

# fair-packages

The complete solution for your  
trade fair success

21–23 May 2019  
Hannover • Germany

labvolution.de



Deutsche Messe

world of labs.



# Our **fair-packages**: total solutions that maximize **your success**

If you don't have much time to plan your trade fair presentation or are making your debut at LABVOLUTION, you should consider our special offer. Our fair-packages provide a wide range of services and benefits, including stand space, stand construction, furnishing and fittings, as well as basic utilities and extensive marketing services. You can choose from three options, and each package is tailor-made to ensure that your trade fair presentation is a complete success. The only difference between the packages is the stand construction. You can find an overview of all services online at: [www.labvolution.de/en/fairpackage](http://www.labvolution.de/en/fairpackage)

## How you benefit

- You save time as all the planning can be dealt with by simply clicking online to order the services required.
- Professional consulting and support when planning your trade fair presentation.
- You can keep your organizational efforts to an absolute minimum. In other words, you can focus on what's most important to you – making new business contacts as well as new deals and orders.
- Exclusive catering package available.

## Guidance and contact

We will advise you on the best package for your requirements and guide you through our online calculator. Please contact:

**Susanne Sattler, Tel. +49 511 89-31427, [susanne.sattler@messe.de](mailto:susanne.sattler@messe.de)**

Detailed information on options and additional services can be found in the catalogue of services or in our LABVOLUTION shop.

## Would you like to book now?

You can book online at [shop.labvolution.de](http://shop.labvolution.de)

After you have decided to take part you are welcome to use our Exhibitor Support team, who will help you with any further questions regarding the preparation and realization of your trade fair presentation. Please contact:

**Tel. +49 511 89-30000 or [exhibitor.support@messe.de](mailto:exhibitor.support@messe.de)**

# Overview of Services

	fair-packages	Standard package (stand area only)
<b>Stand space</b>	✓	✓
<b>Stand assembly</b>	✓	
<b>Basic services</b>		
Electric power supply, incl. 3 kW consumption	✓	
Pre-show cleaning plus daily stand cleaning	✓	
Waste disposal	✓	
Insurance for stand and furnishings (covers fair-package items)	✓	
Parking permit for duration of show (no.)	1	
<b>Marketing &amp; PR</b>		
Services included in the marketing fee (see next page)	✓	✓
Listing in "Exhibitor PR Contacts" guide	✓	✓
Hot topics newsletter ("Trendspots aktuell")	✓	✓
Directory of key publishers	✓	✓
Visitor promotion materials	✓	✓
<b>Catering</b>		
Coffee and tea	✓	
Cookies/pastries and mineral water	✓	
<b>Supplementary services</b>		
Exhibitor passes	✓	✓

# Services included in the marketing fee

## Invitation

to participate in the official evening event

## Admission tickets (registration required)

Admission tickets for your guests (eTickets – registration required) may be ordered and used in unlimited numbers at no extra charge.

## Visitor data

Registration data for your guests will be available 12 weeks before the show, usage data approx. 1 week after the show.

## Internet presence ([www.labvolution.de](http://www.labvolution.de))

This covers a company presentation under the exhibitor and product search section of [www.labvolution.de](http://www.labvolution.de).

Exhibitor information for visitors can be stored in the online trade show planner. You can use the Exhibitor Content Management System (ECMS) yourself to update your own company listing. Alternatively, our professional editorial team will be pleased to assist you in updating your company profile and up to five products.

### ■ Company profile

Extensive presentation options, including company logo in the detailed exhibitor listing, corporate video, brief company profile, links to your company website, listing of contact details, partner enterprises and subsidiaries, as well as hosting of downloads (brochures, etc.).

### ■ Product profile

An unlimited number of products and product descriptions may be uploaded, up to four product group listings per product, product images, PDF files.

Availability: at [www.labvolution.de](http://www.labvolution.de), from the time of stand confirmation until approx. 6 to 8 weeks before the start of the next event.

## Other media

### ■ Directory of exhibitors

Listing of your company name and stand details in the printed directory of exhibitors.

### ■ Electronic Visitor Information System (EBi)

Activation of the visitor information system (EBi), which allows visitors to search for detailed information about exhibitors and products, as well as general information about the show.

## Market research (visitor behaviour)

The results of online and on-site surveys of current and potential visitors in various sectors, functions and regions will be made available so that you can target your marketing for the show to maximum effect.

## Visitor recruitment (campaign advisory services)

Personalized advice on putting together targeted marketing campaigns aimed at generating solid B2B sales leads, e.g. during the run-up period before the show.

# Details of services fair-package Basic

## Modular stand Type A plus extended furnishings pack (minimum size 9 m<sup>2</sup>)

- Disposable, off-the-roll cord carpeting, with plastic film covering
- Perimeter partition walls to adjacent stands and/or hall walls, 250 cm high
- Ceiling, ceiling frame sections along open sides of stand, incl. all necessary crossbeams and columns
- Fascia panel, one per aisle-facing side opening, supplied on request with black lettering in Helvetica Bold typeface (up to a maximum no. of letters), or a logo/digital print\*
- 1 power distribution box with built-in dual-socket outlet, 230 V
- 4 spotlights
- Cubicle, 100 x 100 cm, with lockable door
- Furnishings: 1 table, 3 chairs, 1 coat rack inside cubicle, 1 wastepaper basket, 1 counter, 1 bar stool, 1 brochure rack

Price as from € 4,223\*\*



Modular Stand Type A plus extended furnishings pack



Sample design – includes additional features available at extra cost

\* subject to submission of a print-ready data file to Deutsche Messe at least six weeks before the event begins.

\*\* 9 m<sup>2</sup> Row stand with early-booking discount

# Details of services fair-package **Comfort**

Modular stand Type C plus extended furnishings pack  
(minimum size 12 m<sup>2</sup>)

- Disposable, off-the-roll cord carpeting, with plastic film covering
- Perimeter partition walls to adjacent stands and/or hall walls, 250 cm high
- 1 power distribution box with built-in dual-socket outlet, 230 V
- 1 spotlight, arm-mounted, for each 5 m<sup>2</sup> of stand space, plus 4 spotlights mounted on modular stand tower
- 1 wastepaper basket, 1 counter, 1 bar stool, 1 brochure rack
- Furnishings pack (based on stand size):

Stand size in m <sup>2</sup>	≤ 49	50 – 79	≥ 80
Cubicle size	2 m <sup>2</sup>	4 m <sup>2</sup>	6 m <sup>2</sup>
No. of tables	1	2	3
No. of chairs	4	8	12
No. of coat racks	1	2	2
Modular stand tower*	1	1	2

Price as from € 5,598\*\*

\* Modular stand tower: with a digital print on one side, provided exhibitor submits a print-ready data file to Deutsche Messe at least six weeks before the event begins

\*\* 12 m<sup>2</sup> Row stand with early-booking discount



Modular Stand Type C plus extra furnishings



Sample design – with additional features available at extra cost

# Details of services fair-package Premium

## Modular stand Type Exclusive

(minimum size 20 m<sup>2</sup>)

- Disposable, off-the-roll velour carpeting, with plastic film covering, laid on a raised floor approx. 8 cm high
- Perimeter partition walls (standard frame partitions, approx. 7 cm deep) to adjacent stands and/or hall walls, 300 cm high
- 1 power distribution box
- 1 bar stool, 1 brochure rack, 1 wastepaper basket
- Furnishings pack (based on stand size):

Stand size in m <sup>2</sup>	20–39	40–59	> 60
Cubicle size	2 m <sup>2</sup>	4 m <sup>2</sup>	6 m <sup>2</sup>
Backlit wall approx. 200 cm wide, 300 cm high, incl. digital print*	2	2	3
Bar/info counter	1	2	2
No. of tables	1	2	3
No. of chairs	4	8	12
Number of coat racks	1	2	2
Light pole	1	2	3
Electric power sockets 230 V / 16 A**	4	7	11

**Price as from € 10,568\*\*\***

\* Graphics/digital prints: subject to submission of a print-ready data file to Deutsche Messe at least six weeks before the event begins.

\*\* Electric power sockets: details of layout (number and location of sockets) must be submitted to Deutsche Messe at least three weeks before the event begins.

\*\*\* 20 m<sup>2</sup> Row stand with early-booking discount



Modular Stand Type Exclusive



Sample design – with additional features available at extra cost



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[www.messe.de/en/salespartner](http://www.messe.de/en/salespartner)