           |
|--|---------------------------------------|
| Stand cleaning before opening of event | from 18.89 per hour                   |
| Stand cleaning during event            | 0.51 per m <sup>2</sup> and event day |
| Glass cleaning during event            | 1.29 per m <sup>2</sup> and event day |
| Cleaning of exhibits                   | 22.98 per hour                        |

## Waste disposal

### Contact:

Ursula Lahn  
Tel. +49 511 89-32255  
ursula.lahn@messe.de

Your main purpose at the show is to generate promising leads and display your products and services. Often exhibitors underestimate the volume of waste that is produced when demonstrating products or entertaining guests. Take the convenient route and commission us to handle your waste disposal. Charges depend on the type and quantity.



| Service  | Prices in €   |
|--|---|
| Complete waste disposal service                  | Individual, depending on amount and type of waste*  |
| Appropriate disposal of mixed recyclable waste   | 76.10 per container (1,1 m <sup>3</sup> )   |
| Appropriate disposal of residual waste           | 99.70 per container (1,1 m <sup>3</sup> )   |
| Set of trash bags including appropriate disposal | 11.00 for 2 bags, 80 l ea. (consisting of 1 bag for general waste and 1 bag for recyclable waste) |

\*If you order the complete waste disposal service, our contractual providers will contact you at the beginning of the stand assembly period to discuss all the relevant details.

## Staff for your stand

### Contact:

Ursula Lahn  
Tel. +49 511 89-32255  
ursula.lahn@messe.de

Regardless of how innovative your products and services are, you need the right stand personnel to maximize your company's potential and allow you to plan and organize a successful showing. That's because it's more than just the ideas that count – the person presenting them is also important.



Are you looking for someone with a likable smile for those initial customer contacts or preferably a skilled technician to guarantee everything goes smoothly? Deutsche Messe is happy to provide you with qualified personnel for your stand. Prices are available on request.

## Photography services and TV video productions

### Contact:

Kerstin Macht  
Tel. +49 511 89-32608  
kerstin.macht@messe.de

Capture the essence of your appearance at the show in still or moving pictures. Your photos and image videos will deliver a high-impact message about your company and its products long after the event is over.

Fotoatelier Fricke  
Klaus Fricke  
Schwarzer Bär 7  
30449 Hannover  
Germany  
Tel. +49 511 9245210  
Fax +49 511 9245211  
mail@fotofricke.de  
www.fotofricke.de

Foto Meyer  
Dieter Meyer  
Steintor 8  
31028 Gronau  
Germany  
Tel. +49 5182 2393  
Fax +49 5182 3013  
fotomeyer@t-online.de  
www.fotomeyer.com



We recommend using one of our certified trade-show photographers to produce professional visual material featuring your stand, products or supporting event. Please contact them for an individual quotation.

Fotoatelier Senf  
Bödekerstr. 42  
30161 Hannover  
Germany  
Tel. +49 511 311109  
Fax +49 511 311109  
fotoatelier.senf@t-online.de  
www.fotosenf.de

TV and video productions:

TVN CONTENT GmbH & Co KG  
Goseriede 9  
30159 Hannover  
Germany  
Tel. +49 511 1212-3712  
Fax +49 511 1212-3739  
matthias.rach@tvn.de  
www.tvn.de

# Plants and flowers

**Contact:**

Renate Struss  
Tel. +49 511 89-32135  
renate.struss@messe.de

Decorative plants, flowers and attractive accessories can do a lot to enhance the atmosphere at your stand, creating a pleasant environment for doing business.

Our experienced cooperation partners can offer you a wide selection of high-quality plants and flow-

ers at reasonable prices – let them deliver them to your stand on time, care for them during the event and pick them up again at the end.

Make your appearance at the show more attractive by decorating your stand with countertop flowers, potted plants, high-class bouquets or cut flowers. If you have any special requests, our partners will be happy to help.

You'll find the addresses of florists, decorators and other local service providers at [www.mymesse.de](http://www.mymesse.de)

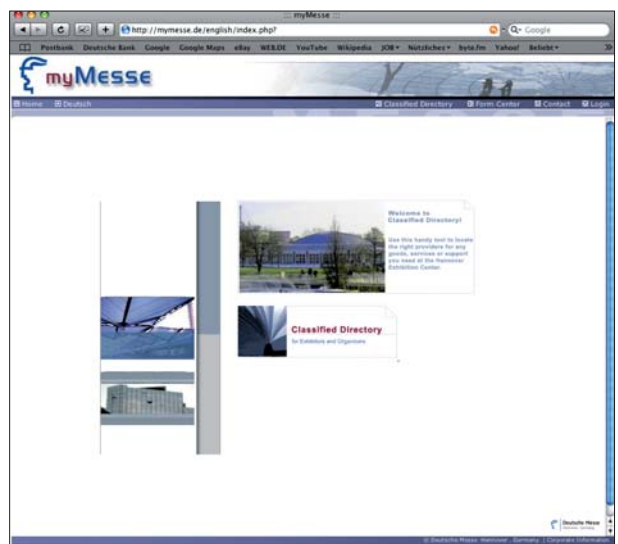


# Online classified directory

**Contact:**

Kerstin Macht  
Tel. +49 511 89-32608  
kerstin.macht@messe.de

To insure you find the right contact partner for any kind of service involving your appearance at the show, Deutsche Messe has compiled a master list of service providers in a classified directory, available at [www.mymesse.de](http://www.mymesse.de). You can search here according to a list of service categories or your own search terms. Please contact us if the category you are looking for is not listed or your search term fails to yield any results.





Security  
and logistics

## Stand security

### Contact:

Torben Missun  
Tel. +49 511 89-33252  
torben.missun@messe.de

Deutsche Messe operates a general security service throughout the exhibition complex. Nevertheless, in the hustle and bustle of the show – particularly during the busy assembly and dismantling periods – it is advisable to take additional precautions to safeguard your property. For this reason, we recommend making arrangements with one of our security partners to have your stand and exhibit materials watched. Their reliable staff members are familiar with the exhibition complex and represent an effective source of protection from possible theft or industrial espionage.

### Prices per man-hour in €

|   |       |
|---|-------|
| Weekdays                                  | 14.14 |
| Sundays                                   | 21.21 |
| National holidays                         | 28.28 |
| Nighttime surcharge (11 p. m. to 6 a. m.) | 5 %   |

We recommend ordering security services early via OBS. Beginning 48 hours before each event the basic hourly wage goes up to € 16.55, due to the increased difficulty of finding personnel.



## Transport and exhibitor insurance

### Contact:

Karin Bollmann  
Tel. +49 511 89-33331  
karin.bollmann@messe.de

Leave your worries at home and insure your exhibition stand, your exhibit materials and any other equipment by taking out a special transport and exhibitor insurance policy prior to the show.

Deutsche Messe has negotiated a general policy with a reputable insurance company at special rates which you can look up in OBS.

The premium rate depends on the value of the items to be insured multiplied by a percentage based on the category of the insured items.

Protect yourself from the financial impact of unforeseen losses!

# Logistics and forwarding services

## Contact:

Michael Grothe  
Tel. +49 511 89-32644  
michael.grothe@messe.de

For reasons of safety and to avoid congestion on the exhibition grounds, the use of cranes, power-driven forklift trucks with driver's seat and other, similar industrial trucks as well as hydraulic platforms is restricted to the following forwarding partners:

### Agility Fairs & Events GmbH

Logistikzentrum Messegelände Hannover  
Karlsruher Straße 4  
30880 Laatzen • Germany  
Tel. +49 511 8920318 und 8741570  
Fax +49 511 8920317 und 87415799  
ehannover@agilitylogistics.com  
www.agilitylogistics.com

### Kuehne + Nagel (AG & Co.) KG

KN Expo Service Hannover  
Logistikzentrum Messegelände Hannover  
Karlsruher Straße 4  
30880 Laatzen • Germany  
Tel. +49 511 8920701/02 und 8209800  
Fax +49 511 82098020  
exposervice.hannover@kuehne-nagel.com  
www.kuehne-nagel.com

### Schenker Deutschland AG

Logistikzentrum Messegelände Hannover  
Karlsruher Straße 10  
30519 Hannover • Germany  
Tel. +49 511 89-20061 und 87005-0  
Fax +49 511 87005-49  
fairs.hannover@dbschenker.com  
www.dbschenkerfairs.de

Our official trade fair forwarding partners are happy to support you in all your logistics needs. They offer the following services:

- Loading and unloading with forklifts or cranes
- Hydraulic platform rentals
- Handling of full and empty crates and containers
- Customs clearance
- Transport runs to and from the Exhibition Center

Other logistics services in connection with your tradeshow appearance are available on request.



## Vehicle access to the exhibition grounds

Special rules for vehicle access to the exhibition grounds go into force 1–2 days before opening day of the show and stay into effect until the show is over. These rules can be viewed on the website of the respective event.



Messe Gastronomie  
Hannover

Catering & Restaurants

## 10 minutes, 100 guests, 1000 ideas

You're planning an event – we provide the perfect catering: individual, sophisticated, committed and tailored exactly to your requirements. Regardless of whether there are 10 or 1000 guests, whether it is an internationally themed buffet, organic finger food or a star quality menu, we can meet every demand, from rustic to exotic varieties, from hearty specialities to sweet temptations produced in our own patisserie.

Benefit from our ideas and our many years of experience.

*fairs*

*events*  
*restaurants*  
*catering*



*buffets*  
*dinners*

*conventions*



**Have we whetted your appetite?  
We are happy to help you further:**

Eventcatering: +49.511.89-33531  
Standcatering: +49.511.89-33523  
Restaurants: +49.511.89-33521  
Munich Hall: +49.511.89-20055

Messe Gastronomie Hannover GmbH  
Messegelände, D-30521 Hannover  
contact.catering@messe.de  
www.catering.messe.de



Accommodations  
and getting there

| Ankunft / Arr | Terminal | Bemerkung / Remark |
|---------------|----------|--------------------|
| expected      | Terminal |                    |
| 11:09         | A        | delayed            |
| 10:33         | A        | landed             |
| 10:31         | C        | landed             |
|               | C        | landed             |
| 10:56         |          |                    |

# Accommodations

## Accommodation referrals

### Contact:

Hannover Marketing & Tourismus GmbH  
Prinzenstraße 6 • 30159 Hannover  
Tel. +49 511 12345555  
Fax +49 511 12345556  
hotels@hannover-tourismus.de

Take advantage of the official room reservation service of Hannover Marketing & Tourismus GmbH and Deutsche Messe. Our professional service guarantees you the free, optimum referral of hotel rooms as well as B&B accommodations in and around Hannover. You'll also find a comprehensive listing of hotels in all price categories at our hotel reservation portal: [www.hannover.de/hotels](http://www.hannover.de/hotels).

### Your advantages:

- All hotel rooms at the best available rates
- All room capacities at a glance
- Multilingual user interface (currently supporting 17 languages)

But you should also feel free to contact us directly. We'll be delighted to offer you your own tailored package – in a hotel, private B&B or apartment.

You can reach our competent staff on weekdays from 9 a.m. to 5 p.m. CET. During the event we are also available at the Tourist Information Office at Hannover Main Railway Station (Hauptbahnhof), Ernst-August-Platz 8 in downtown Hannover.



### “Deutsche Messe Selected Hotels”

Hotels carrying the “Deutsche Messe Selected Hotel” distinction offer room contingents at favorable rates during tradeshows. To merit this special distinction, a hotel also needs to meet certain quality standards set by Deutsche Messe. Use our hotel reservations portal [www.hannover.de/hotels](http://www.hannover.de/hotels) to check on room availability and book your accommodations directly, with no reservation fee.



## Child care

### Contact:

Katja Anssar  
Tel. +49 511 89-34314  
katja.anssar@messe.de

Bring the kids! At our “Hermes Kids” play center, your children between the ages of 1 and 6 will enjoy professional supervision during the tradeshow for a minimal fee. Trained staff are available to take care of your children all day long, allowing you to conduct your business in a relaxed frame of mind.

Needless to say, no one goes hungry: we serve the children not only breakfast and an afternoon snack, but even a warm lunch prepared by our own exhibition catering service, all made with fresh, high-quality ingredients.

The play center (“Kindergarten”) is located directly adjacent to the South 2 entrance gate, and can be reached from inside as well as outside the show-

grounds. Please notify us of your plans to use this service in advance of the trade fair!

### Address:

Kindergarten Deutsche Messe  
Karl-Legin-Straße 10  
30521 Hannover



## Hannover Guide

### Contact:

Kathrin Dieh  
Tel. +49 511 89-38016  
kathrin.dieh@messe.de

Experience Hannover – a vibrant city that has it all: great dining, art, music, theatre and nightlife!

For the best tourist tips and great ways of rounding off a busy day at the fair, be sure to check out our handy, pocket-sized „Hannover Guide“, containing tips on nightlife, dining out, arts & culture and general sightseeing. You can also include this guide in your customer invitation e-mails as a PDF file attachment – the downloadable version is available around five weeks before opening day of the show; simply consult the relevant tradeshow website under “Visitor Service”, then “Planning your trip”.

The locations listed in the “Hannover Guide” offer a particularly warm welcome to tradeshow visitors – you’ll see the special “Welcome” signs in their entrance areas!



# Getting there

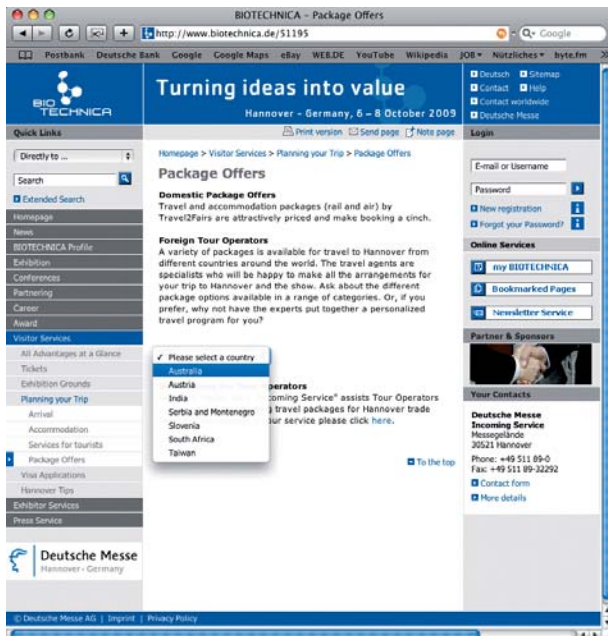
## International package deals

Travel agencies around the world are waiting to help you organize your trip to Hannover. These travel specialists can offer you charter flights or scheduled flights as well as just the right accommodations. You can even order auxiliary tourist services from them, for example, local transfers or a sightseeing tour of the city.

Our tourism contacts are listed on the respective tradeshow homepage at the "Visitor Service" site area, under "International package deals" or "Special flights".

You'll also find information on special travel deals for your international visitors on the website for your event – for example, the "Lufthansa discount".

Facilitate your customers' travel plans by enclosing a copy of our "Accommodations & International Travel Packages" flyer with your invitation letters.



## Getting there by train

The Hannover Messe/Laatzen station is approximately 400 meters from the WEST 1 entrance to the showgrounds. You can reach the grounds on foot by walking over the covered Skywalk transport system or else take a shuttle bus. During running fairs many trains on Germany's north-south routes make special stops at the Hannover Messe/Laatzen station.

Information on trains making special stops at the exhibition center is available from Germany Railways (DB) at phone no. +49 180 5996633 or on the Internet at [www.bahn.de](http://www.bahn.de)



## Getting there by car

To reach the exhibition center, simply enter the Hannover destination "Hermesallee" in your navigation system or follow the signs with the word "Messe".

Further information on parking permits can be found under "Tickets and lead management" on page 24.



## Emission zone

Hannover is not simply an environmentally aware exhibition city, but also a city with an official "emission zone", created to lower the health risks associated with diesel exhaust particulates. The „emission zone“ includes large sections of the city encircling the city center. Only vehicles bearing the appropriate emission sticker are permitted to enter the emission zone. To find out more about obtaining one of these stickers, please consult the relevant trade-show website under "Visitor Service", then "Planning your trip".

Further information on the Hannover emission zone is available at [www.tuev-nord.de](http://www.tuev-nord.de) (click the "English" button at the top of the homepage).



## Getting there by plane

During trade fairs, major airlines serving the Hannover Airport offer additional non-stop flights (domestic and foreign). These special flights include day trips as well as multiple-day trips with accommodation. Recommend these air travel packages to your customers! You'll find the addresses for making reservations on the respective tradeshow website within the "Visitor Service" site area, under "Planning your trip".



## Advance check-in service

### Contact:

B.F.M. Incoming & Traveller Services GmbH  
Tel. +49 511 977-4880  
Fax +49 511 977-4886  
info@airport-service-line.com  
www.f-dammann.de

Located directly at Hannover Airport (Terminal C, arrivals level), B.F.M. Incoming & Traveller Services

offers arriving air passengers airport shuttle and luggage transfer services. And when you're ready to depart, they will also arrange for your advance check-in, securing your seat reservation and printing your boarding pass for you. Simply head straight to the boarding gate and save valuable time. B.F.M. Incoming & Traveller Services is also represented at the exhibition center during the event. Depending on the event, you'll find their counter at either the NORD or WEST 1 entrance.

## Getting there by helicopter

### Contact:

Compass Air Charter  
Tel. +49 511 72458-55 / -56  
Fax +49 511 72458-75  
info@compass-aircharter.de  
www.compass-aircharter.de

During CeBIT and HANNOVER MESSE the Compass Air Charter Co. offers a shuttle service from Hannover Airport to the exhibition center's own heliport. The flight takes just eight minutes. Compass Air Charter is also happy to arrange aircraft charters from anywhere in Europe.



Restaurants  
and catering



## Restaurants and catering at the exhibition center

As a subsidiary of Deutsche Messe, “Messe Gastronomie – Catering and Restaurants” is your partner for all culinary needs. Whether you want to discuss business in the stylish atmosphere of our restaurants or end your day at the show over a refreshing cup of coffee, we have the options to match any taste. Whether you’re looking for a between-meal snack, a quick bite for lunch, an atmospheric Bavarian

night or an exclusive candlelight dinner, our culinary offerings will make you want to come back for more. Needless to say we also provide a comprehensive beverage delivery and catering service. We deliver everything quickly and reliably at no extra charge straight to your exhibition stand. At Messe Gastronomie, our “home field advantage” is your guarantee of freshness and fast service.



## Restaurants

### Contact:

Messe Gastronomie Hannover GmbH – Catering  
Tel. +49 511 89-33523  
Fax +49 511 89-32657  
contact.catering@messe.de  
www.catering.messe.de

Whether you’re interested in lunch or dinner, a hearty repast or a fine meal in elegant surroundings:

Our restaurants at the exhibition center are there for your business lunches, dinners or events – even on an exclusive basis, if so desired.

Your guests can experience a Bavarian night in our Munich Hall, for example. Or you can reserve a table at our exclusive Cosmopolitan restaurant for fine dining: 230 seats at a height of 38 meters with a bird’s-eye view of the Exhibition Center, plus the surrounding area.



# Catering

## Contact:

Messe Gastronomie Hannover GmbH – Catering  
Tel. +49 511 89-33521  
Fax +49 511 89-32657  
contact.catering@messe.de  
www.catering.messe.de

Our party pantry carries a wide selection of fresh, high-quality snacks, salads, soups and other special-

ties, allowing you to pamper your customers and business partners as well as your staff however you like.

Contact us for a quotation if you have any special needs. For your convenience, our catering services are not invoiced to you until after the event.

Take advantage of our large array of offerings, which you can call up on the Internet under [www.catering.messe.de](http://www.catering.messe.de).



## Beverage delivery service

### Contact:

Messe Gastronomie Hannover GmbH – Catering  
Tel. +49 511 89-33770  
Fax +49 511 89-33781  
contact.catering@messe.de

Just call in or submit your written order to our beverage delivery service at the exhibition grounds, and they will deliver your beverages straight to your stand reliably and promptly. We deliver beverages and disposable items like serviettes (paper napkins) and disposable tableware every day of the show, including weekends.

Our wide range of beverages includes bottled water, juice and carbonated beverages, several different kinds of beer, champagne or other sparkling wine, spirits and hot beverages. We recommend placing your order through the Internet, via OBS.


## Rented tableware

### Contact:

Chr. Hubensack GmbH, Rental Service  
Tel. +49 511 9595922  
Fax +49 511 9595944  
info@hubensack.de

You can rent tableware for your stand, including porcelain, glasses and silverware.





Online Business  
Service (OBS)

# OBS access data and authorization

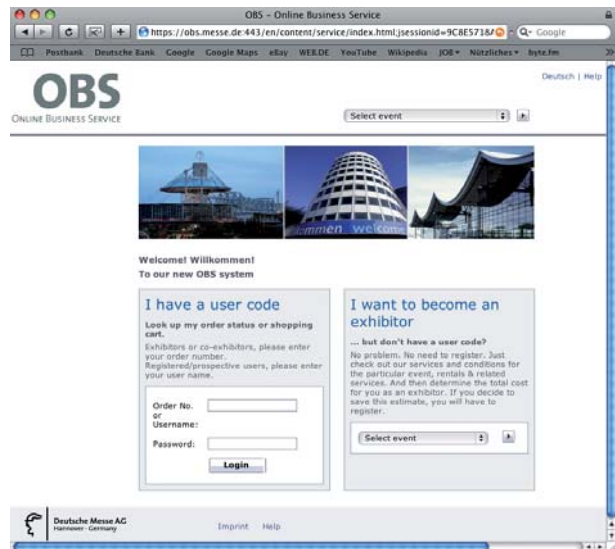
## Access data

The following data is mailed to you along with your stand confirmation notice:

- Order no. (event-related)
- Password

You can prepare your service orders before receiving your stand confirmation by using the “Cost planner” tool. Past exhibitors can do this using their login from the previous event.

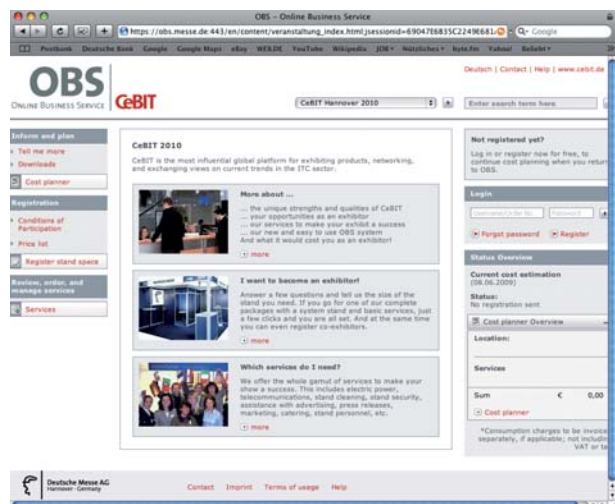
You can order your services from Deutsche Messe quickly and conveniently via [www.obs.messe.de](http://www.obs.messe.de)



## Deadlines

As soon as hall layout planning has been finalized, Deutsche Messe will mail you your notice of stand confirmation as well as your OBS access data (depending on when you registered, this will be six months or less before the tradeshow begins). You can use this data to log into [www.obs.messe.de](http://www.obs.messe.de). You can prepare your service orders ahead of time by using the “Cost planner” tool in OBS.

The order deadlines are contained on the checklist in the “Services” area of OBS as well as the relevant order forms. After the expiration of these deadlines, we cannot guarantee the availability of every type of service.



## Ordering authorization

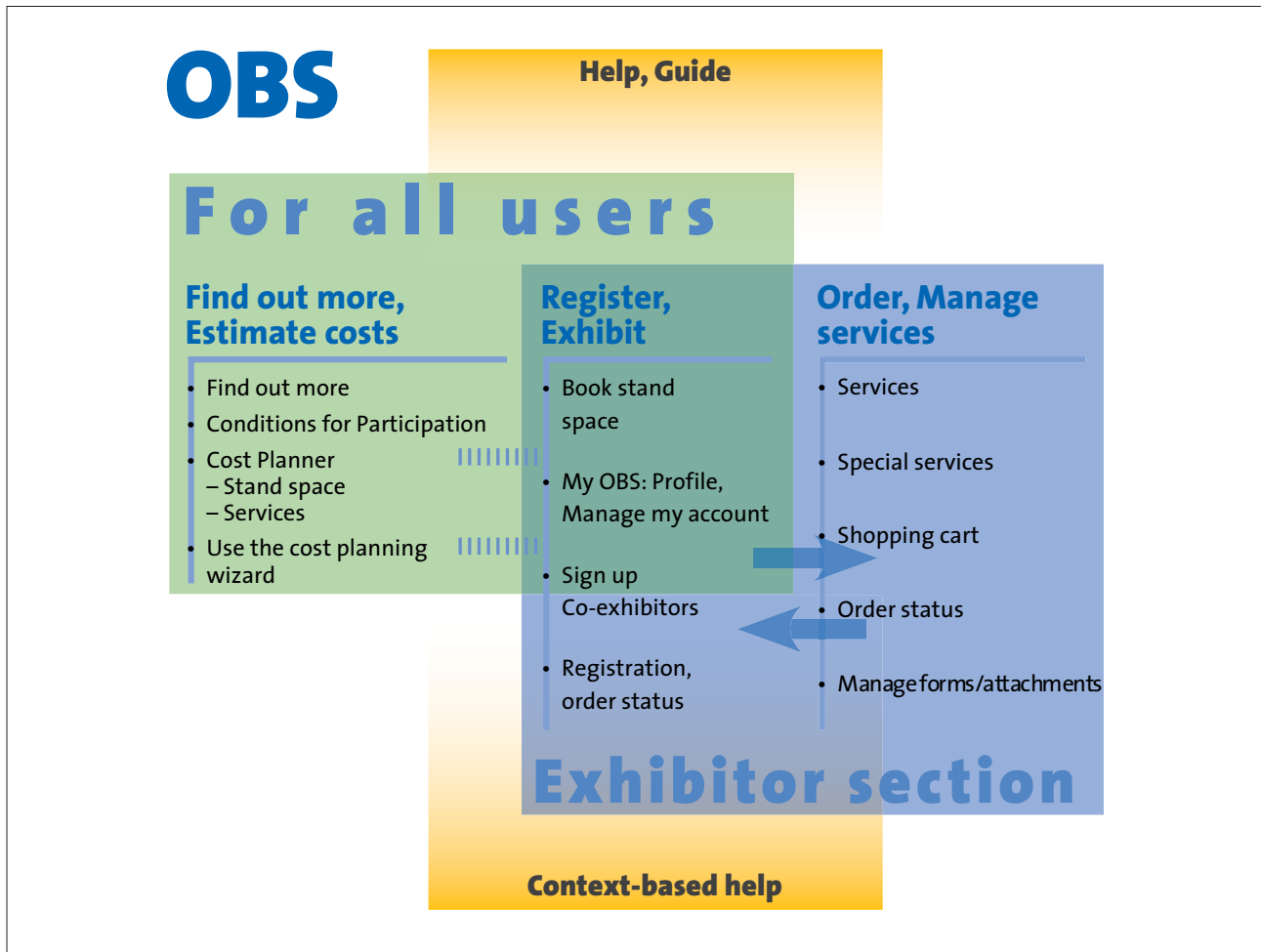
As an exhibitor you can give your staff members or external service partners access to OBS at any time. You decide what level of user authority to grant them. To do this, you define co-users within

the system and grant them authority to access particular forms: subsequently the co-users can be blocked.

# Ordering using OBS

## Contact:

OBS hotline  
Tel. +49 511 89-37000  
obs@messe.de



## Logging in

Click the “Login” button on the start page ([www.obs.messe.de](http://www.obs.messe.de)) to reach the login page. From here, simply enter the access data you received along

with your stand confirmation notice. Be sure to replace your primary password with a new password of your choosing.

## Start page

After successfully logging in, you’ll be taken directly to the start page, where you can view your exhibitor information. Use the menu bar on the left-hand side to access the individual areas in OBS. Select the “Tell me more” option to find out about new features in OBS, its services in general and/or new and special service highlights. To order, click the

“Services” button. You can prepare and compare alternative orders ahead of time by using the “Cost planner” tool; then simply move the services you plan to keep to your “Shopping cart” later. Press the “Help” button in the navigation bar at the top if you have any questions or need any assistance.

## Services

The first thing you see when you click “Services” is the main categories of our service offerings. Uncheck the boxes to temporarily hide any uninteresting categories in the drop-down list. Then click on the individual categories to see more.

For fair package customers, a number of key services – for example, modular stand construction, electrical power points and stand cleaning – are already included in the price. You can supplement these services on an individual basis.

## Selecting services

Select the desired services by clicking items, checking boxes, entering text etc. as appropriate. To order some services, you may need to submit additional materials, for example, stand diagrams,

images or logos. You can upload these materials to the OBS server using the appropriate upload feature, then apply them to the relevant service orders.

## Cost planner

Even while you are still deciding about your registration, you can use the “Cost planner” tool to plan and calculate the cost of all services for your potential tradeshow appearance and compare

the cost of different service options. You can then transfer the services you ultimately wish to order to your shopping cart.

## Shopping cart

Every service you plan to order goes in your shopping cart first. In the “Shopping cart” section, you can then modify or delete any items. You then dispatch an order to Deutsche Messe for the final contents of your shopping cart, which does not

become a legally binding order until you submit it. If there are any services you do not wish to order, simply delete them from the shopping cart or put them back in the Cost planner section for subsequent processing.

## Order status

You do not need to order all your services at the same time. By clicking the “Order status” button, you can get an overview of all the orders placed up

to now. This is especially helpful if your tradeshow participation has been prepared by several different staff members or even an outside agency.

## Cancellation/Partial cancellation

You can cancel your orders in whole or in part. Please keep in mind the cancellation deadlines and be advised that cancellation charges may apply.

## Orders by fax

Should you elect to send your orders via printed forms, you will receive a service binder containing personalized forms. Simply fill these forms out and fax them to Deutsche Messe at Fax +49 511 89-36666.

# Checklist

| Chapter in Service Catalogue                                  | Type of service  |
|---|--|
| <b>Listings in the tradeshow media</b>                        | <p><b>Listings for CeBIT and HANNOVER MESSE</b></p> <p>Company listings, including logo, pertinent facts, company profile, hyperlinks and PDF downloads</p> <p>Product listings, including five product descriptions and PDF</p> <p>Assignment to product search categories</p> <p>Stand information</p> <p><b>Listings for other tradeshows</b></p> <p>Company details</p> <p>Company profile</p> <p>Product categories</p> <p>Company logo</p> <p>Product profiles</p> |
| <b>Advertising your trade fair</b>                            | <p>Outdoor advertising</p> <p>Online advertising</p> <p>Advertising in the exhibitor index or trade fair catalogue</p> <p>Trademarks in catalogue</p> <p>Advertising materials</p>   |
| <b>Tickets and lead management</b>                            | <p>Exhibitor passes</p> <p>Complimentary admission tickets</p> <p>eTickets</p> <p>Parking permits</p> <p>Lead Management</p>   |
| <b>Presentations, conferences and other supporting events</b> | <p>Parties</p> <p>Conference room rental</p> <p>Using music at the show</p>  |
| <b>Press services</b>   | <p>Press info trays</p> <p>Internet press boxes</p> <p>Listing in online press guide (free of charge)</p> <p>Products and innovations (free of charge)</p> <p>“Hot Topics”</p> <p>TV Channel</p>   |

\* Included in the marketing fee

|           | Latest submission date before tradeshow | Prices listed in: | This service is not available at all shows |
|-----------|---|-------------------|--|
| downloads | around 6 weeks                          | OBS               | X  |
|           | around 6 weeks                          | free of charge*   | X  |
|           | around 6 weeks                          | free of charge*   | X  |
|           | around 6 weeks                          | free of charge*   | X  |
|           | around 12 weeks                         | OBS               | X  |
|           | around 12 weeks                         | OBS               | X  |
|           | around 12 weeks                         | OBS               | X  |
|           | around 12 weeks                         | OBS               | X  |
|           | around 12 weeks                         | OBS               | X  |
|           |   |                   |  |
|           | around 6 weeks                          | OBS/on request    |  |
|           | around 10 weeks                         | OBS/on request    |  |
|           | around 12 weeks                         | OBS/on request    |  |
|           | around 12 weeks                         | OBS               | X  |
|           | around 10 weeks                         | free of charge    |  |
|           |   |                   |  |
|           | around 6 weeks                          | OBS               |  |
|           | around 6 weeks                          | OBS               |  |
|           | around 1 week                           | OBS/on request    |  |
|           | around 10 weeks                         | OBS               |  |
|           | around 2 weeks                          | OBS               |  |
|           |   |                   |  |
|           | around 2 weeks                          | OBS               | X  |
|           | 24 hours                                | OBS               |  |
|           | 24 hours                                | OBS               |  |
|           |   |                   |  |
|           | 24 hours                                | OBS               |  |
|           | 24 hours                                | OBS               |  |
|           | around 4 weeks                          | free of charge    |  |
|           | around 10 weeks                         | free of charge    | X  |
|           | around 1 week                           | free of charge    |  |
|           | 24 hours                                | OBS               | X  |

# Checklist

| Chapter in Service Catalogue              | Type of service   |
|---|---|
| <b>Stand construction service</b>         |   |
|   | Modular stands<br>Modular stands, “Double” type   |
| <b>Fittings for your trade show stand</b> |   |
|   | Floor coverings<br>Rental furniture<br>Kitchen equipment  |
| <b>Technical services for your stand</b>  |   |
|   | Electric power supply<br>Communications technology<br>Antenna connection<br>Ceiling suspension<br>IT Hardware and audiovisual services<br>Water supply<br>Compressed air<br>Propane gas |
| <b>General services for your stand</b>    |   |
|   | Stand cleaning<br>Waste disposal<br>Staffing needs<br>Plants and Flowers  |
| <b>Security and logistics</b>             |   |
|   | Transport and exhibitor insurance<br>Stand security   |
| <b>Accommodations &amp; travel</b>        |   |
|   | Bed & breakfast queries<br>Hotel room queries   |
| <b>Catering services</b>                  |   |
|   | Beverage service<br>Catering  |

|  | Latest submission date before tradeshow   | Prices listed in:  | This service is not available at all shows |
|--|---|--|--|
|  | around 6 weeks<br>around 10 weeks   | p. 37 ff.<br>p. 37, 50   |  |
|  | around 6 weeks<br>around 6 weeks<br>around 6 weeks  | p. 53<br>p. 54 ff.<br>p. 61 f.   |  |
|  | around 6 weeks<br>around 12 weeks<br>around 6 weeks<br>around 6 weeks<br>around 1 week<br>around 6 weeks<br>around 6 weeks<br>ca. 12 Wochen | p. 65<br>p. 66 f.<br>p. 65<br>on request<br>on request<br>p. 69<br>p. 70<br>p. 69  | X  |
|  | around 10 weeks<br>around 10 weeks<br>24 hours<br>around 10 weeks   | p. 73<br>p. 73<br>on request<br>OBS  |  |
|  | around 6 weeks<br>24 hours  | OBS/on request<br>p. 77  |  |
|  | around 12 weeks<br>around 12 weeks  | <a href="http://www.hannover.de/hotels">www.hannover.de/hotels</a><br><a href="http://www.hannover.de/hotels">www.hannover.de/hotels</a> |  |
|  | 24 hours<br>24 hours  | OBS<br><a href="http://www.catering.messe.de">www.catering.messe.de</a>  |  |

# Index

|  |            |                           |        |                             |        |
|--|------------|---------------------------|--------|-----------------------------|--------|
| Accommodations                         | 81         | Fax                       | 67, 93 | Propane gas                 | 69     |
| Admission tickets                      | 22         | Floor coverings           | 53     | Rail travel                 | 84     |
| ADAC Driving Safety Center             | 29         | Flowers                   | 75     | Rental furniture            | 54     |
| Advertising                            | 12         | Forwarders                | 78     | Restaurants                 | 87     |
| Advertising in the exhibitor index     | 17         | Furniture                 | 54     | Rigging systems             | 51     |
| Advertising in tradeshow newspapers    | 17         | GEMA                      | 28     | Room reservations           | 81     |
| Advertising in the tradeshow catalogue | 14         | Getting there             | 83     | Security                    | 76     |
| Advertising materials                  | 18         | Hannover Guide            | 82     | Service providers, index of | 75     |
| Advertising tower                      | 13         | Helicopters               | 85     | Site layout plan            | 20, 99 |
| Air travel                             | 85         | HERMES AWARD              | 35     | Skywalk advertising         | 15     |
| Antenna connections                    | 67         | Hostesses                 | 74     | Stand cleaning              | 73     |
| Audiovisual services                   | 68         | Hotel rooms               | 81     | Stand construction          | 36     |
| Bed & Breakfast                        | 81         | Image trailers            | 33     | Stand furniture             | 54     |
| Beverage delivery service              | 89         | Insurance                 | 77     | Stand parties               | 28     |
| Carpeting                              | 53         | Internet advertising      | 16     | Stand personnel             | 74     |
| Catalogue advertising                  | 14         | Internet connections      | 66, 67 | Stand security              | 77     |
| Catalogue listings                     | 7, 10      | Internet, DSL             | 66     | Tableware                   | 89     |
| Catering                               | 27, 86     | Internet press boxes      | 31     | Technical gases             | 69     |
| Ceiling suspension                     | 68         | Invitation card           | 18, 23 | Technical services          | 64     |
| Checklist                              | 94         | ISDN lines                | 67     | Telephone                   | 67     |
| Child care                             | 82         | IT hardware               | 68     | Tickets                     | 22     |
| Communications technology              | 66         | Kitchen fittings          | 54     | Trade fair catalogue        | 7      |
| Company logo                           | 10         | LAN hookup                | 67     | Trade fair radio            | 35     |
| Company information                    | 10         | Lead management           | 25     | Tradeshow flyer             | 18     |
| Company listings                       | 11         | Logistics                 | 78     | Tradeshow newspaper         | 17, 34 |
| Company profiles                       | 10         | Logos                     | 20     | Tradeshow television        | 35     |
| Compressed air                         | 70         | Mailing stickers          | 19     | TV Channel                  | 32     |
| Compressors                            | 70         | Media listings            | 6      | Video productions           | 74     |
| Conference equipment                   | 27         | Modular stands            | 37     | Visitor brochure            | 18     |
| Conference rooms                       | 27         | Music, using              | 28     | Visitor information         | 18     |
| Conferences                            | 27, 32     | OBS                       | 90     | Visitor information system  | 7      |
| Convention Center                      | 27, 31, 32 | Online advertising        | 16     | Waste disposal              | 73     |
| Deutsche Messe Selected                |            | Online banners            | 16, 20 | Water                       | 69     |
| Hotels                                 | 81         | Online press guide        | 33     |                             |        |
| DARK FIBRE                             | 67         | Ordering services         | 90     |                             |        |
| Dining                                 | 87         | Outdoor advertising       | 13     |                             |        |
| DSL connection                         | 66         | Package travel offers     | 83     |                             |        |
| DSL Internet                           | 66         | Parking facilities        | 24     |                             |        |
| EBi                                    | 7          | Parking permits           | 24     |                             |        |
| Editorial addresses                    | 34         | Photography service       | 74     |                             |        |
| Electricity                            | 63         | Posters                   | 19     |                             |        |
| Emission zone                          | 84         | Premium Pass              | 23     |                             |        |
| eTickets                               | 23         | Presentations             | 27     |                             |        |
| Evening events                         | 28         | Press Center              | 31, 33 |                             |        |
| Exhibitor passes                       | 24         | Press conferences         | 32     |                             |        |
| fair package                           | 37, 93     | Press info trays          | 29, 30 |                             |        |
|  |            | Press services            | 30     |                             |        |
|  |            | Product category listings | 11     |                             |        |
|  |            | Product descriptions      | 11     |                             |        |
|  |            | Products and innovations  | 34     |                             |        |

All prices listed in the Service Catalogue 2010 are net prices, to which German VAT will be added. These prices reflect the status at the time of printing and are subject to potential alteration.



# Deutsche Messe

Hannover · Germany

Deutsche Messe · Messegelände · 30521 Hannover  
 Telefon +49 511 89-0 · Telefax +49 511 89-32626  
 www.messe.de

- |  |   |  |  |   |
|--|---|--|--|---|
| Informations-Centrum<br>Information Center | Parkplatzverwaltung<br>Car park admin. office | Parkplatz (LKW)<br>Parking (Lorries)     | Stadtbahn<br>Tram                                  | Messe Heliport  |
| Convention Center                          | Parkplatz (PKW)<br>Parking (Cars)             | Parkplatz (Transporter)<br>Parking (Van) | Bahnhof/Railway Station<br>Hannover Messe/Laatzten | Logistik Zentrum/Spedition<br>Logistic Center/Forwarding Agencies |
| Eingang<br>Entrance                        | Parkplatz (Bus)<br>Parking (Bus)              | Parkplatz (Caravan)<br>Parking (Caravan) | Taxi   | Polizei<br>Police   |





Deutsche Messe  
Hannover · Germany

Deutsche Messe  
Messegelände  
30521 Hannover  
Germany  
Tel. +49 511 89-0  
Fax +49 511 89-32626  
info@messe.de