

Stand construction solutions for successful group participations





We successfully accommodate large groups under one roof

Full service for joint group participations

First impressions are always very important. This is especially true for the trade fair stands of group pavilions. Here it is important to strike a balance between the needs of the group as a whole and the individual design possibilities for each of the participants. Koelnmesse has developed special stand construction concepts that present each participant individually while maintaining the overall unity of the group.

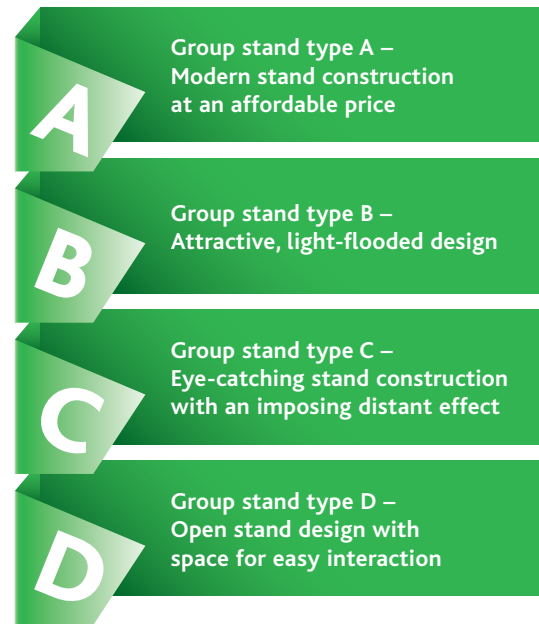
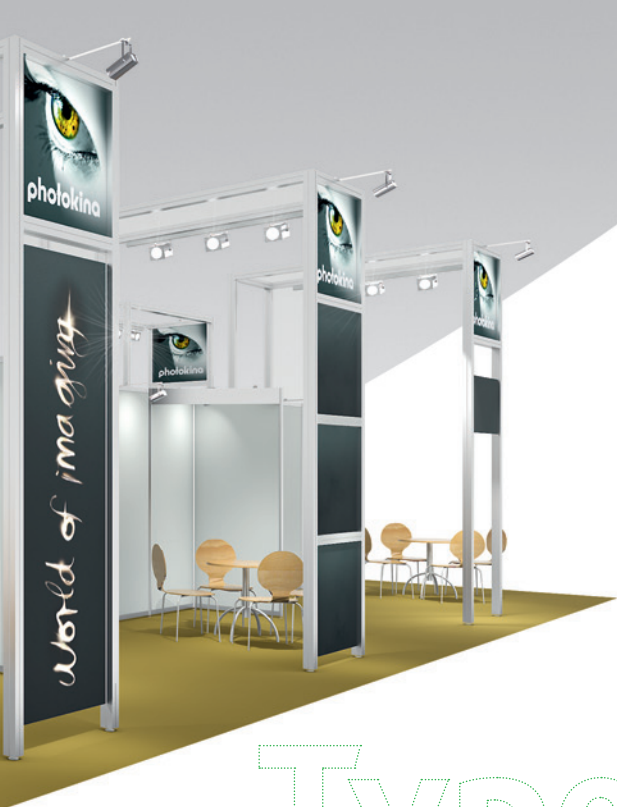
Because of our extensive network in Cologne, you will profit from our comprehensive services and noticeably decrease your organisational outlays.

Thanks to our many years of experience in construction planning, we can offer you very flexible stand construction, transparent costs and excellent value for money. You can address potential group members in a targeted manner and inspire them with an impressive trade fair participation package.

We would be happy to advise you in a face-to-face meeting. If you have any questions, please do not hesitate to contact us.

We offer the following services:

- Stand construction
- Consulting and planning
- Graphics/branding
- Technical equipment (lighting, audio, video, data applications, etc.)
- Furniture hire
- Plants
- Stand cleaning
- Waste disposal



individual

Type A B C D

Our group stand concepts offer many possibilities

We bring people together.

Starting at 40 sqm, our group stand concepts combine a diverse variety of stand construction alternatives for individual exhibitors with all of the organisational advantages of a joint participation.

You will be inspired by our package solutions (type A, B, C or D), and you can also ask our experts for design suggestions to match your individual requirements. For every project, we consider the wishes of individual exhibitors as well as the overall appearance of the group. We will be glad to integrate additional amenities and services to create your optimal stand and make your trade fair participation both comfortable and exclusive.

Transparent costs and numerous additional services mean less organisational planning for you

Our stand concept is a modular system. It is designed to be simple and straightforward. Thanks to this approach, we can maintain great flexibility during the planning process – even if the space requirements are altered or the number of group participants changes at short notice. At the same time, you will be able to make accurate calculations early on and pass on the costs to group participants in a very transparent way.

Of course individual participants can always book additional services. To organise these extras, we will provide you with customised order forms that you can pass on to the members of your group.

Each group will have a permanent Key Account Manager. This person will provide support before, during and after the trade fair. Because you will have the benefit of fast, efficient and confident decisions, you will be free to give your full attention to your customers.



Type AA Modern stand construction at affordable prices

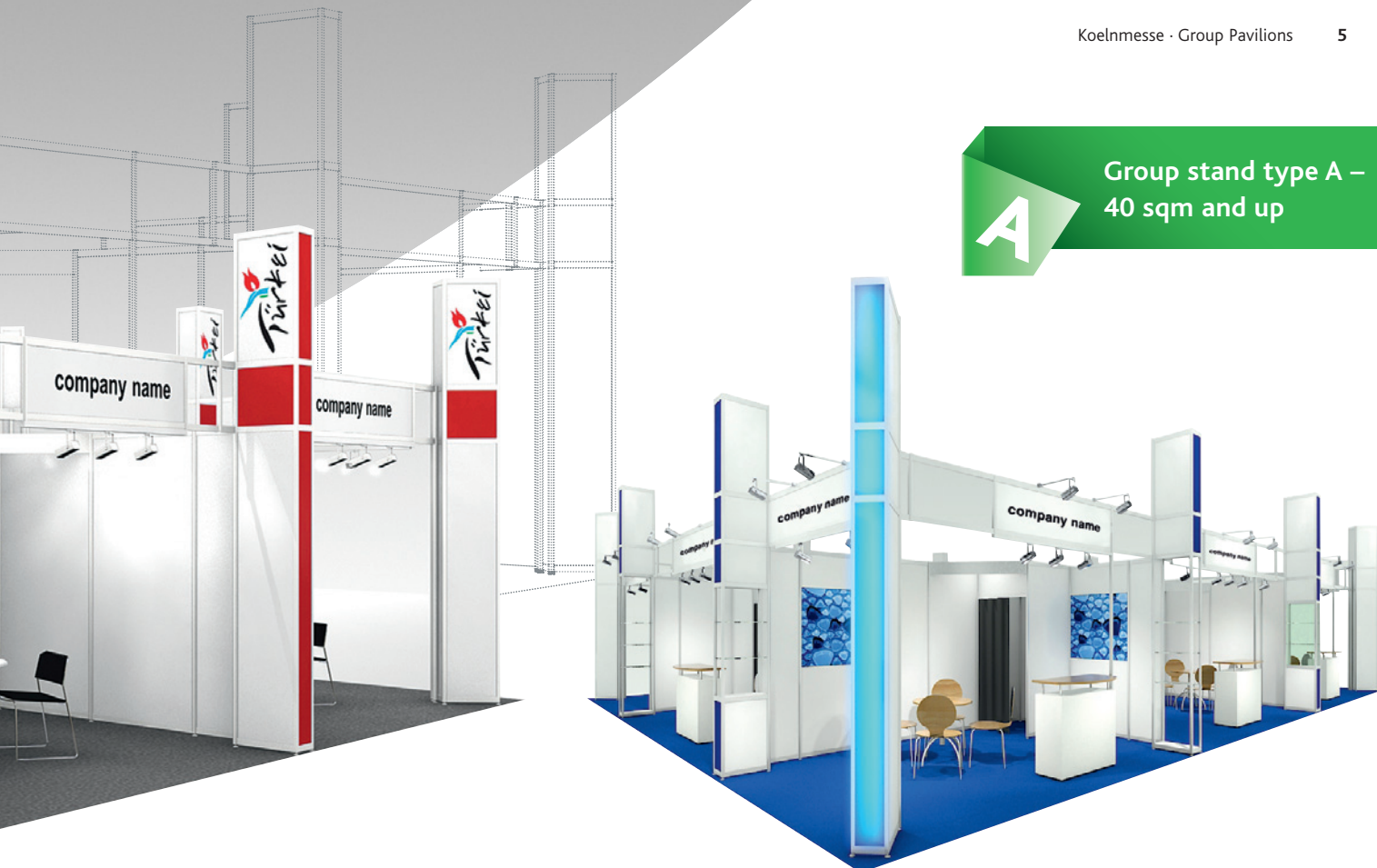
Group stand type A

At a price of only EUR 50.00 per square metre, a type A stand (minimum 40 sqm) is based on an inexpensive yet high-quality concept for groups of four or more participants. This concept offers a variety of individually customisable elements that each exhibitor can utilise as desired, without disturbing the stand's uniform long range effect. In addition, each stand is highlighted with the names of the respective exhibitors on a white fascia panel. Of course the stand areas offer high-quality illumination.

On request, the outer columns can be backlit with coloured lighting or used as lighted display cases. In addition, the internal walls can be coloured to fit in with your presentation at the trade fair.

What's more, a type A stand can include a common lounge area.



A
**Group stand type A –
40 sqm and up**


Basic equipment per exhibitor

System/wall construction: Octanorm, white, walls approximately 300 cm high, columns approximately 400 cm high; the front panels can be a uniform white, blue, red or green according to choice

Please note: The stands are constructed as one unit for the group. The walls and fascia panels are set back from the boundaries of the stand area by approximately 50 cm

Floor covering: Ribbed carpeting covering the entire stand area, available in any one of charcoal, blue, red, or green

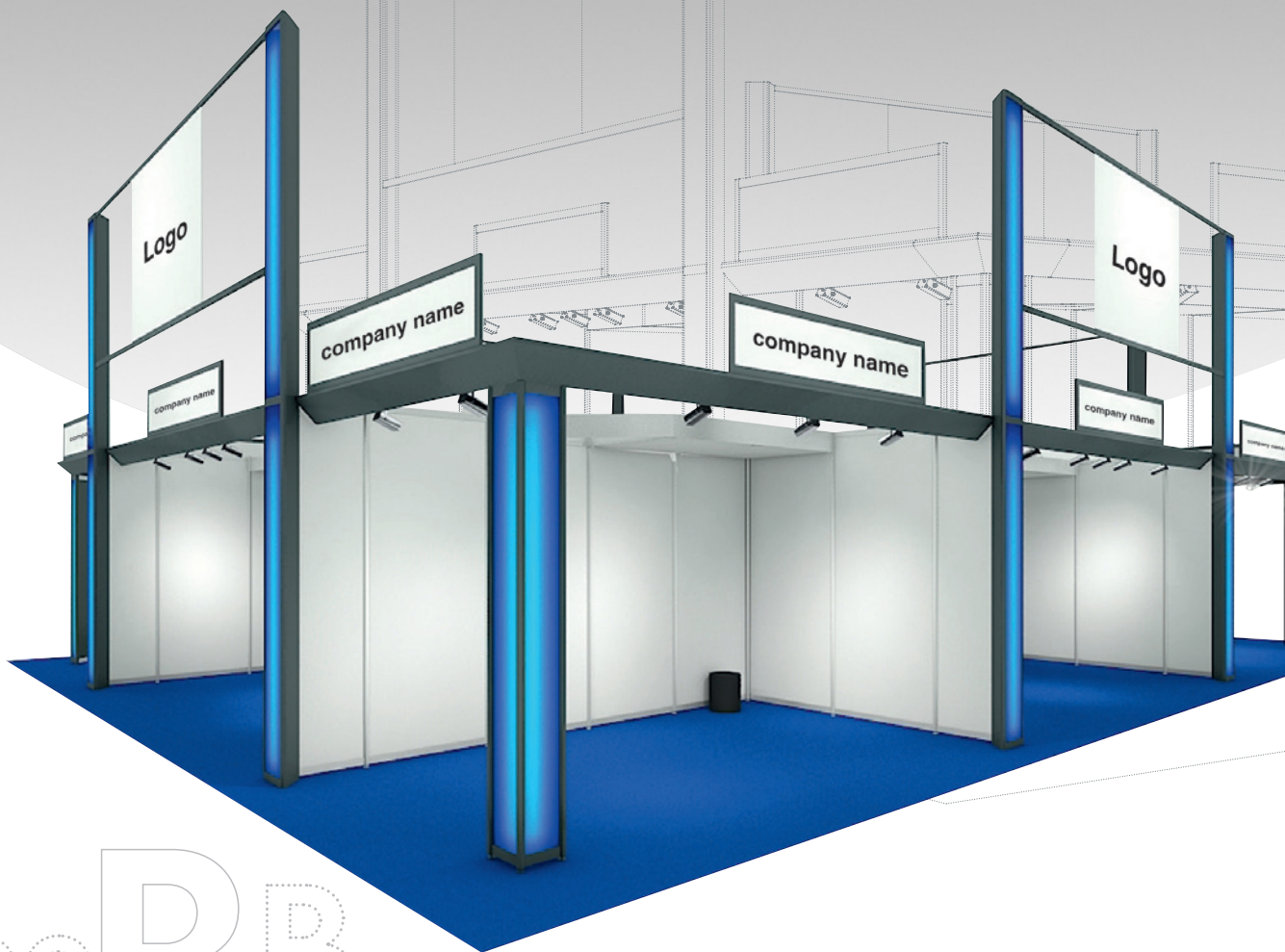
Lighting: One 35 W HQI spotlight every 3 sqm

Furnishings: One 230 V electrical outlet, one wastepaper basket

Graphics: A white fascia board (200 cm x 50 cm) in a white system frame with up to 20 letters (Helvetica, black) on each open side of the stand that faces a passage

Minimum size: 40 sqm

Price: EUR 50.00 per sqm (plus VAT)




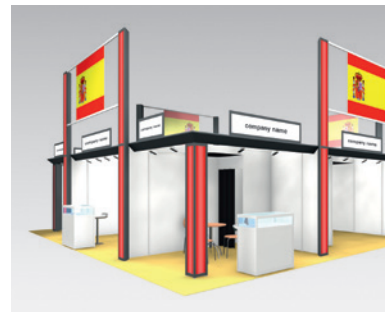
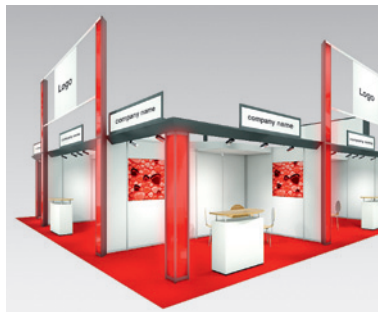
Attractive, light-flooded design

Group stand type B

The type B stand (minimum 60 sqm) offers everything that is necessary for successful group participations at EUR 70.00 per square metre. In particular, large groups can take advantage of the flexible possibilities to satisfy the requirements of their individual members. Type B stands are highly visible from a distance, thanks to the large-format group identifier and backlit elements on the stand's front.

Exhibitors also have the option of including a lounge area for the whole stand that can serve as a meeting place for visitors.




**Group stand type B –
60 sqm and up**

Basic equipment per exhibitor

System/wall construction: Octanorm, white, walls approximately 250 cm high, D300 columns approximately 300 or 500 cm high, backlit acrylic front panels that can be a uniform white, blue, or red according to choice

Please note: The stands are constructed as one unit for the group. The walls, fascia and columns are set back from the boundaries of the stand area by approximately 50 cm

Floor covering: Ribbed carpeting covering the entire stand area, available in any one of charcoal, blue, red, and green

Lighting: One 35 W HQI spotlight every 3 sqm

Furnishings: One storage (100 cm x 100 cm with door), one wastepaper basket, one 230 V electrical outlet

Graphics: A white fascia board (200 cm x 40 cm) in a charcoal-coloured system frame that is mounted to the D300 ceiling supports and printed with up to 20 letters (Helvetica, black) on each open side of the stand that faces a passage

Minimum size: 60 sqm

Price: EUR 70.00 per sqm (plus VAT)



TYPE C Eye-catching stand construction with an imposing distant effect

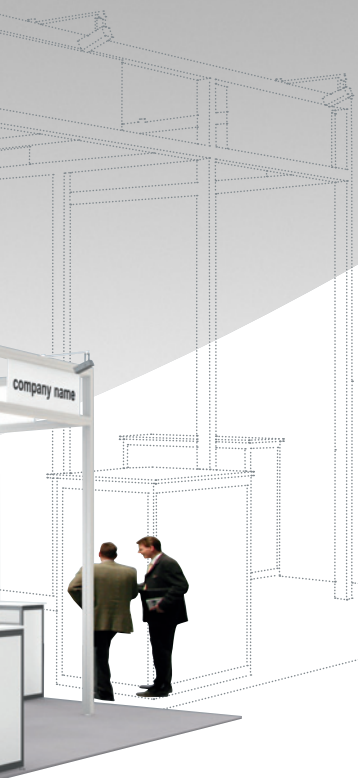
Group stand type C

With its illuminated banners displaying your graphics, this group stand package ensures high visibility even from a distance. This means your group will be easy to find in the middle of a lively trade fair hall. At just EUR 90.00 per square metre, a type C stand (minimum 60 sqm) is a thoroughly successful concept.

The high-quality materials used in this system create an especially inviting ambience throughout the entire stand area. If desired, a common lounge area can be included in this package as an ideal meeting place for all of your visitors.



Group stand type C – 60 sqm and up



Basic equipment per exhibitor

System/wall construction:	Octanorm, grey, white walls approximately 250 cm high, Maxima Silver columns approximately 500 cm high
Please note:	The stands are constructed as one unit for the group. The walls, fascia and system supports are set back from the boundaries of the stand area by approximately 50 cm
Floor covering:	Ribbed carpeting covering the entire stand area, available in any one of charcoal, blue, red, and green
Lighting:	One 35 W HQI spotlight every 3 sqm
Furnishings:	One storage (100 cm x 100 cm with door), one wastepaper basket, one 230 V electrical outlet
Graphics:	A white fascia board (200 cm x 38 cm) with up to 20 letters (Helvetica, black) on each open side of the stand that faces a passage
Minimum size:	60 sqm
Price:	EUR 90.00 per sqm (plus VAT)

Group stand type D – 40 sqm and up

D



Open stand design with space for easy interaction

Group stand type D

This package is especially attractive thanks to the number of possibilities it offers for customising the group's graphic identifier. The type D stand concept is well-suited to areas of 40 sqm and larger and is designed to create an open atmosphere that encourages communication. Here too, exhibitors also have the option of including a common area in the final plan.

This common area can be used for giving talks and making presentations, or it can be set up as a comfortable lounge or cafeteria area for entertaining guests.

The flat-rate cost is EUR 90.00 per square metre and includes the services listed below.

Basic equipment per exhibitor

System/wall construction:	Octanorm, grey, white walls approximately 250 cm high, Maxima Silver columns approximately 400 cm high
Please note:	The stands are constructed as one unit for the group. The bridge elements and walls are set back from the boundaries of the stand area by approximately 50 cm
Floor covering:	Ribbed carpeting covering the entire stand area, available in any one of charcoal, blue, red, and green
Lighting:	One 35 W HQI spotlight every 3 sqm, one 35 W HQI display light per bridge element
Furnishings:	One Maxima bridge element (100 cm wide x 250 cm deep x 400 cm high) onto which spotlights, a group identifier and a graphic panel can be mounted, storage (100 cm x 100 cm with door), one wastepaper basket, one 230 V electrical outlet
Graphics:	One white fascia board (100 cm x 50 cm) with up to 20 letters (Helvetica, black) per bridge element
Minimum size:	40 sqm
Price:	EUR 90.00 per sqm (plus VAT)



The freedom to set the scene yourself

Do you have your own ideas regarding your stand? If so, take advantage of our offer for customised stand construction. This way, you will be able to make use of all of the options, from A to Z. You can present the members of your group according to their individual requirements. Customised stand construction enables you to incorporate and further develop your trade fair and communication goals into your stand concept as soon as you begin planning your group participation. We will be glad to make you an individualised proposal based on your furnishing details and your wishes regarding high-quality stand construction materials.

As a full-service partner, we can offer you the entire spectrum of trade fair communications. Our services include analysis and advice as well as design and implementation.

We will provide you with support before, during and after the trade fair.

We know how you can appeal to your customers – so take advantage of Koelnmesse's experience and work with us on your group concept. We will be happy to give you advice on the basis of visitor and exhibitor-friendly criteria such as:

- The optimal way to guide visitors through your stand
- Comfortable and convenient stand accessibility
- Strategic product and brand presentation

Simply get in touch with us. We would be delighted to talk to you.



Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel.: +49 221 821-0
Fax: +49 221 821-2574
standbau-services@koelnmesse.de
www.koelnmesse.com