

YOUR PARTNER FOR TRADE FAIRS AND EVENTS

MESSE DÜSSELDORF GROUP

ALL YOU NEED AND MORE



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WE ARE OPEN.



OPEN FOR BUSINESS: JUST LIKE THE DOORS OF OUR **18 TRADE FAIR HALLS.** AND LIKE **OUR STAFF.** 24/7: ON THE INTERNET. QUITE LITERALLY: FOR OUR GUESTS FROM ALL OVER THE WORLD. EVENT ORGANISERS, EXHIBITORS AND VISITORS. **GLOBAL PLAYERS, LOCAL HEROES, HIDDEN CHAMPIONS.** EXPERTS FROM THE BUSINESS WORLD. SPECIALISTS FROM THE SCIENTIFIC COMMUNITY. OPEN TO YOUR REQUIREMENTS. IDEAS. CONCEPTS. OPEN TO YOUR PRODUCTS – AND NOT JUST FROM OUR SPECIAL AREAS OF EXPERTISE. OPEN TO INNOVATIONS. OPEN TO CHANGE. OPEN TO THE FUTURE. WITH PLENTY OF SPACE, HIGH QUALITY SERVICES AND FUTURE ORIENTED FACILITIES. TO MEET YOUR NEEDS. **ONE POINT OF CONTACT** TO TAKE CARE OF EVERYTHING. FULL SERVICE, PLAIN AND SIMPLE. ANALOGUE AND DIGITAL. IN BEAUTIFUL SURROUNDINGS. **ALL WITH TYPICAL RHENISH JOIE DE VIVRE.** AND A SMILE. **MAKE YOURSELF AT HOME. AT OUR PLACE!**

FEELING GOOD.

It's a fact: every trade fair company has certain unique advantages. So what is it that makes Messe Düsseldorf the right partner for you? It's quite simple: that good feeling.

It comes when you let your gaze sweep over our grounds – perhaps catching a glimpse of the majestic Rhine as you do so. You may notice it while discovering the benefits of our excellent infrastructure and the beauty of our location. Or when our extensive know-how comes to your aid. Or when you experience our exceptional levels of customer care. And after work, perhaps even while enjoying some authentic local cuisine such as "Himmel un' Ähd".*

All the better that the facts are there to back up that good feeling.

Expertise. Every year, we organise more than 100 events that are attended by around 1.5 million trade fair visitors. With passion. And even more willingness to learn. Because we always want to get that little bit better.

Location. Düsseldorf is a little like ... but completely different from ... oh, let's forget the comparisons! Düsseldorf is unique. Maybe it's down to the 11.4 million people who live within an hour's drive. Or its enormous economic power. Perhaps it's due to the many companies that make their home in the city and its surroundings – DAX corporations and start-ups alike. The spirit of the Rhenish people and their enjoyment of life certainly plays a part, too.

Neighbourhood. Ten minutes from the airport and you're at the trade fair itself. Or the city. You won't find that anywhere else in Europe.

And that's just the beginning. We'll be glad to convince you of the rest in person – right here on site!



* "Himmel", meaning "heaven" or "sky", represents the apples in this dish (as they come from trees, which reach up towards the sky) and "Ähd" or "Erde", meaning "earth", represents the potatoes (as they come from the ground). They're served mashed and puréed. The dish is eaten with Flöns, a grilled black pudding. "Jode Apptit", as the locals say – tuck in!

HOSPITALITY.

Good hosts are happy when guests arrive. From near or far. New guests. And regular visitors. Good hosts create the perfect location. Easy to get to. Convenient and comfortable. Good hosts don't put themselves first. Because the guests should be at the centre of things. Good hosts are attentive and always keep an eye out for anything else their guests might need. Good hosts are always approachable. And helpful. Good hosts are not satisfied until their guests are, too. Good hosts are happy when guests come again.

We are good hosts. And have been so throughout the numerous trade fairs and conventions that have been held regularly on our grounds for so many years. Many of which are the eagerly anticipated top events in their sectors. Where products celebrate

their début. With pioneering innovations. With stimulating ideas. We want event organisers, exhibitors and visitors to feel at home with us. Our expertise and our intuition tell us how. As does the passion for service that characterises all 650 staff members of the Messe Düsseldorf Group. Day after day. Fair after fair. Guest after guest.

» www.messe-duesseldorf.com/guestshows



**RIGHT IN THE HEART
OF THE ACTION.**





DAT ES DÜSSELDORF.*

Located in North Rhine-Westphalia. Germany's number 1 economic region. Practically everything grows here. And sometimes even outgrows itself: global players, hidden champions and among them, some 750,000 small and medium sized companies.

More than 13,000 foreign companies manage their activities in Germany or Europe from here. Some 17 percent of German export goods are "Made in NRW".

In the heart of it all, Düsseldorf, the state capital. With lots of green space and an excellent transport network. A centre of industry, a hub of creativity, a fashion capital, a trade zone, a cradle for start-ups – and above all a promoter of new talent: with 56 colleges and universities, 18 Max Planck Institutes and International Max Planck Research Schools, and 11 Fraunhofer Institutes in the region. All perfectly networked.

600,000 residents, many with foreign passports and above average incomes. The purchasing power of Düsseldorf residents is one-fifth higher than the average in Germany. 11.4 million people live within an hour's drive of the city. In Europe, only Greater London and Paris are as densely populated. So, the ideal trade fair location. Welcome to the heart of the action.

» www.duesseldorf.de



SWEPT OFF YOUR FEET.

Whether by road, rail or air: you just want to get there quickly. Without spending hours in transit. Don't worry: it's easy to get to the Messe Düsseldorf exhibition grounds. And fast. No matter where you're coming from. A moment ago, you were still at the airport – now you're right here at the trade fair site. You'll see.

10 minutes. That's enough for a cappuccino. Or for a quick look at the newspaper. In Düsseldorf, it only takes ten minutes to get from the airport to the trade fair grounds. Or from the main train station – for anyone who doesn't simply ride straight to the "Arena / Messe Nord" underground station. From the trade fair to the old city centre: also only 10 minutes. And getting to concerts or sporting events is even faster – the arena is right next door.

60 minutes. A football game lasts longer; a visit to a restaurant usually does as well. But an hour by air is all it takes to reach Düsseldorf from many European cities. From London, Paris, Prague, Berlin or Copenhagen, for example. And it's even quicker for anyone arriving from Amsterdam or Luxembourg.

120 minutes. That's as long as it takes to watch a film at the cinema. Or to drive from Frankfurt or Brussels to a trade fair in Düsseldorf. And it's just as fast by train.

A little bit longer. Admittedly true for an arrival from the other end of the world. For example: for our international representative from Australia. But it's worth it. And it gives you enough time to ponder world business from a different perspective while relaxing during the flight.

» www.messe-duesseldorf.com/arrival

DÜSSELDORF
INTERNATIONAL AIRPORT

- › Germany's third largest airport
- › More than 22 million air travellers per year
- › 77 airlines flying to more than 180 destinations in 50 countries

BY ROAD OR RAIL

- › Dedicated motorway junction
- › 20,000 parking spaces with shuttle buses
- › 1,300 taxis
- › Main train station with 1,000 rail connections daily



DISTANCE BY AIR
FROM DÜSSELDORF

London	349 miles
Stockholm	850 miles
Rome	921 miles
Moscow	1,475 miles
Sydney	10,377 miles



THE OUTLOOK? EXCELLENT.

When it comes to atmospheric pressure, hours of sunshine and levels of precipitation, we want to know precisely what's going to happen. That's why we have our own weather station. Why does it matter? Because we want everything to be just right for the event organisers, exhibitors and visitors who come to our grounds. For example, when setting up trade fair stands: the hall temperature needs to be at least seven degrees Celsius. Otherwise there could be problems with the machinery. Thanks to the weather station, we can use our heating systems more accurately to control the temperature.

Details like these make all the difference. Anyone can just build halls for large industrial expos or small specialist trade fairs. What's important are the inner values. How do ours measure up? Need you ask! But we don't use cutting edge technology for its own sake - we are dedicated to getting things just right for our customers.

No matter what your plans are, we're ready for them. With variable size halls. Multiple entrances for trade fairs, conventions, conferences and events. And quick access to all areas once inside. With hall floor space that can bear heavy loads – up to 10 tonnes per square metre. And with sufficient power: up to a total of 68 megawatts of electrical power per stand – but never more than is actually needed. Because we also place great value on efficiency and sustainability. And that includes sustaining a good impression. That's why all utilities are discreetly hidden – below ground. To ensure that there's room in the halls for the important things: the requirements of our customers.

PICK YOUR SPOT.

Seeing and being seen – we have just the right stage for that. With an array of technical options at your disposal. For whatever you may have planned. Whether it's a trade fair, event or convention. Whether you need lots of free space or hardly any at all.

If we have to, we can open things up all the way. Or more precisely: 13.35 metres wide and 15.50 metres high. These are the dimensions of the entrance to Hall 6, our largest hall. Large industrial machinery will fit through without any problem at all. Once inside, visitors can gain a bird's eye view of the machine from the gallery.

If you don't need that much space, for example for an event with a special theme – please, allow us. We're ready for that as well. Take Hall 7, for instance, our smallest. Half as large as a football pitch.

We have nothing against short distances, either. Even on our grounds. So it's only a few steps from one hall to another. And you usually won't get your feet wet on the way, as many of the walkways are covered.

You have to work to stay at the top. That's why we're continuing to upgrade the technical aspects of our grounds. By 2030, we will have invested some 600 million euros in them.

» www.messe-duesseldorf.com/site_halls



OUR GROUNDS

- › 18 trade fair halls
- › 262,704 sqm of hall floor area
- › Largest hall: 25,276 sqm
- › Smallest hall: 3,883 sqm
- › 43,000 sqm of outdoor space

TRADE FAIRS PLUS

- › Over 2,800 conventions and professional events each year
- › More than 1 million visitors
- › Convention halls for 200 to 2,600 people
- › Conference rooms for 10 to 140 people

**SOFTWARE. HEARTWARE.
BRAINWARE.**



WE'LL TAKE CARE OF IT.

FULL SERVICE

- › Stand construction and engineering
- › Marketing
- › Other services
- › Infrastructure

A trade fair is about painstaking attention to detail. But it's worth the effort if you do it right. From beginning to end, that is. It's great to know you have someone by your side. Someone who gets it and who listens. Who clears the way. Who also clears up problems. And above all – someone who pitches in.

We have more than 650 such listeners, way-clearers and pitchersin. Our staff. They have a passion for customer care. They want you and your guests to feel at home and they want your event to succeed. Where and how can we help? Maybe with one of our online portals? These ensure that your marketing and distribution activities occur right on time. Or with setting up your stand? Our specialists know the best way to show off your products. And not just in theory. They turn ideas into reality – whether with a typical stand or a customised solution.

And we provide service that's delicious as well. From a classic German currywurst to a fine dining menu – our food and catering services cover every kind of event.

The good news: even though there are lots of us behind the scenes making your event a success, you only have to talk to one person to bring it all together: your personal miracle-worker. A competent contact who can answer all of your questions and go through Messe Düsseldorf's full range of services with you – someone who can make life that bit easier. No loss of information; end-to-end coordination; comprehensive monitoring. We've got your back, so you can focus on the most important thing of all: your business.



WISH GRANTERS.

A relaxed smile, a friendly handshake, an acknowledging pat on the shoulder – receiving congratulations can be so nice. Because everything has gone right. Because no wish has been left unfulfilled. Because your guests are already looking forward to coming back again. In short, because your event was a success.

Or will be! Let's talk! About your plans for your event. We have the team and the expertise. To help you achieve all of your goals. Glad to be of service!

Services from A to Z

Advertising, effective **B**usiness Cent er, modern **C**atering, delicious **D**edicated, to
excellence **E**lectricity, reliable **F**lo or area, vast **G**ood to meet you, anywhere
Handwriting, personal **I**nternet porta ls, informative **J**ournalist support, competent
Know-how, extensive **L**ogistics, all w orked out **M**arketing solutions, great **N**ight-
shift electricians, rested **O**nline order s ystem, fast **P**arking spaces, nearby **Q**uestions,
answers **R**esponsetime, short **S**huttle bus, punctual **T**elecommunications, unlimited
Underground station, near by **V**isitor s, welcome **W**orldwide, Top Brands **X**tras, to
be confirmed **Y**acht service, occasion ally **Z**eal, at all times



OFF TO A FLYING START.

It's great when a trade fair takes off! Becomes well known in its sector, comes to represent high standards and be known for the exceptional level of service it delivers to exhibitors and visitors alike. When it establishes a global benchmark. We get events off to such a good start. Particularly, in disciplines where we have a true head start in experience. Where we are the leaders in quality.

Whether a small screw or a large machine, chicory boats or luxury yachts, active ingredients or raw materials: every product deserves our undivided attention. We watch markets and analyse trends. In short, we work consistently on the quality of our events – regardless of whether it's a show for a small interest group or a major world trade fair. That's how we keep making them better. With passion and good humour.

But you have to work at it if you want to improve. Which we do by paying close attention to every detail. For example, when seeking the fastest way to transport large exhibits to and from the site. Cars, minibuses, vans and lorries travel about our trade fair grounds in separate areas. Certain zones are reserved for heavy transport. And all of our halls are at ground level, with entrances large enough for lorries to drive into. Arrival, parking, loading and unloading, departure – it all goes quickly. Thanks to electronically monitored logistics that control entry and exit times by chip. That's unique. And a real advantage for our event organisers and exhibitors. Because it gives them greater cost security. And also benefits the environment. That's because our award winning logistics lead to less traffic, reduced emissions and minimal stress.

» www.messe-duesseldorf.com/expertiseareas

OUR FIVE AREAS OF EXPERTISE

- › Machinery, plant and equipment
- › Retail, trade and services
- › Health and medicine
- › Fashion and lifestyle
- › Leisure

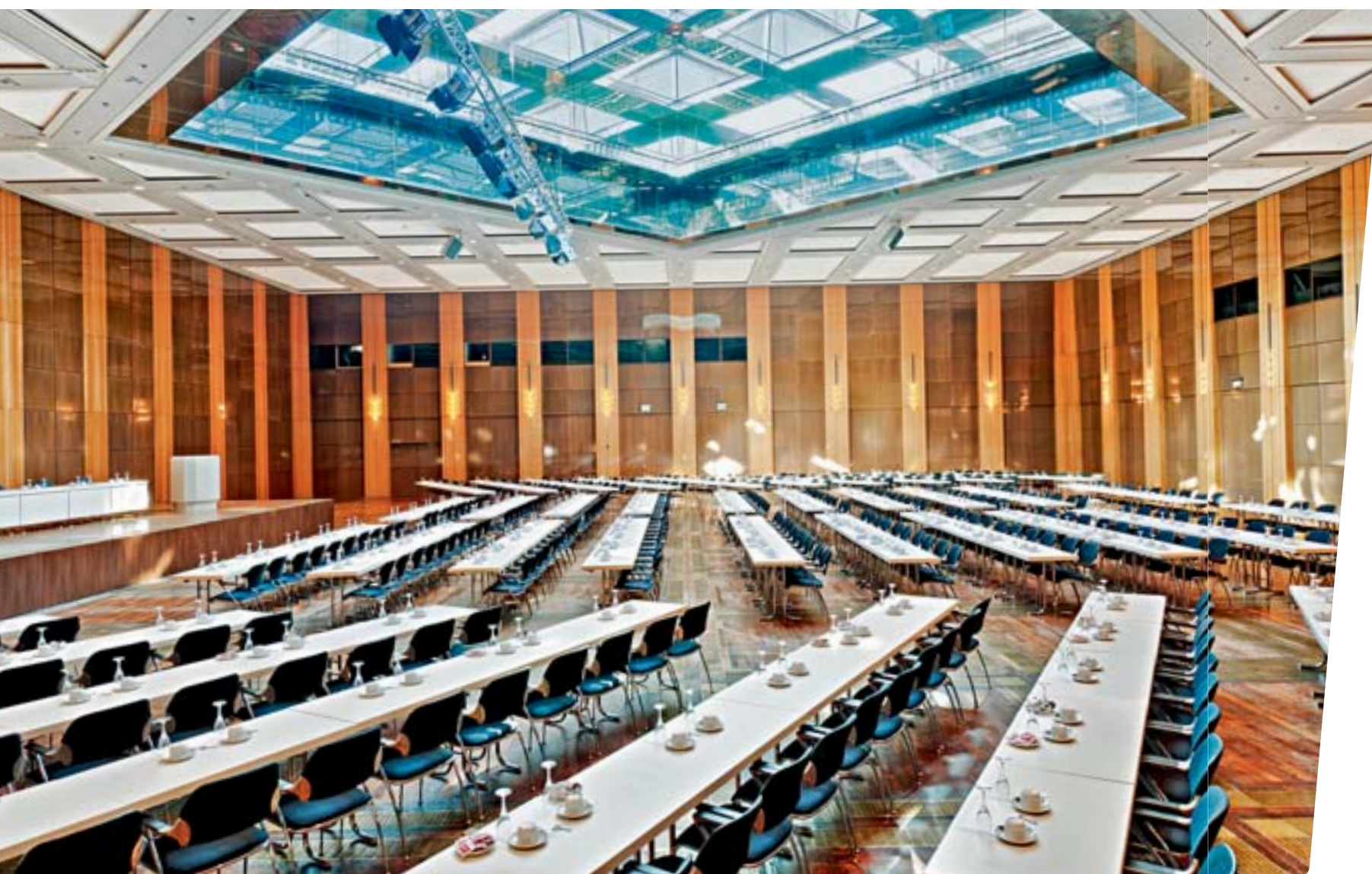


INTERPERSONAL.

Products. Knowledge. Ideas. These are things that can be shared in many ways nowadays. But nothing beats experiencing them live. Nowhere else is interest more visible, exchange more reciprocal and enthusiasm more palpable than face to face. Where people come together – at your event. With your target audience.

Experience, touch, interact. That works only right on site. Fully analogue. But even this experience can be enhanced further, by offering you, your exhibitors and your visitors all of the advantages of the digital world. This is a definite advantage. For example, when it comes to targeted contact between exhibitors and visitors.

We find ourselves employing iBeacons more and more for this purpose: upon request, trade fair visitors can receive personalised messages from exhibitors. About products, special offers, how to get to the trade fair stand, and so on. That's how we bring business partners together. Without major detours. Of course, many visitors have a pretty clear idea of where they need to go before they even get to the show. Online portals provide them with important information about exhibitors, products and events in advance. The handshake is only available in person, however. But regardless of whether you're planning a trade fair for professional visitors or end users, we're here to receive your ideas. And bring them to life as only we know how. So you can sit back and wait for the admiration, applause and enthusiasm. You are very welcome.



CAPACITIES

› CCD total: 7,500 people
37 variable space units
for up to 2,100 people

› Total for CCD east: 650 people
Divisible into three separate units
Large backstage area
VIP apartment

COME TO STAY.

Develop ideas together. Share stories. Make connections. Conventions offer an ideal platform for this. Especially if they take place at a location where people are happy to gather. Because everything's just right. A place that inspires and allows room for ideas. One that's modern and opens up new dimensions. And that offers every conceivable amenity. Like the CCD Congress Center Düsseldorf.

Whether you're expecting 50 guests or several thousand – we make the necessary adjustments. With variable size rooms. With state of the art conference equipment. With optimal hardware. And with customised services: simultaneous interpreting? No problem. Amuse-gueules or Rhenish tapas – we cater for every palate. Light show or big screen – even the visual effects are top of the range.

And if you're operating on a slightly larger scale – say maybe 165,000 attendees – then we can collaborate with DCSE (Düsseldorf Congress Sports & Events) to make your major event truly spectacular: at HORISUM, one of the world's largest event centres with more than 330,000 sqm of event space (arena and 18 trade fair halls).

As for the connection between the convention spaces and the trade fair halls, we stay true to our short-distances philosophy. It's often just a matter of going "one door down"! That's because many of the halls have separate entrances and a direct connection to the Congress Center.

And soon we will have even more capacity and unparalleled facilities: by 2019, we will have recreated trade fair hall 1, with 12,000 sqm and 12 conference rooms, directly adjoining the Congress Center. After all this work, the CCD Congress Center Düsseldorf is going to be completely transformed. No small makeover for us – we want to keep the Basis for Business looking sharp.

» www.d-cse.com





OH, HOW LOVELY!

Düsseldorf has the right to show off. And it does so brilliantly! Take the Kö, for example, with its exclusive boutiques and world famous designer brands. And just a few steps away is the old town centre. That's where you'll come across Köbes (if you're after an Alt beer), baristas and sommeliers – in the many brewpubs, chic bistros and fashionable bars. Düsseldorf has something for everyone.

A short stroll along the lovely promenade beside the Rhine brings us to the Medienhafen: a lively mile of contrasting architectural styles offered by warehouses, modern office buildings and fashionable meeting places.

Looking for art and culture? There's a lot to be found in that category as well. The German Opera House on the Rhine, the theatre, the concert hall, world renowned museums – it's definitely worth spending a few days here after the event! Perhaps go for a stroll in one of our historic parks, view the palaces or take an excursion and explore some of the city's many green spaces.

There's a lot of those in the city too, by the way. And sports as well. Watch top international sporting events in state of the art athletics venues like the Dome, or the arena right next to door to Messe Düsseldorf. Or have a go yourself, as golf, tennis and water sports facilities are all close by. Anything a sports enthusiast's heart could desire. And afterwards, a cold drink at the Kasematten restaurant: with Rhenish flair, and a charm all of its own, that only Düsseldorf has to offer.





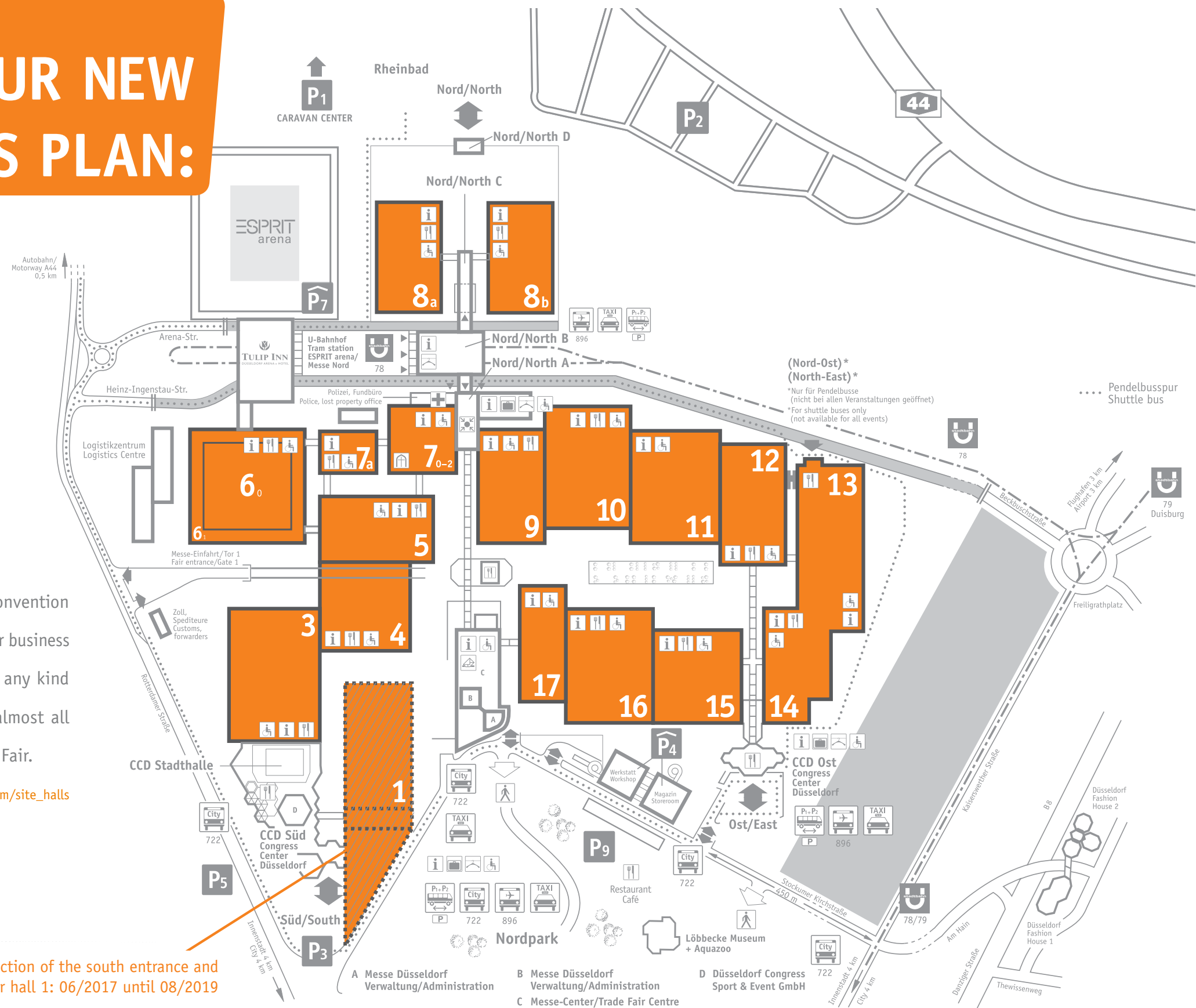
**WE'VE GOT YOU
COVERED.**

YOUR NEW BUSINESS PLAN:

18 trade fair halls, outdoor space and a convention centre promise even more success. For your business ideas – an infrastructure that works for any kind of event, including disabled access to almost all areas. We'd love to host you. We Love A Fair.

» www.messe-duesseldorf.com/site_halls

» New construction of the south entrance and trade fair hall 1: 06/2017 until 08/2019



CONTACT US.

Just right! The ideal location for you. Messe Düsseldorf and the city. And the many possibilities that we have to offer you. Take us at our word: make yourself at home. At our place.

We can't wait to hear your ideas. Digital. Analogue. But best of all face to face: here with us in Düsseldorf. See you soon!

www.messe-duesseldorf.com/guestshows



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Basis for
Business

