

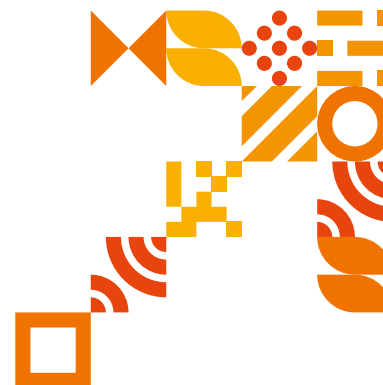
Service Alliance  
your way to trade fair success



# Choose the Alliance for a strong appearance!

A successful trade fair appearance not only forms the basis for your commercial success - a trade fair stand also involves high investment in all areas. Therefore you need to be able to rely on every aspect of your stand being perfectly orchestrated. You also need to be sure that you and your team can focus on your core skills, as that is the reason for appearing at the trade fair.

**The solution:** With an experienced partner like Messe Düsseldorf Service Alliance you get the best possible support, with decades of first-hand experience, as well as access to a network of reliable and proven partners. In short: the perfect alliance for your successful trade fair appearance.



**Service Alliance**  
your way to trade fair success



# Service with the home advantage

As a Service Alliance partner, you can either book individual service modules or take advantage of our All-Inclusive hassle-free package. Whatever you decide: Your primary contact at Service Alliance will take care of all the coordination and organisation of the various services.

## Good to know:

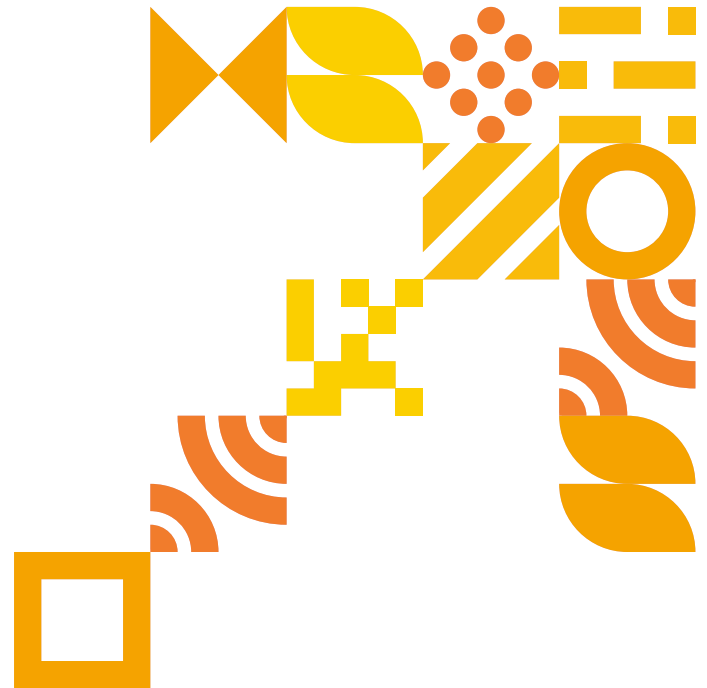
Our service partners are carefully selected for your services and have extensive experience. They operate worldwide, have been working with Messe Düsseldorf for decades and are represented directly at our exhibition centre. A home advantage that you should put to use for your business!



# Our Expertise: Your Success

As an integrated service division of Messe Düsseldorf, we are your contact to provide optimum trade fair presentation in every respect, from the initial consultation, right through the design and planning to the implementation, with all its facets.

Our access to in-house logistics and knowledge of the necessary processes make everything more convenient for you as well as improving the efficiency and, more importantly, the accuracy of your decision-making. In the end, this saves not only time and resources but also, in particular, money.



No need to worry about any expensive unexpected costs!  
Save your resources with really effective trade fair planning,  
by the professionals.

Contact  
us now:

+49 211 4560 600

servicealliance@messe-duesseldorf.de  
www.servicealliance.messe-duesseldorf.de



## Our Advantages

- Detailed knowledge of all the logistics and infrastructure requirements
- Speed and reliability through forward-thinking planning and effective implementation with experienced partners
- Extensive experience gained from the implementation of more than 2,200 individual stands and 3,500 system stands per year



Stand construction



Rigging



Catering



WiFi



Digital Lead Tracking



Crossmedia Advertising



Outdoor Advertising


Everything handled by one  
single source  
Our services





# Service Alliance Agreement



- Planning and Control:  
one contact for all services
  - Coordination:  
complete quality assurance and transparent processes
  - Operational reliability:  
the largest network and the fastest logistics
- 

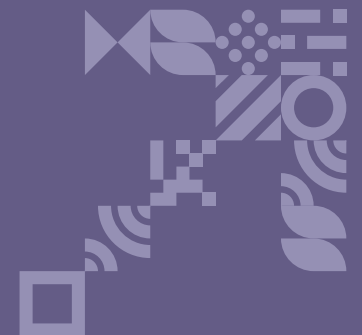


Experience & Performance  
Service Stand Construction



**Your journey to success begins**  
with selecting the right stand  
concept.

This is why we are there to support you in every aspect and through every phase of stand construction: from the initial consultation, through the sketching of ideas and the design stage to the construction and eventually even the disassembly and removal. Our in-house networking and years of experience make a crucial difference. You benefit from our convenient nearby locations and perfect logistics and, as a Messe Düsseldorf customer, you are always in pole position. That is an advantage that pays off!





Expert Solutions

## Your Stand Upgrade

You already have a stand builder and want to change the appearance of your stand? Whether for a system stand or individual construction, our expertise can provide you with an appropriate and cost-effective solution for your requirements.



## Our Services

- ≡ Consulting, Design and 3D Visualisation
- ≡ Efficient construction and dismantling without any unexpected costs
- ≡ On-site support nearby



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# Effective staging Service Rigging



Benefit from short assembly times, with everything pre-assembled by us.

The "rigging" process, i.e. suspension of trusses for lighting, banners and media equipment, constitutes a particular challenge in trade fair set-up because it requires optimal coordination with all the other preparatory work taking place. Here too, with Service Alliance you benefit from efficient procedures and professional set-up and dismantling: Whether it involves speakers, spotlights, video equipment, banners or other suspended items, we take care to ensure that your rigging requirements are implemented efficiently. Only the newest and safest technology is used.







Service Rigging

## Our Services

- ⌂ Advice on the best equipment
- ⌂ Efficient assembly and disassembly
- ⌂ Reliable technical testing in accordance with the current safety regulations



Contact us **now on:**

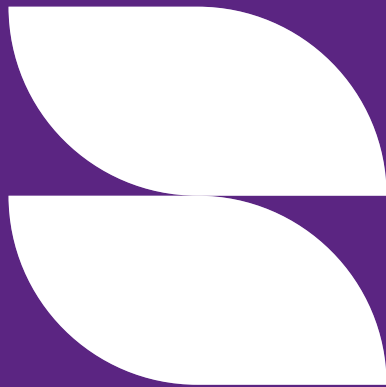
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# Showing good taste

## Service Catering



Don't waste your energy on searching for the right type of Catering Service or providing your own drinks and snacks. Enjoy the advantages of our full range of services on-site - from mineral water to menus with multiple courses.

Regardless of what your catering requirements are at your stand, we'll deliver it to you on time. Our Catering Service is highly effective with its customer focus, high quality of service, passion and professionalism. We also offer vegan, vegetarian, halal and kosher food. This makes you the perfect host! We are also happy to organise your stand party in the evening.



## Our Services

- “ Custom catering concepts
- “ Full service and on-site support with and without serving personnel
- “ Special service for your stand party too



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# Perfectly connected

## Service Wi-Fi



With the right networking concept, we can ensure that every presentation and all communication at your stand runs smoothly.





Our extensive range of products gives your stand a reliable connection with the whole world via wireless LAN or fixed Internet connection. Here, too, you benefit from fast connections and high operational reliability, thanks to our in-house logistics.





Service WiFi

## Our Services

-  Advice on your configuration
-  Hardware installation
-  Installation and removal
-  On-site support



Contact us **now on:**

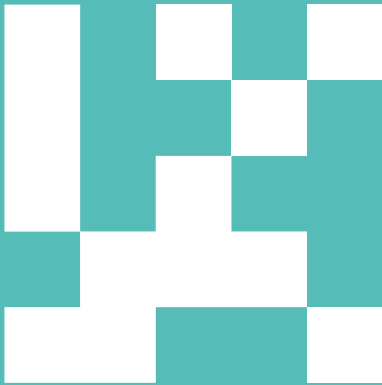
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# Effective Performance Measurement

## Service Digital Lead Tracking



Benefit from our longstanding trade fair experience as a measure of success:

We provide you with digital tools that can take over lead tracking and the analysis of visitor numbers for you. With our state-of-the-art solutions, you can scan the bar code on a visitor ticket or any business card and you will immediately have GDPR-compliant data ready to be processed and used individually.



## Our Services

- ☒ Advice on appropriate tools
- ☒ Effective lead tracking
- ☒ Clustering of visitor traffic
- ☒ Interfaces to your own CRM System



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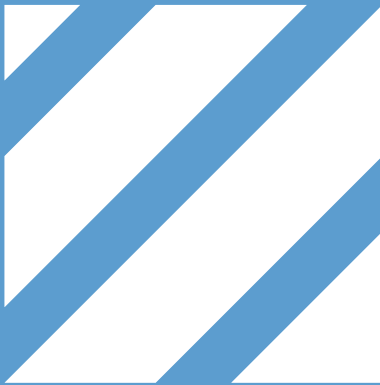
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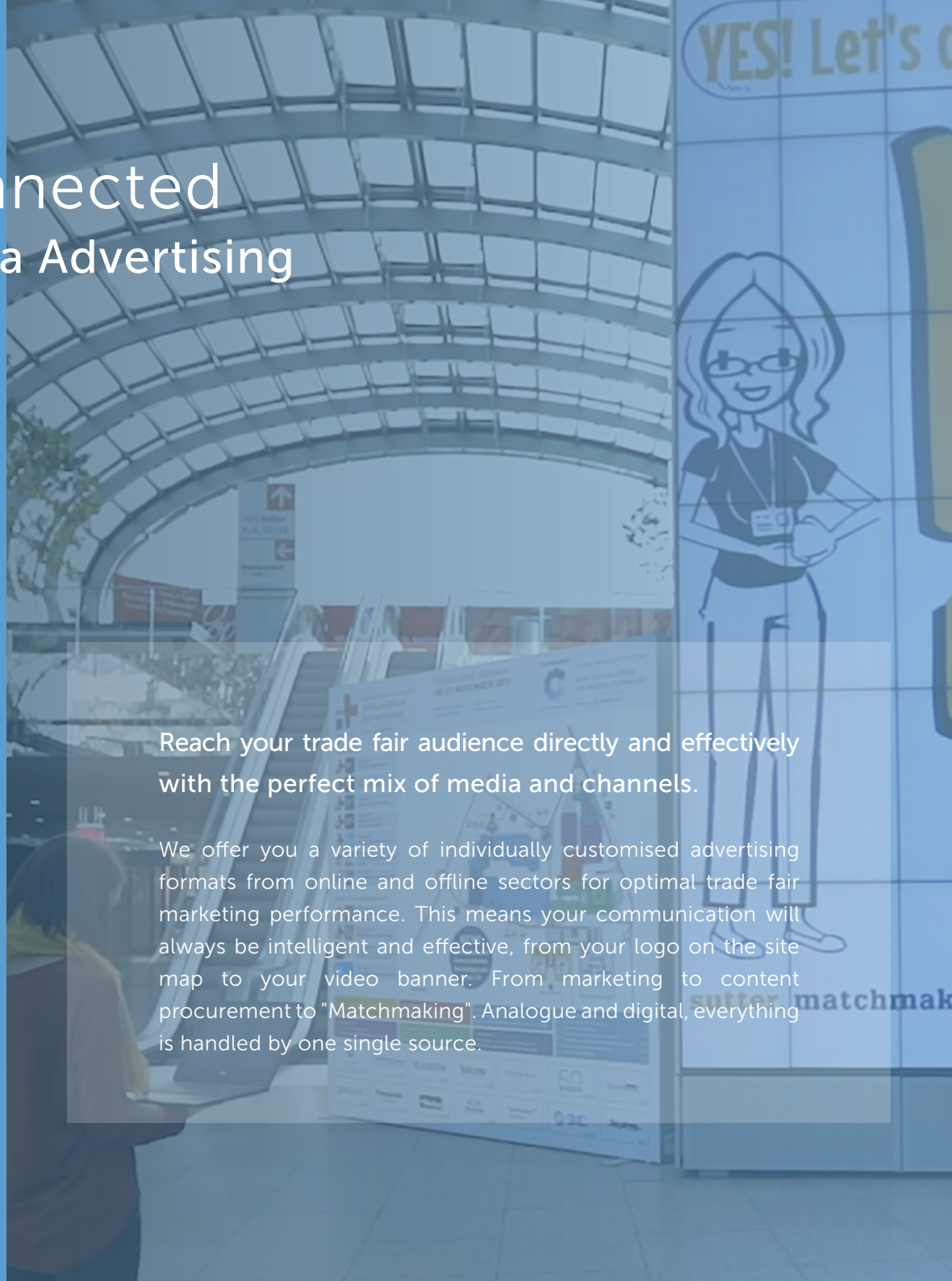
# Efficiently connected

## Service Cross Media Advertising



Reach your trade fair audience directly and effectively  
with the perfect mix of media and channels.

We offer you a variety of individually customised advertising formats from online and offline sectors for optimal trade fair marketing performance. This means your communication will always be intelligent and effective, from your logo on the site map to your video banner. From marketing to content procurement to "Matchmaking". Analogue and digital, everything is handled by one single source.





Service Crossmedia Advertising

## Our Services

- ▨ Advice on advertising formats
- ▨ Individual marketing mix (Print/Digital)
- ▨ Marketing and content procurement
- ▨ Interest beyond your trade fair appearance



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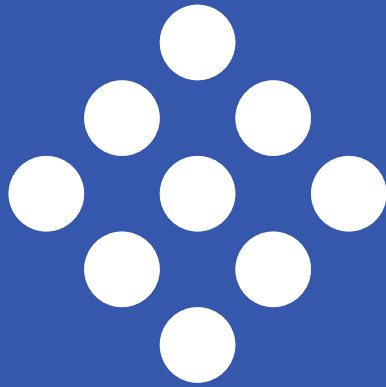
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# Optimum visibility

## Service Outdoor Advertising



As the Messe Düsseldorf in-house marketer of advertising space, we are right at your side with advice and ideas for suitable marketing actions on site.

From posters, lightbox displays and floor graphics to billboards we can take care of all of your outdoor advertising requirements in the trade fair area. This will catch the eye of trade fair attendees before they even visit your stand.





## Our Services

- ❖ Advice on appropriate advertising space
- ❖ Ideas, layout and production
- ❖ Installation and removal
- ❖ Visibility throughout the whole trade fair area

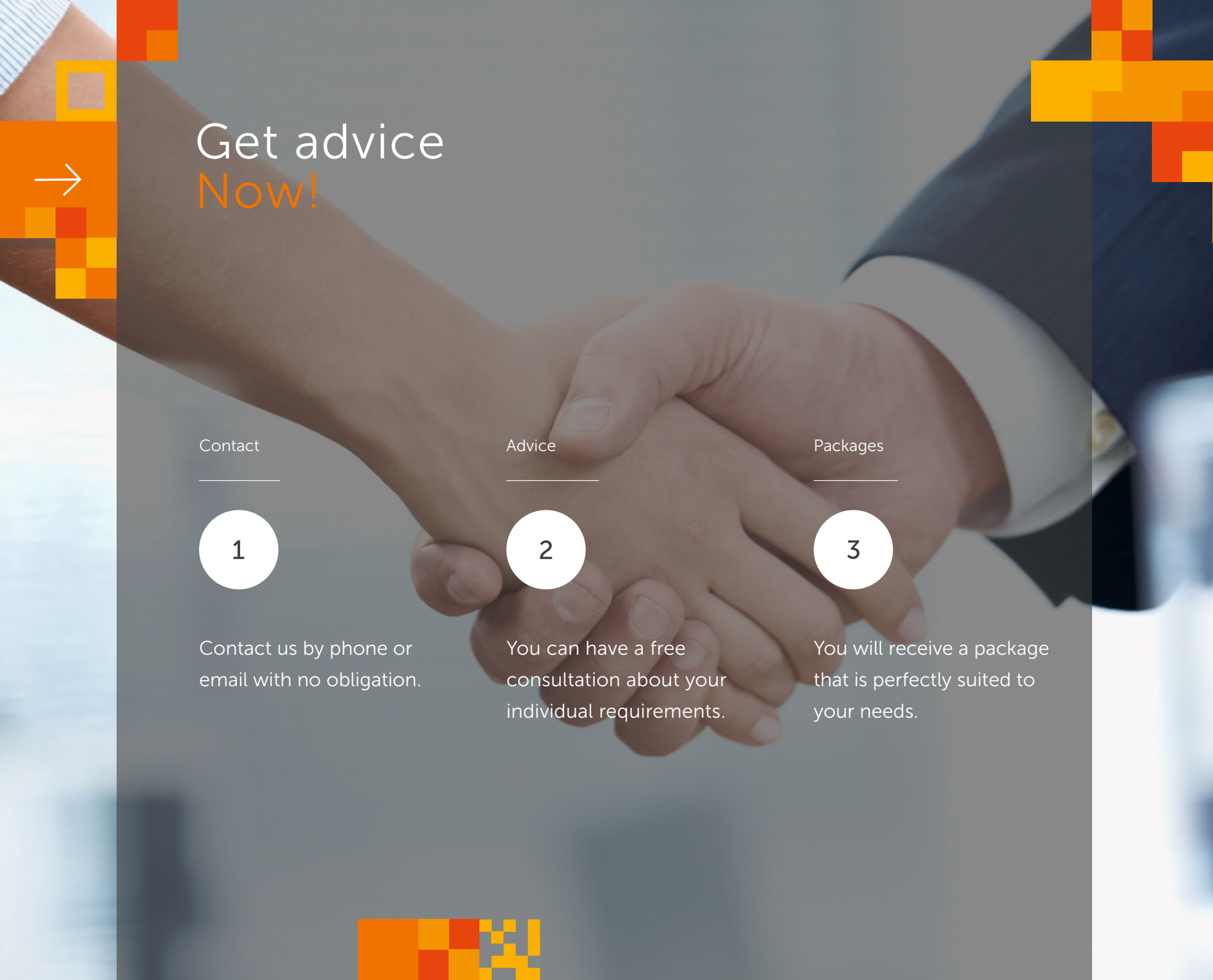


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Get advice  
Now!

Contact

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1

Contact us by phone or email with no obligation.

Advice

---

2

You can have a free consultation about your individual requirements.


Packages

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3

You will receive a package that is perfectly suited to your needs.





Comprehensive support from Service Alliance is your key to an optimum trade fair appearance. Backed by our long years of experience combined with our forward-thinking approach, our advice pays off.

Contact us now on:

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## Our Service Alliance



**NEUMANN & MÜLLER**  
VERANSTALTUNGSTECHNIK



Messe  
Düsseldorf

**Fair  
Business**



**A. SUTTER**

**SV**Group

Passion for quality. Since 1914.



**group** | The Technology  
for Events



**SCAN2LEAD**

# Visible Success Our References

Reference

Foseco



Rigging



Wi-Fi



Outdoor Advertising










We look after every trade fair stand with commitment, ambition and passion. We aren't satisfied unless we've really made you enthusiastic - as these examples clearly show.

Let us give you inspiration. Talk to us about your requirements!



## Reference Daussan

-  Stand construction
-  Rigging
-  Catering
-  WiFi
-  Digital Lead Tracking
-  Crossmedia Advertising
-  Outdoor Advertising







Reference  
Microsoft



Rigging



Wi-Fi



Stand construction



Digital Lead Tracking

Reference

Marques de Murrieta



Stand construction



Rigging



Wi-Fi







## Reference

### Irplast

-  Stand construction
-  Catering
-  Cross Media Advertising
-  Wi-Fi




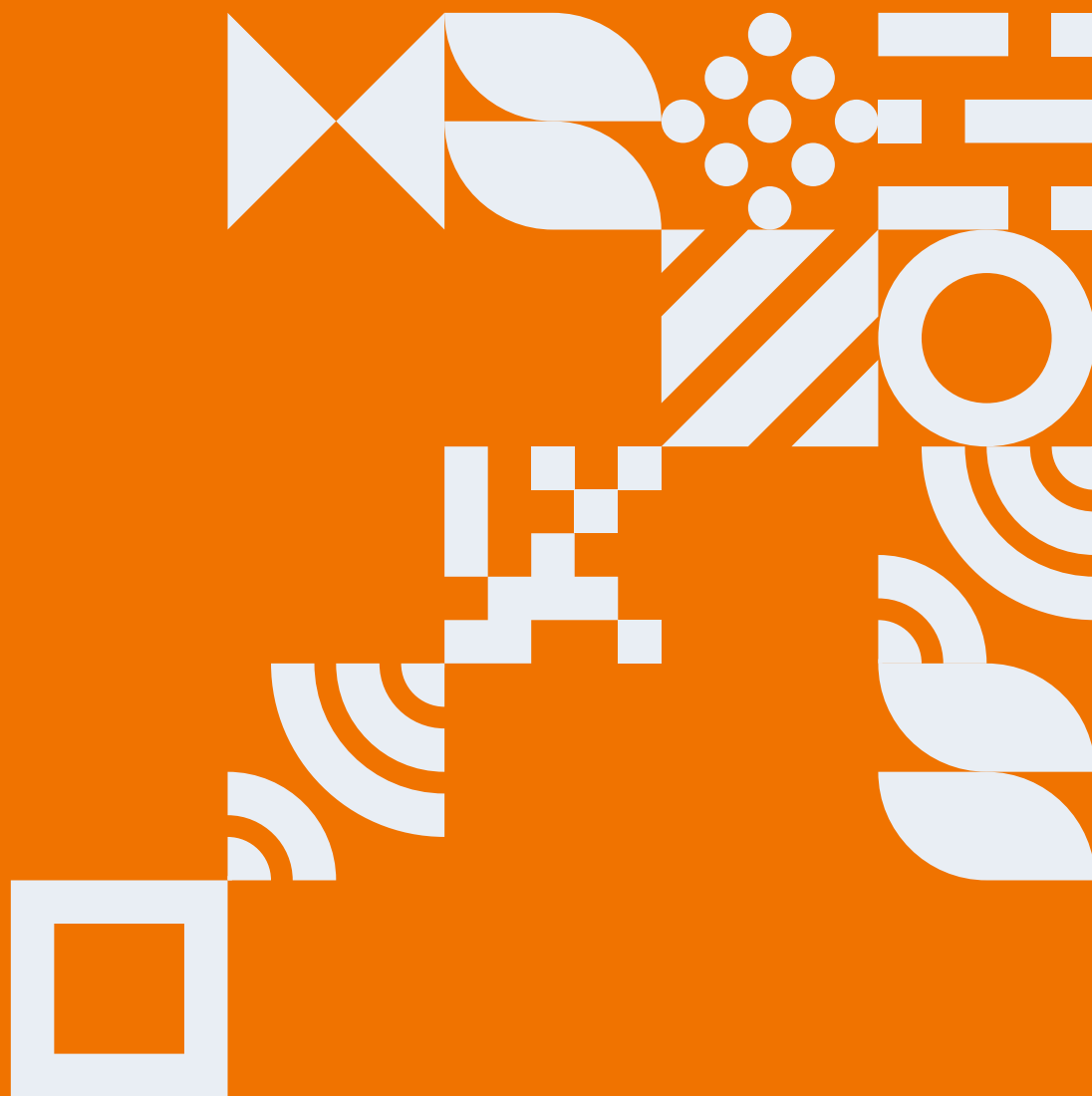
## Referenz Petcher

-  Catering
-  WiFi
-  Rigging
-  Digital Lead Tracking



## Referenz

- domo**
-  Standbau
  -  Rigging
  -  Catering
  -  WiFi
  -  Digital Lead Tracking
  -  Crossmedia Advertising



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