

a project of



GLOBAL FAIRS
TT-MESSE.DE

AUSSTELLERMAPPE

TEIL 2 ALLGEMEINE INFORMATIONEN

SERVICE CATALOGUE

PART 2 GENERAL INFORMATION

in cooperation
with our fair constructor

VON HAGEN
DESIGN 

SUSTAINABLE
FAIR CONSTRUCTION & CATERING 



WELCOM TO LIGHT+BUILDING 2020!

Global Fairs TT-Messe, long-standing trade fair project organiser, is pleased that you have decided to participate in the **Center of SmartBuilding**. We would like to welcome you to a successful cooperation at this trade fair project at light+building 2020.

We have prepared this service catalogue for your comprehensive information. Your contact person for all **organizational questions** is **Ms. Cristina Moreira Ventura**.

For questions about **sustainable + climate-neutral** exhibition stand construction, please contact **von Hagen GmbH, Ms. Lina Werdezki**.

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1. Regular Set-Up

22 to 27 September 2020

24 hours a day

Please note:

Due to increased volume of traffic during The regular set-up, the **Check-In** at Rebstock is essential before driving to the exhibition grounds. Further Information [here](#).

2. Opening hours light+building 2020

September 27 to October 2, 2020

Exhibitors

8 a.m. – 7 p.m.

8 a.m. – 5 p.m. (last day of trade fair)

Visitors

9 a.m. – 6 p.m.

9 a.m. – 5 p.m. (last day of trade fair)

3. Dismantling

02 to 05 October 2020

24 hours a day

Please note:

Every vehicle that wishes to enter the exhibition grounds must be registered in advanced via our [online portal](#) and drive to the **Check-In area**.

4. Shop for Exhibitor Services

In the shop for exhibitor services you can order the following services for your trade fair stand:

- Telephone, fax or Internet connections
- Antenna and broadband connections
- Plants and flowers
- media engineering
- office equipment
- Identity cards/tickets

→ [To the Shop for Exhibitor Services](#)





5. Exhibitor passes, visitor admission vouchers and set-up and dismantling passes

In the Ticket Services for Exhibitors portal, you can create and manage your exhibitor passes and set-up and dismantling passes for yourself and your stand personnel conveniently online. In the same portal you can create visitor vouchers and invite your customers by email.

→ [To the ticket services for exhibitors](#)

Here's how the Ticket Services for Exhibitors portal works: generate the desired number of personalised exhibitor passes and set-up and dismantling passes. You will be sent the requested passes by email, and can print them yourself.

Things you should know

1. Your allocation of free passes is automatically assigned to your stand, and will be sent to you by Global Fairs TT-Messe.
2. Once you have used up your allocation of free passes, you can purchase further exhibitor passes in the ticket shop, which will only be charged if they have actually been used at the entrance of the trade fair.
3. The construction and dismantling passes are available for you to download as a pdf file under Ticket Services for Exhibitors. You will find these in the 'set-up and dismantling passes' tab. Please print out the required number of permits or send them via email to your assembly and dismantling assistants. Each assembly and disassembler needs his or her own card, on which he enters his or her name, so that an access is possible. Please note that random checks are carried out.

Would you like to invite your customers to Light + Building?

If so, you can now use our new Ticket Services for Exhibitors portal to book your visitor admission vouchers. The following options are available:

1. You can use the portal to send your customer a voucher link. This voucher is sent in the form of an email in your name that contains a link to Messe Frankfurt's ticket shop. Here your guest can convert their voucher into a regular ticket.
2. You can download visitor admission vouchers in the form of voucher codes or PDF tickets, and send these to your customers.

After the event: You can use the portal to request the usage data for your exhibitor passes and visitor admission vouchers. This information will then be sent to you by email in the form of an Excel file.

If you have questions about Ticket Services for Exhibitors, please contact (Mo-Fr 8 a.m.-6 p.m.)

+49 69 75 75-51 51

etickets@messefrankfurt.com

6. Car parking spaces

We provide parking spaces for a fee for cars with a gross vehicle weight rating of up to 2.5 t. Please use the [Shop for Exhibitor Services](#) to make your reservations by no later than six weeks before the start of the event.

→ [Traffic regulations of Messe Frankfurt](#)





7. Shipping to your stand

Do you wish to use a courier to send materials or documents to your stand? If so, we would appreciate your help, for it is also in your interest!

In order to help avoid the problems which have been occurring quite frequently of late regarding customs clearance for your shipments, **we ask that you address your shipments as shown below**. Those exhibitors who have addressed their shipments in a different manner have been facing a delay in customs clearance. Given the relatively short duration of events, there is a danger that such packages might not be delivered at all. This is why we ask that you address your shipments as detailed below, in order to ensure that they can be delivered without difficulty.

Company Name

Stand: 9.0 E40 Light + Building (-> for the exact stand no. see [floor plan](#))

**Messe Frankfurt GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main**

8. Wi-Fi

We will provide you with high-speed Wi-Fi at your stand, including additional antennas for better reception. The wireless internet connection is provided with non-public IP addresses. This type of mobile access allows unlimited surfing, e-mail transfer and file downloads. It supports no direct web presence on the internet, no routers and proxies and only limited VPN use.

You will receive the required access data personally at the trade fair.

If you are also planning your own access point for your stand, the following applies:

- only 1 access point at the stand, Wi-Fi transmitter in the 5 GHz range are not permitted
- in the 2.4 GHz range (802. 11 g/n) channels 1, 6 and 11 are available, other channels are not permitted
- Channel bonding is not permitted, emitted transmission power may only reach max. - 80 dBm at the edge of the stand
- own SSID, must contain your stand number in the first characters (e. g. H9. 0 E40)

9. Name badges for stand staff

You will receive one free name badge per stand employee. Please send a list of your stand personnel (company name/first name/name) in good time to: ventura@tt-messe.eu

10. Arrival and stay

Accommodation

[Here](#) you will find useful information for hotel and room bookings during the fair.

Visa

Important information for your entry to Germany and your visa can be found [here](#).





11. Value added tax

Because of the legal regulations in Germany Global Fairs TT-Messe proceeds as follows with the charging of VAT:

German-based companies

The usual legal VAT will be invoiced.

Companies based within the European Union

The company has to provide the VAT-ID-number which will be checked by us. In case of a successful check-up, **no VAT will be charged**. The Reverse Charge procedure is applicable here because we invoice **exhibition area and services**. If there is no VAT-ID provided or the check-up is not successful, we will charge the complete legal VAT.

Companies based in a third country (outside EU)

The VAT will not be charged, if

- a) The company provides a certificate issued by their domestic tax authority confirming that the exhibitor is a real existing company (by pdf or fax) or
- b) An excerpt of the commercial register proving without any doubt that the company does really exist.

A VAT or registration number is not enough because we cannot check it. If no certificate or register excerpt is submitted, we will be obliged to charge VAT.

12. Exhibition insurance

Please make sure that you do not leave any valuables (notebooks, mobile phones, etc.) unattended and unsecured at your stand. In the event of theft, there is no insurance cover. Please note that exhibits are NOT covered by the insurance: Within the scope of our business liability insurance, the exhibition stand is insured - but not the exhibits and products you have brought with you.

We recommend all our exhibitors to insure their exhibits for the duration of the exhibition, during transport to and from the exhibition and any intermediate and subsequent storage, if valuable goods are to be exhibited on the stand. Further details can be found [here](#).





B. Services for promotion and PR

Europe's channels should know that your company is exhibiting at the show!

1. How Global Fairs promotes your trade fair presence

- Channel campaign „SuperReseller | Center of SmartBuilding“

Do you have new products or current offers that you would like to present as highlights at the trade fair? Would you like to present your products/services and offers to all relevant trade channels and/or invite them to your stand at a reasonable price, effectively and in the highest channel circulation available in D. A. CH. and Europe for this trade fair?

Then book an entire 4c page in our channel brochure for the trade fair. In leading trade publications such as **CE-Markt electro**, **Gebäude Digital**, **Building Automation**, **Smart Building News**, **Bus-systeme** und **Dealers Only** or in leading online newsletters of the ICT and CE industry, this trade fair brochure will reach a channel circulation of 220,000-300,000! No other publication with such high circulation reaches so many channels.

Through the B2B record circulation and by reaching your channel target group several times, every reseller and market participant for SmartBuilding, IoT, CE + IT & telecom, building planners and managers as well as installation companies will be made aware of this campaign! In addition, you will receive top ad prices - for co-exhibitors 25% special discount!

For your booking call or send an email:

Jan Nintemann

Tel. +49 541 97126-0

nintemann@tt-messe.eu

➔ The SuperReseller appears before all trade fair projects if at least 4 ads have been booked (as a rule at major international trade fairs). Even if the SuperReseller does not appear, we always ensure optimal visibility for all exhibitors through our press releases and advertisements via many media partners!

- Further PR measures

We also promote your trade fair participation with many other measures, e. g:

- **Targeted online addressing** to trade visitors by our media partners **Channel Media Europe**, **Channel Online service providers** and **our own newsletters**.
- **Pavillion advertisements** in the daily show magazines including presentation of the logos of all our co-exhibitors
- **Pavillion banner** showing the logos of all our co-exhibitors at the entrances and in the lounge areas of our theme parks.





2. Services of Messe Frankfurt at light+building

- **Mandatory media package**

The obligatory media package helps you to present your company and your products to the public in all trade fair media (catalogue, exhibitor search online and in the app, as well as in the visitor information system at the fairground) before, during and after the event.

The **Media package part 1** includes the following elements:

- Company name, address, contact details, hall and stand number
- 2 product groups in the register „Exhibitors by product groups“

Do you have any questions or need help? Please contact the **Media Package Part 1 team** at +49 69 7575 5131 or send an email to: mediapackage.light-building@online.messefrankfurt.com

In the **Fair Guide**, all light+building 2020 exhibitors will be published in alphabetical order with their hall and stand numbers.

The Fair Guide (formerly Lightguide) will have a print-run of 60,000 copies and will be distributed by the Hüthig Verlag to all subscribers of the three trade journals (de – das elektrohandwerk, HIGHLITE und KI – Kälte, Luft, Klimatechnik) in the run-up to the event. Additionally, the Fair Guide will be available at the stand of the Hüthig Verlag.

To make your company stand out from the other exhibitors, you can book the publication of your logo together with your company details in the Fair Guide.

The **Media package part 2** is about the online presentation of your company in the www.messefrankfurt.com-exhibitor search of light+building 2020 and the light+building Navigator app. Your online presentation is part of the media package, so there are no additional costs!

Trade visitors can find you and your topics via a full-text search, for which they need information about your company.

You can set up the following services for your online presence at no additional cost: You have the possibility to

- 1 product image for each product + 1 company image and company data to upload
- 5 products to enter + 5 keywords to enter + 5 product direct links to insert
- 6 document downloads to set + 10 social media links to set

➔ Directly to the input of your data:

<https://gobf.messefrankfurt.com/en/81ee5745e8f27b528710e61524988aa7>

Do you have any questions or need help? Please contact the Data Management - Publishing Services team at +49 69 7575 5090 or send an email to: light-building@online.messefrankfurt.com

