

INSTANT FAIR

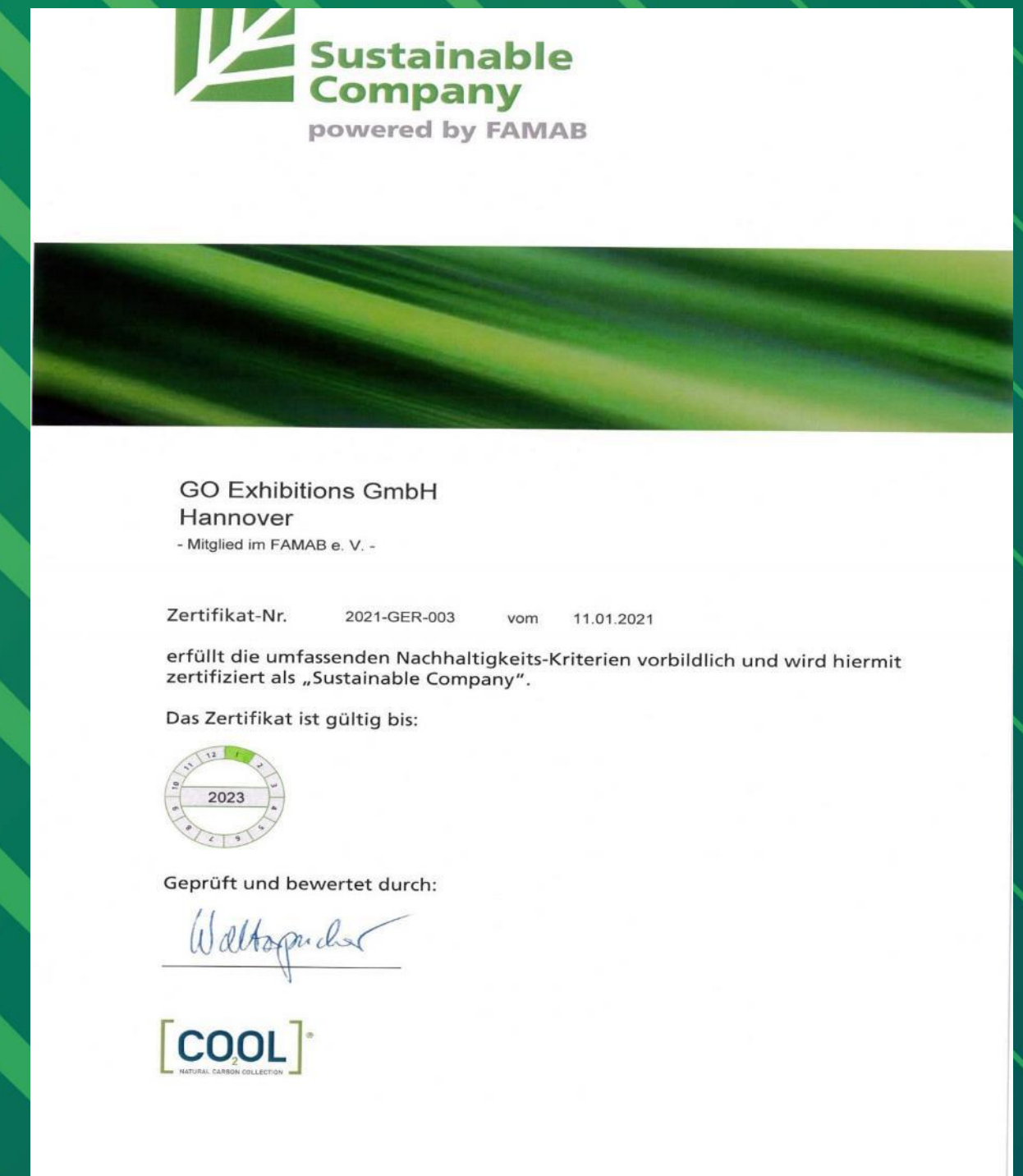
**READY FOR INSTANT
SUSTAINABLE USE**



INSTANT FAIR:

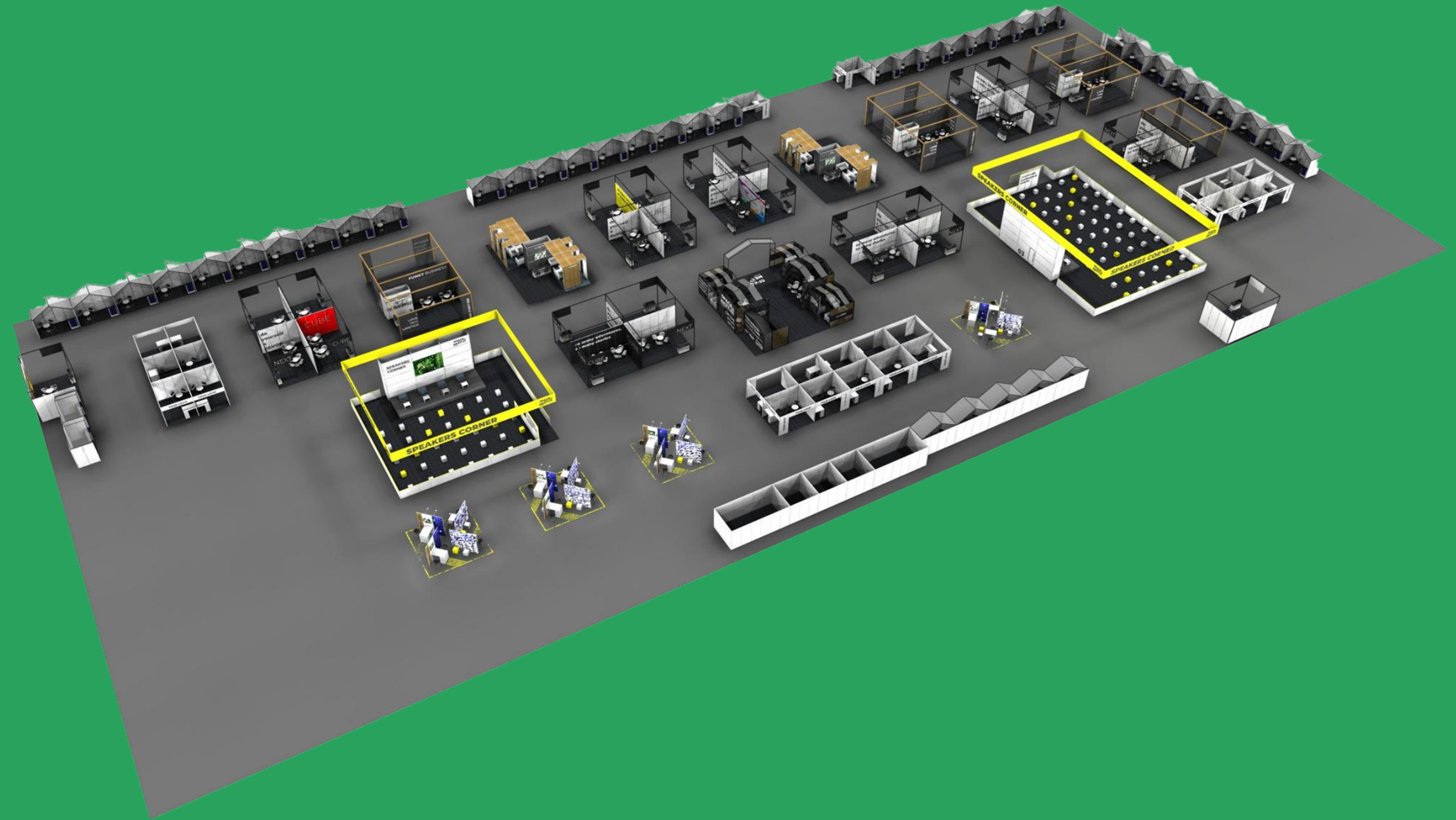
einzigartig in Europa

- Stand constructions remain in place and will be used up to 20 times (set-up and dismantling will not be necessary)
- Stand construction are largely made with sustainable materials (e.g. organic colors, graphic print on cardboard and not on film, floor coverings from CO²-certified companies, etc.)
- Options to contribute CO²-neutral for exhibitors and organizers



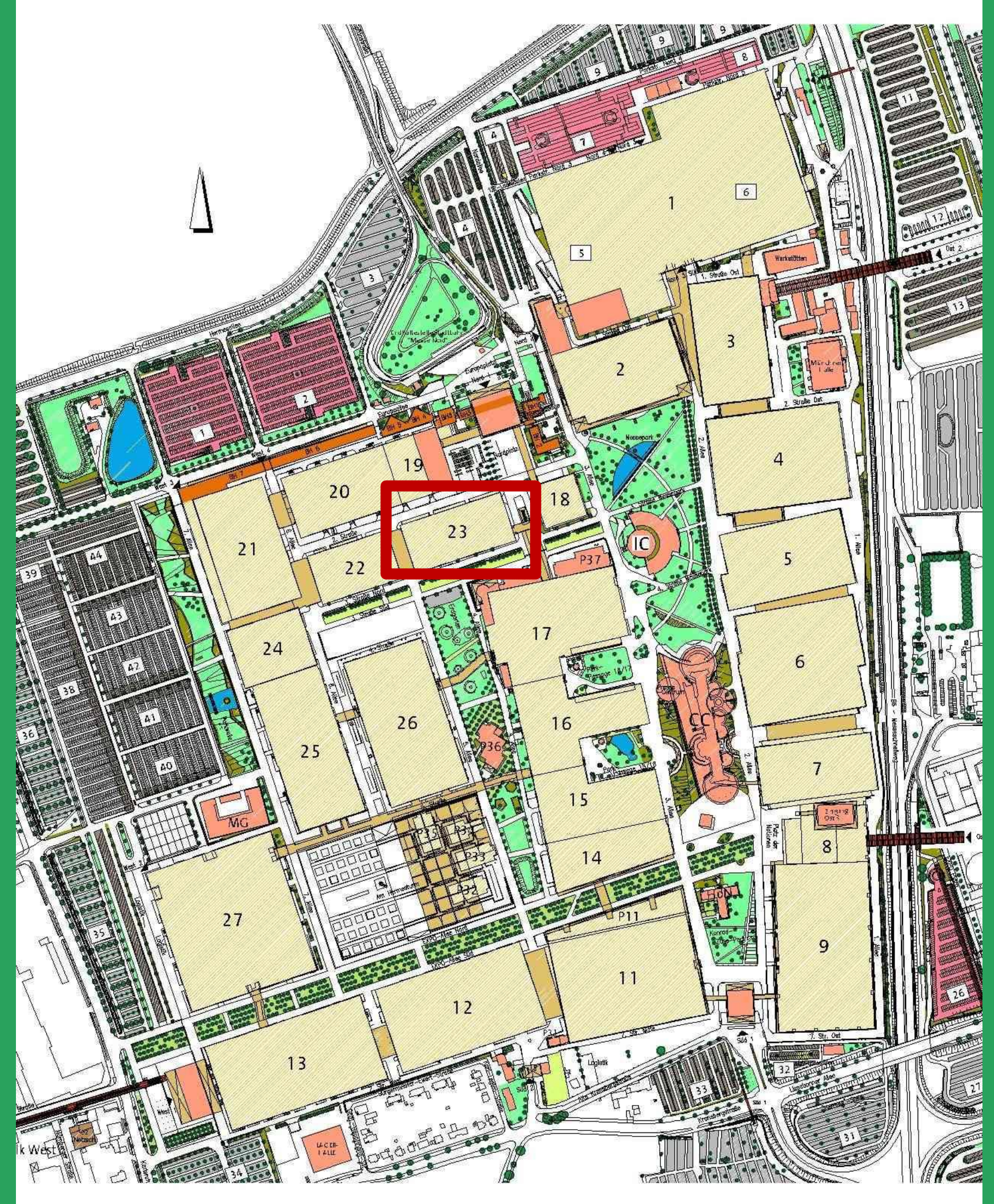
INSTANT FAIR

- "Ready to use" trade fair concept
- An exhibition hall with fixed hall layout, fixed stand structures, forums and common areas
- Standard processes and infrastructure costs
- Sustainable, fast, cost-optimized and budget-safe
- COVID-19 hygiene concept
- unique in Europe



Die perfekte Lage für Ihr Event: **Halle 23**

- direct connection to the main entrance NORD 1 (tram stop)
- Proximity to the H'Up (hybrid events) Hall 18
- modern congress and conference rooms in the multifunctional exhibition hall 19/20



INSTANT FAIR
there is more to
expect:



EXHIBITIONS INSTANTLY

INSTANT FAIR - the ideal location for up to 3,000 guests per day with the stand and area infrastructure already in set up and shape.

INSTANT FAIR remains as a ready-made module for individual event branding.



INSTANT FAIR: Type of stands



| Type of stand | Stand size | Number | Equipment |
|----------------|------------|--------|---|
| Start-up areas | 9 sqm | 16 | Adhesive foils on the floor of the hall, 1x counter, 2x bar stool, 2x seat cubes, lighting, 1x triple socket, required graphics |
| Meeting room | 9 sqm | 3 | Adhesive foils on the floor of the hall, 1x counter, 2x bar stool, 2x seat cubes, lighting, 1x triple socket, required graphics |
| Meeting room | 18 sqm | 2 | Carpet (anthracite), 1x table, 8x chairs, 2x cupboard, lighting, wardrobe stand, recycle bin, 1x triple socket, required graphics |
| Lounge | 152 sqm | 1 | Carpet (anthracite) 6 connected rooms, each furnished (table/chairs, lounge furniture sofa/chair), 6x triple socket, 6x wardrobe hooks, required graphics |
| Forum 1 | 352 sqm | 1 | Stage, stage back wall, truss construction, technical room, entrance with individual registration, 1x registration desk, approx. 50 seats (corona conform), required graphics |
| Forum 2 | 224 sqm | 1 | Stage, stage back wall, truss construction, technical room, entrance with individual registration, 1x registration desk, approx. 35 seats (corona conform), required graphics |
| Show area | 238 sqm | 1 | |

SUSTAINABLE

INSTANT FAIR pursues a sustainable, resource-saving event concept.

By using the beMatrix stand system, no environmentally harmful additives are used in the production process. The use of harmful substances, paints and adhesives is significantly reduced when stands are designed with textile cloths and/or printable panels.

Individual change of branding, immediately at the start of the next event. We are conducting the event in a way that conserves resources by maintaining the hall and stand infrastructure.



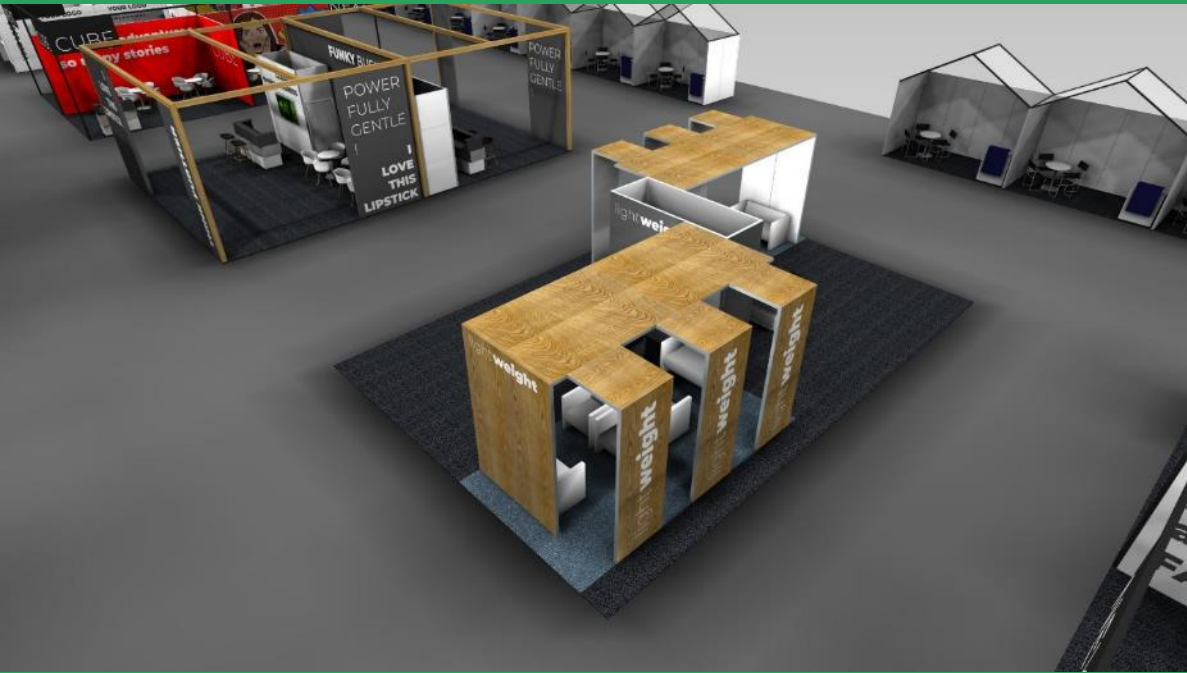
SUSTAINABLE

INSTANT FAIR pursues a sustainable, resource-saving event concept.

We use the carpet tile program "limit your footprint" by modulyss. The product properties are characterized by recyclability. Cradle to Cradle certification through material health, recyclability, renewable energy & CO2 management, water management and social fairness. Through the partnership with Healthy Seas, discarded fishing nets are retrieved from the oceans, which are recycled and produced into ECONYL® yarn.



INSTANT FAIR: Type of stands



| Type of stand | Stand size | Number | Equipment |
|-----------------------------------|------------|--------|---|
| Stand with one open side | 8 sqm | 41 | Carpet (anthracite), lighting, 1x table, 4x chairs, 1x reception desk, 1x triple socket, required graphics |
| Stand with one open side | 12 sqm | 10 | Carpet (anthracite), lighting, 1x table, 4x chairs, 1x reception desk, 1x triple socket, required graphics |
| Corner stand (open on 2 sides) | 12 sqm | 15 | Carpet (anthracite), lighting, 1x table, 4x chairs, 1x reception desk, 1x bar stool, 1x triple socket, required graphics |
| Corner stand | 24 sqm | 28 | Carpet (anthracite), lighting, 2x table, 8x chairs, 1x reception desk, 1x triple socket, required graphics |
| End stand (open on 3 sides) | 48 sqm | 7 | Carpet (anthracite), lighting, 2x table, 8x chairs, 1x reception desk, 2x bar stool, 1x lockable cabin, 1x cloakroom hook, 1x recycle bin, 1x triple socket, required graphic |
| Island stand (open on 4 sides) | 96 sqm | 2 | Carpet (anthracite), lighting, 4x seating area with lounge furniture (sofa/chair), 2x reception desk, 4x bar stool, 1x lockable cabin, 1x cloakroom hook, 1x recycle bin, 2x triple socket, required graphics |

COST EFFICIENT

Organizing events has never been easier in terms of budget-safety and cost-efficiency with INSTANT FAIR.

It saves you time, money and resources. You may concentrate and spend your valuable time for your customer experience, exhibitors, participants and visitors. No big surprises on the final bill. **FIXED PRICE** with INSTANT FAIR... guaranteed.

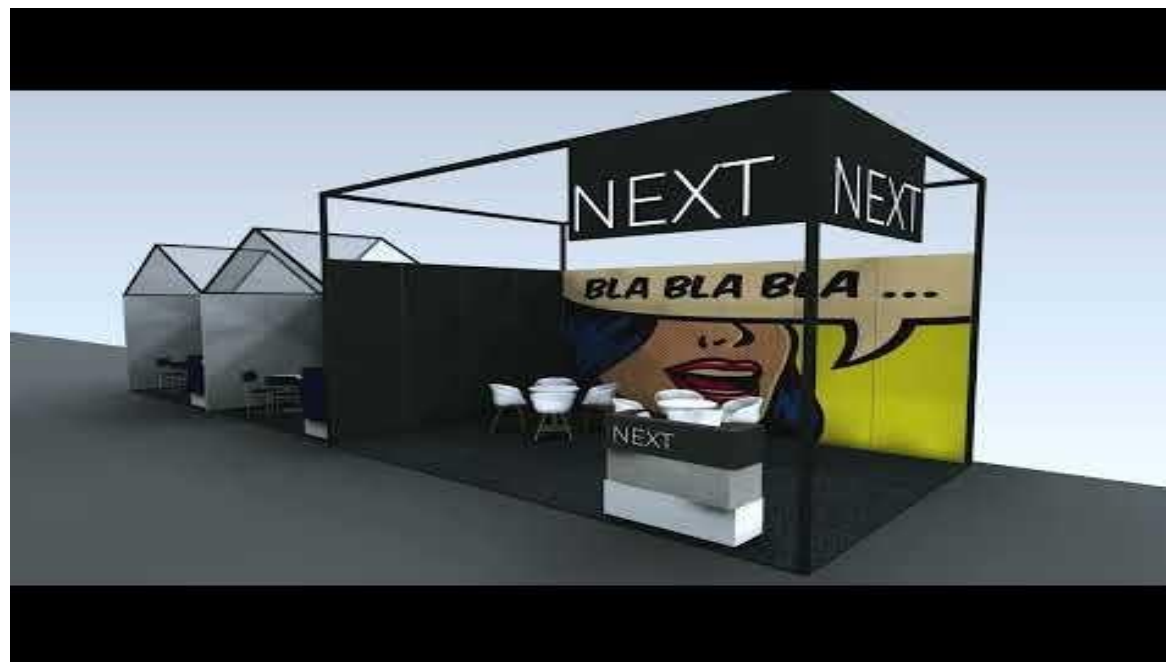


UNIQUE CONCEPT

INSTANT FAIR – new and unique in the trade fair, congress and event industry.

Convince yourself of this innovative, creative and sustainable event location with high-end features!

Watch here our video:



INSTANT FAIR: Services

| Included Services | Number of servicepersonal |
|--|---|
| Use of entrance area | 2x Service staff (pocket check, instruction) 2x Service staff (entrance hub) 2x Assistants for Ticketing 1x Supervisor |
| Wardrobes | 2x Personnel for the wardrobes |
| Traffic driver parking | 2x Steering/guarding terrain |
| Demarcation of terrain | Event area from the entrance to the hall and around the hall |
| Occupancy of required entrances for organizers and exhibitors (set-up and dismantling) | Occupancy of the required entrances in consultation |
| Hall inspector | 1x during assembly, dismantling and event time |
| Stage graphics | Interchangeable stand graphics in biological printing for individualization of stand areas |



INSTANT FAIR: Services



Included Services

Number of servicepersonal

Cleaning and commissioning of toilets

Including consumables during assembly and dismantling and event times

Cleaning and waste disposal

Cleaning and garbage disposal daily during the event

Cleaning additionally per event day

1x for example a drink falls off

Night’s Watch

Night watch during the event days inside the exhibition hall

Emergency service provided by Deutsche Messe AG

Unexpected disturbances in the hall network (electricity, heating and water)

Special costs

e. g. winter service and unexpected special costs

INSTANT FAIR: The Technology Forums 1 and 2



| Technology | Number | Equipment | Costs |
|--|--------------|---|--------------------------------|
| Video technology (Presentation and video formats) | 1x per Forum | LED Wall with 3m x 2m (integrated in the back wall) with HDMI output for self use | Included in INSTANT FAIR offer |
| Lighting technology | 1x per Forum | Lighting technology for appropriate illumination of the forum | Included in INSTANT FAIR offer |

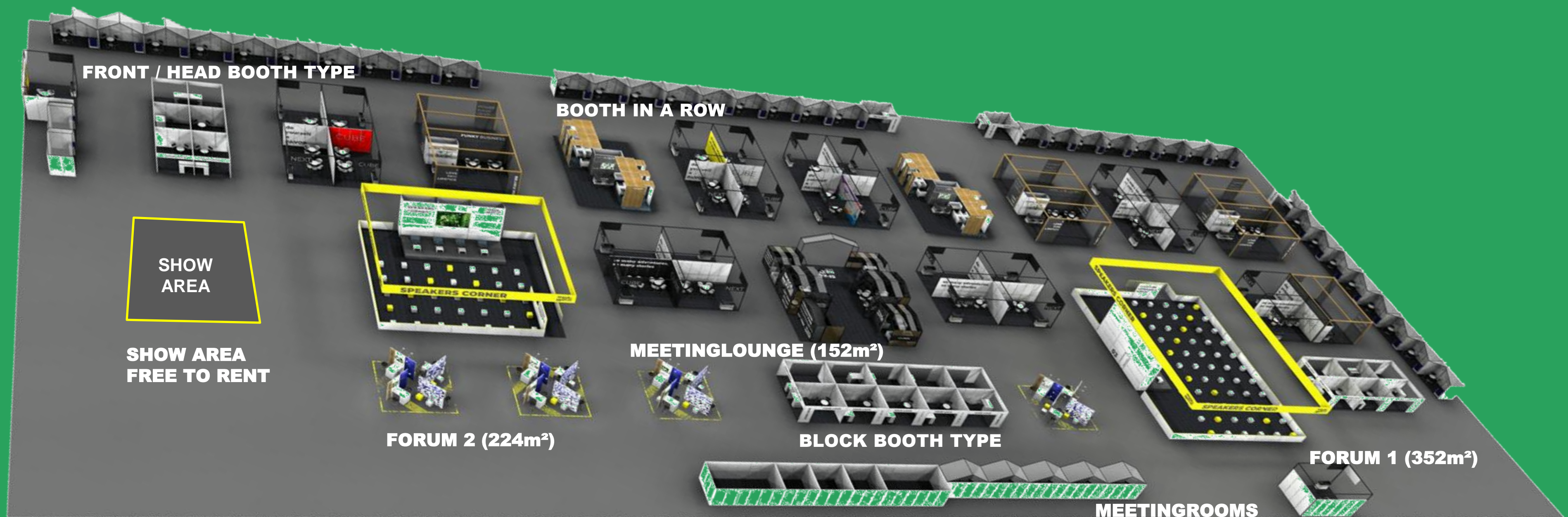
INSTANT FAIR Concept

Example:

**software trade with stand construction concepts,
forum, special area, coffee bar, and catering
entertainment program**

INSTANT FAIR Concept

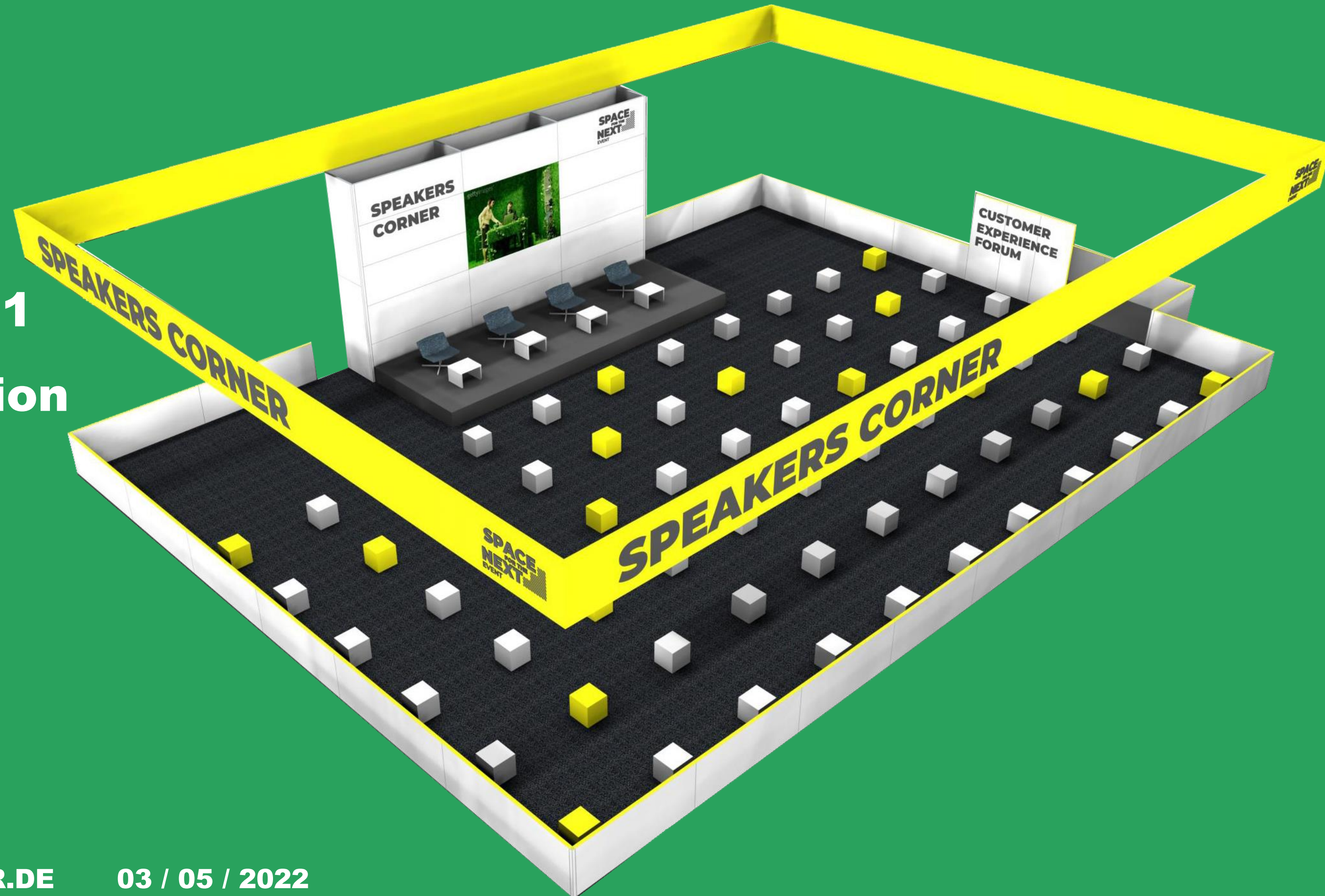
stand rental fully booked
with 2100 m² area space



INSTANT FAIR Concept

Show stage & forum

Example:
software launch in forum 1
presentation and discussion



Show-Case

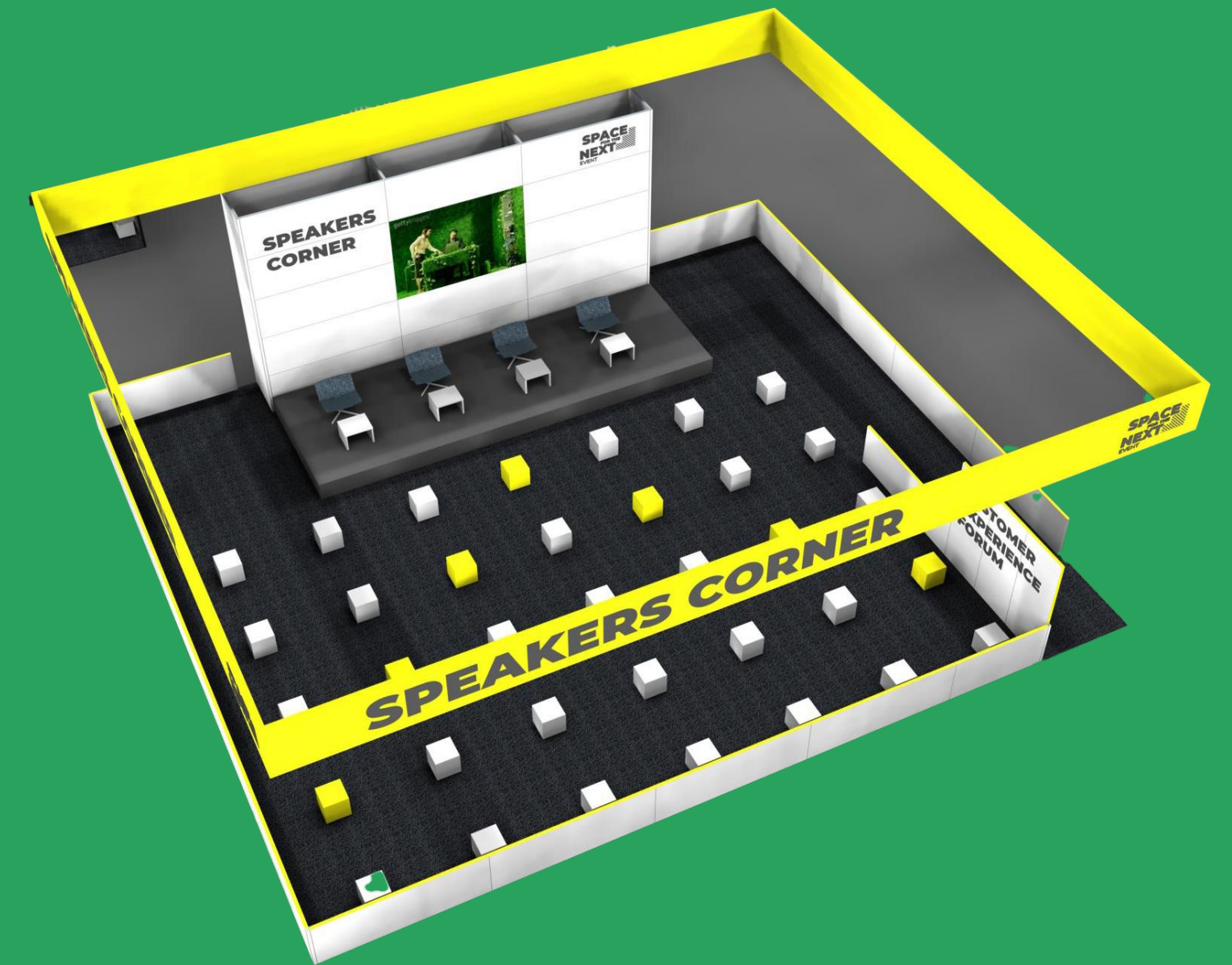
INSTANT FAIR Concept

Forums multifunctional

1 time booked 3 times used!

Example:

- Award ceremony Forum 1
- Live Presentations by Gold and Silver Sponsors Forum 1
- Evening event Dinner / Entertainment Forum 2



Show-Case INSTANT FAIR Concept

**Special area for rent as a
presentation/product zone,
e.g. 3D printing platform**



Show-Case

INSTANT FAIR Concept

Coffee & Talks



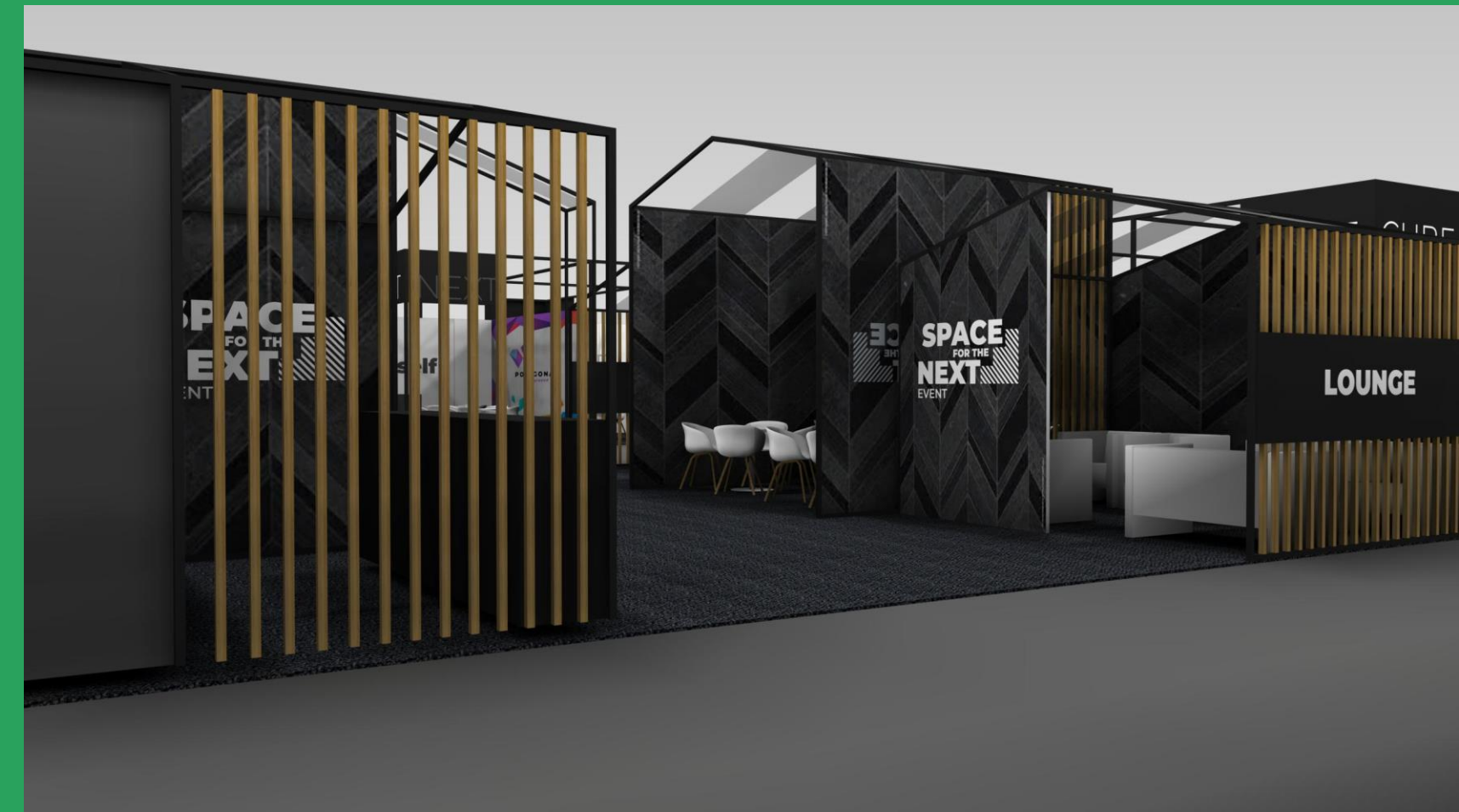
**the coffee bar* ... quick
communication in a relaxed
atmosphere with existing and new
customer contacts**

*as option

Show-Case

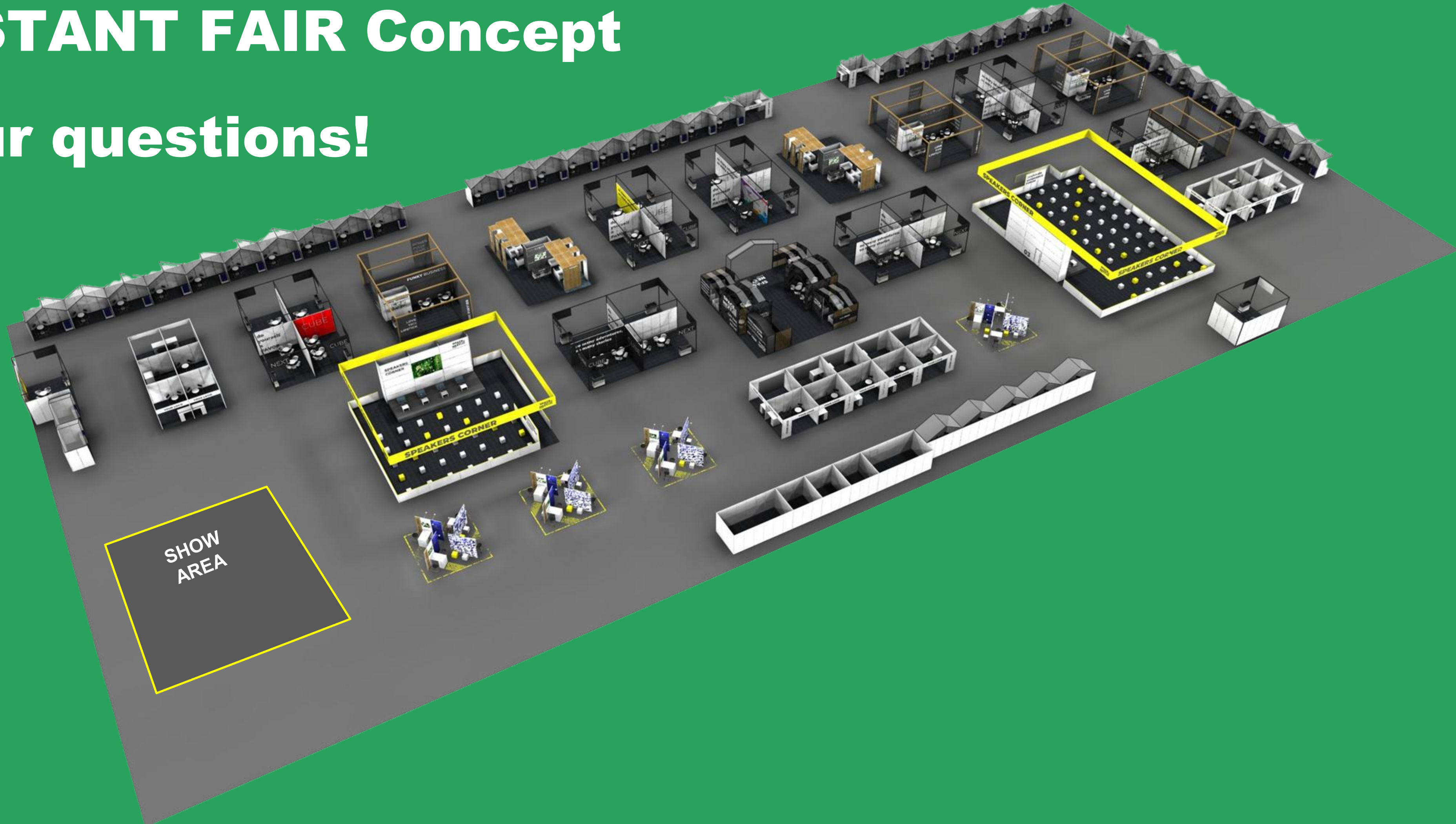
INSTANT FAIR Concept

Lounge and meeting rooms for
community talks and C-level meetings



INSTANT FAIR Concept

your questions!



your contacts in person:



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