

# INSTANT FAIR

UNIQUE. SUSTAINABLE. BUDGET-PROOF.



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# YOUR EVENT NEEDS A LOCATION?

You are planning an event, but do not yet have the right venue that meets your wishes and ideas?

You have limited time, resources and perhaps little experience in planning and organizing events and would prefer an **UNCOMPLICATED** solution.

Then **INSTANT FAIR** at the fairground in Hannover is our **READY-TO-USE PACKAGE FOR YOU!**



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# WHAT MAKES INSTANT FAIR SPECIAL?



Multifunctional and  
flexible



Sustainable and  
CO<sub>2</sub>-optimized



Transparent cost  
calculation and budget  
security



Applicable at  
short notice



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# SUSTAINABILITY IS IMPORTANT TO YOU

## ALSO TO US. WE OFFER YOU:

- Fully assembled infrastructure for your event
- No assembly and disassembly necessary
- Sustainable stand construction from recycled and recyclable materials
- Custom branding made from recycled and recyclable materials (organic inks, textile wipes, printable panels, no harmful substances, paints and adhesives).
  - For Example: Stand construction partner **>> GO EXHIBITIONS** uses the durable stand system from **beMatrix** reInventing stand building systems and the carpet tile program "limit your footprint" by **modulyss**



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# ONE HALL – MANY POSSIBILITIES

**MODULAR CONCEPT FOR UP TO 3,000 GUESTS PER DAY, ALL IN YOUR  
INDIVIDUAL BRANDING**

- Pre-assembled presentation and conference areas as well as exhibition stands
- Show stages, forums and speakers corner
- Networking areas with coffee bar and food courts
- Lounges
- Meeting rooms
- Event areas
- Live or hybrid: You determine the character of your event!

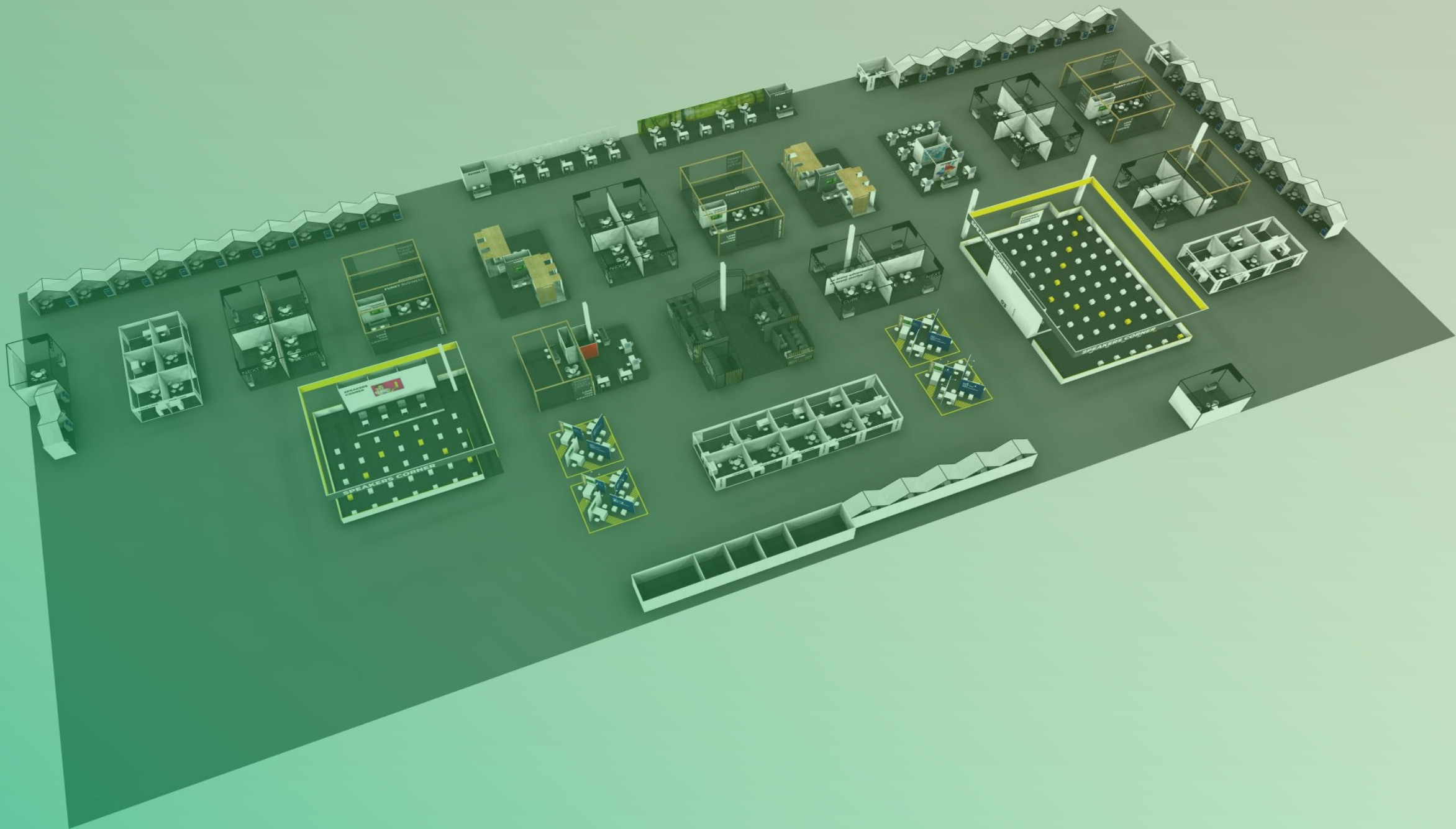
**INSTANT FAIR IS READY TO STREAM**



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# INSTANT FAIR: STANDS

ART	SIZE	NUMBER	EQUIPMENT
Stand with one open side	8 m <sup>2</sup>	33	Carpet (anthracite), lighting, 1x table, 4x chairs, 1x reception desk, 1x triple socket, required graphics
Stand with one open side	12 m <sup>2</sup>	10	Carpet (anthracite), lighting, 1x table, 4x chairs, 1x reception desk, 1x triple socket, required graphics
Corner stand	12 m <sup>2</sup>	14	Carpet (anthracite), lighting, 1x table, 4x chairs, 1x reception desk, 1x bar stool, 1x triple socket, required graphics
Corner stand	24 m <sup>2</sup>	20	Carpet (anthracite), lighting, 2x table, 8x chairs, 1x reception desk, 1x triple socket, required graphics
End stand	48 m <sup>2</sup>	8	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	96 m <sup>2</sup>	2	Carpet (anthracite), lighting, 1x table, 4x chairs, 1x reception desk, 1x triple socket, required graphics, 1x lockable cabin, 1x cloakroom hook, 1x recycle bin, 2x triple socket, required graphics
Community stand	80 m <sup>2</sup>	2	Carpet (anthracite), lighting, 4x table, 16x chairs, 1x reception counter with 2 bar stools, 5 exhibitor counters with 2 bar stools each, 1x lockable booth, 1x coat hook, 1x wastebasket, 6x three-pin socket, required graphics



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# INSTANT FAIR: STANDS

TYPE	SIZE	NUMBER	EQUIPMENT
Community stand	96 m <sup>2</sup>	1	Carpet (anthracite), lighting, 4x table, 16x chairs, 1x reception counter with 2 bar stools, 8 exhibitor counters with 2 bar stools each, 1x lockable cubicle, 1x coat hook, 1x waste paper basket, 9x three-pin socket, required graphics
Community stand	48 m <sup>2</sup>	1	Carpet (anthracite), lighting, 1x reception counter with 2 bar stools, 4 exhibitor counters with 2 bar stools each, 1x lockable cubicle, 1x coat hook, 1x waste paper basket, 5x three-pin socket, required graphics
Start-Up-Area	9 m <sup>2</sup>	16	Adhesive foils on hall subfloor, 1x counter, 2x bar stools, 2x seating cubes, lighting, 1x three-pin socket, required graphics
Meeting room	9 m <sup>2</sup>	3	Adhesive foils on hall subfloor, 1x counter, 2x bar stools, 2x seating cubes, lighting, 1x three-pin socket, required graphics
Meeting room	18 m <sup>2</sup>	2	Carpet (anthracite), 1x table, 8x chairs, 2x cupboard, lighting, coat rack, waste paper basket, 1x three-pin socket, required graphics
Lounge	152 m <sup>2</sup>	1	Teppich (Anthrazit), 6 zusammenhängende Räume, jeweils möbliert (Tisch/Stühle, Loungemöbel Sofa/Sessel), 6x Dreiersteckdose, 6x Garderobenhaken, benötigte Grafiken



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# INSTANT FAIR: STANDS

TYPE	SIZE	NUMBER	EQUIPMENT
Forum 1	352 m <sup>2</sup>	1	Carpet (anthracite), 6 connected rooms, each furnished (table/chairs, lounge furniture sofa/armchair), 6x three-pin socket, 6x coat hooks, required graphics
Forum 2	224 m <sup>2</sup>	1	Stage, stage back wall, truss construction, technical room, entrance with individual registration, 1x registration counter, approx. 35 seats (Corona standard), graphics required.
Show area	238 m <sup>2</sup>	1	Freely usable and designable special area



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# INSTANT FAIR: SERVICES

INCLUDED SERVICES	NUMBER OF SERVICE PERSONAL
Use of entrance are	2x Service staff (pocket check, instruction), 2x Service staff (entrance hub), 2x Assistants for Ticketing, 1x Supervisor
Wardrobes	2x Personnel or the wardrobes
Traffic driver Parking	2x Personnel for the wardrobes
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



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# INSTANT FAIR: SERVICES

INCLUDED SERVICES	NUMBER OF SERVICE PERSONAL
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



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# HANOVER - THE ENABLER

Benefit from the trade fair and congress city of Hanover in the heart of Lower Saxony

## EASY TO REACH

- Distance from airport to main station 25 MIN. 12 KM
- Distance from airport to exhibition center 30 MIN. 20.4 KM
- More than 100 direct destinations to and from Hannover Airport
- Hannover Central Station: One of the largest rail hubs in Northern Europe - More than 260,000 travelers daily
- Approx. 750 long-distance and regional trains

## ACCOMMODATIONS

Fair prices, hospitable business conditions and high-quality accommodations - the seal of approval of our "SELECTED HOTELS" guarantees just that. You are also welcome to use the customer-friendly service of the accommodation agency of Hannover Marketing und Tourismus GmbH or book your hotel or B&B accommodation directly online.



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**DO YOU HAVE  
ANY  
QUESTIONS?**



# WE ARE YOUR CONTACT PERSONS!



TO THE  
DIGITAL  
BUSINESS  
CARD



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