

a project of



GLOBAL FAIRS
TT-MESSE.DE

In cooperation with our fair constructor

standPunkt ■

VON HAGEN ■
DESIGN ■



SERVICE CATALOGUE

PART 2 · GENERAL INFORMATION



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WELCOME TO IFA 2018!

Global Fairs TT-Messe, organiser of the **Reseller Park**, **SmartHome marketplace**, and **IPT marketplace**, is pleased to welcome you as a participant, to our international b2b2c components parks. We are looking forward to working with you during our trade show project at IFA 2018.

We have prepared this service catalogue to provide you with all the information you need. For all organisational queries, please contact **Ms Jana Behrmann of Global Fairs**. If you have any queries to do with the organisation of the event regarding fair construction, please contact the company **standPunkt Messebau GmbH** and ask for **Mr Winfried Herbert and Mr Johannes Scholz**.

Contact data:

Global Fairs TT-Messe

Bohmter Str. 40
D-49074 Osnabrück

www.tt-messe.de

Jana Behrmann
Project Manager

Tel.: +49 541 97126-11
Fax.: +49 541 97126-66
behrmann@tt-messe.eu

standPunkt Messebau GmbH

Am Bäuerleinsberg 5
D-97837 Erlenbach

www.standpunkt-messebau.com

Winfried Herbert
Project Manager

Tel.: +49 9391 9894-30
Fax: +49 9391 9894-55
herbert@standpunkt-messebau.com

Johannes Scholz
Project Management / Project Assistant

Tel.: +49 9391 9894-20
Fax: +49 9391 9894-55
scholz@standpunkt-messebau.com



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1. Registration Berlin Expo Center Online (BECO)

Your platform for ordering all products and services required for the successful organization of your trade show presentation. This includes a variety of services around your stand. Please register to place orders. Feel free to research the prices of our products and services without registration. [Visit the IFA online shop here!](#)

2. Internet and telecommunication

- Internet access

Deadline: 3 August 2018

At big events like trade shows, problems with WLAN connections may arise because many individual networks can interfere with each other. If you depend on a constant and reliable internet connection, we recommend that you book an internet access (payment required) at Messe Berlin GmbH. The following packages are available:

Internet connection via S-DSL, bandwidth up to 3 Mbit/s for max. 4 terminals, flat rate
Business 380.00 Euros + VAT

Broadband internet connection, bandwidth up to 10/20 Mbit/s for max. 10/20 terminals, flat rate
Business 700.00 Euros + VAT

Additional public IP address 72.00 Euros + VAT

You will find all prices and details in [BECO: services, installations and telecommunication, internet access and](#)

- Hardware

LAN Router 4-Port	135.00 €
WLAN Router	420.00 €
8-Port Switch	85.00 €
16-Port Switch	115.00 €
Cat.5-cable system, up to 20 m length	65.00 €
Cat.5-cable system, up to 90 m length	220.00 €

You will find all prices and details in [BECO: services, installations and telecommunication](#)

- Video

Deadline: 3 August 2018

Messe Berlin offers various video standard sets and equipment for video projections and sound quality for conference rooms. Individual components (monitors, projectors, screens) can be ordered separately. All prices and details are shown in [BECO: Services, stand construction and equipment, video, projection](#)

Screens

Stand-Screen, 1,5 x 1,5 m (4038)	60,00 €
Stand-Screen, 1,8 x 1,8 m (4045)	85,00 €
Screen 2,1 x 2,8 m (4050)	290,00 €



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Screen 3,0 x 4,0 m (4055) 390,00 €

Monitors

24" LED/LCD Display, Full HD (6010)	210,00 €
32" LED/LCD Display, Full HD (6011)	510,00 €
42" LCD Display, Full HD (6012)	750,00 €
55" LED/LCD-Display, Full HD (6014)	980,00 €
65" LED/LCD Display, Full HD (6015)	1530,00 €
75" LED/LCD Display, Full HD (6016)	1650,00 €
Presentation-Tower (Data), (4020)	on request
DVD-Player (5620)	60,00 €
Notebook (6023)	60,00 €
Wall Holder (6024)	on request
Design (6026)	150,00 €

Projektions (Video/Data)

DLP Projektor bis 3000 ANSI-Lumen (7020)	700,00 €
LCD Projektor, 6000 ANSI-Lumen SD (7021)	1430,00 €
LCD Projektor, 10000 ANSI-Lumen (7022)	on request
Projektor-table bis 5000 ANSI-Lum.(7030)	55,00 €

Audio

Deadline: 3 August 2018

Messe Berlin offers sound quality for conference rooms. Individual components (monitors, projectors, screens) can be ordered separately. All prices and details are shown in **BEKO: Services, stand construction and equipment, audio**

Mikrophone System for Speakers

Microphone System (5008), microphone with cable up to 50 qm	200,00 €
Microphone System (5010), microphone with cable up to 100 qm	310,00 €
Microphone System (5040), microphone with cable up to 500 qm	430,00 €
Microphone System (5009), microphone with cable up to 50 qm	360,00 €
Microphone System (5009), wireless hand-microphone up to 100 qm	430,00 €
Microphone System (5009), wireless hand-microphone up to 500 qm	530,00 €

Miscellaneous

Wireless microphone (handhold) (5110)	240,00 €
Wireless Headset-Microphone (5160)	300,00 €
Microphone with stand, with cable (Kabel) (5130)	60,00 €
CD Player (5140)	50,00 €
DVD Player (5620)	60,00 €
Blu Ray DVD-Player, Full HD (5625)	110,00 €

3. Other services

Flower decoration

Deadline: 3 August 2018

Do you want to individualise your presentation at the fair? Messe Berlin GmbH offers various plants and flowers to upgrade your stand design. You will find further information in **BEKO: Services, stand construction and equipment, plants and flower decoration**



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- **Exhibitor shop and business center**

The **exhibitor shop** outside of **hall 6.2** and opposite the Sommergarten offers a wide range of offers for the requirements of exhibitors and stand contractors, as well as charging of mobile phone for all current suppliers. **The opening hours during the last days of construction period are from 10:00 a.m. to 4:00 p.m. and during the exhibition from 10:00 a.m. to 6:00 p.m** (except for the last day 10:00 a.m. to 04:00 p.m.). The exact position of the Exhibitor Shop is shown in [this link](#).

The **business center** at **hall 7** will be opened daily subject to the opening hours of the fair. All services will be invoiced extra and cover photo copies, telephone calls, telefax, use of internet and PC as well as printing service etc. Please note that all services will have to be paid by cash immediately. A detailed list of all services and prices as well as the exact position is shown [here](#).

- **Name tags for exhibitor staff**

Deadline: 17 August 2018

You will receive one name badge, with a sticker, for every member of your exhibition staff. Please send a list of your exhibition staff (first name, surname and company) to:

schinke@tt-messe.eu

- **Accommodation**

You can find useful addresses for booking a room for the exhibition with this links:

www.visitberlin.de/en

www.hrs.de

[Travel service Messe Berlin](#)

Further contact recommendation: Agencies for apartments

Mowitania Wendt & Molitor GbR

www.ferienwohnung-zimmer-berlin.de

Berlin-Sofort*de

www.berlin-sofort.de

Stadtbett

www.stadtbett.de



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- VAT

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 is ok) 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.

- Visa/representatives of Messe Berlin

All foreign exhibitors and trade visitors who require a visa for entering Germany have to apply for it personally at the German Embassy in their home country.

We recommend you to apply for a visa immediately after booking the stand. Even in case of visa problems (because of a visa granted late or refused) all stand fees are to be paid completely.

Representatives abroad of Messe Berlin

Messe Berlin has representatives abroad in numerous countries all over the world. The representatives offer various services, e.g. support for visa applications. Please open [this link](#) to get the list of Messe Berlin's representatives abroad.

-Insurance for exhibits

Deadline: 17 August 2018

Please take good care of your valuables! In the case of burglary, no insurance cover will be warranted if notebooks, mobile phones etc. are left unattended and unsecured at your exhibition stand. Please notice that showcases are not covered by the insurance: As part of our public liability insurance the stand is insured - but not your brought exhibits and products because a blanket insurance for every goods of our exhibitors would be too expensive and complicated. It is cheaper if every exhibitor will insure his products e.g. against burglary by themselves.

We seriously advise all our exhibitors to arrange insurance cover for their exhibits for the duration of the exhibition, during transport to and from the event and for any storage in intervening periods or after the event. You will find more details [here](#).



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- **Visa/representatives of Messe Berlin**

All foreign exhibitors and trade visitors who require a visa for entering Germany have to apply for it personally at the German Embassy in their home country. You will receive the invitation letters you need to submit from us. (Please send us the required data: gender, full name, date of birth, passport number and company name and address.)

We recommend you to apply for a visa immediately after booking the stand. Even in case of visa problems (because of a visa granted late or refused) all stand fees are to be paid completely.

Representatives abroad of Messe Berlin

Messe Berlin has representatives abroad in numerous countries all over the world. The representatives offer various services, e.g. support for visa applications. Please open [this link](#) to get the list of Messe Berlin's representatives abroad.

4. Passes, parking, vouchers

- **Construction/dismantling passes**

The exhibition grounds can only be entered within the construction period by presenting a construction pass (or the exhibitorpass – its sufficient to enter the grounds during the construction period). This pass is valid for all days of the construction (and dismantling) period. It is **not valid** during the exhibition days. To request more construction/dismantling passes please use **BECO: Services, tickets and parking space, construction and dismantling passes.**

- **Free exhibitor passes**

Global Fairs will be allocated a quantity of exhibitor passes (free of charge) by Messe Berlin. The quantity depends on the total exhibition area of the pavilion and will be distributed to the exhibitors according to their individual booth size. Exhibitors will also obtain access to the exhibition grounds during the construction and dismantling period on presentation of their exhibitor passes. An additional ticket is not necessary. Media partners will not get exhibitor passes because they are entitled to get press passes.

The passes granted to you will be sent by email from Global Fairs TT-Messe.

IFA TICKETS do not entitle you to use Berlin's public transportation system, such as bus, metro or S-Bahn for free

- **Extra exhibitor passes**

You can order extra passes additionally to the allocated quantity for a price of **78.99 Euros** per piece net + one charge of **5,00 Euros** for handling fee. You will find further information in **BECO: Services, tickets and parking space, additional exhibitor pass**

Extra exhibitor passes will also be available at the exhibitor service centre (hall 7) approx. 1 week before the exhibition starts.



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- **Ticket vouchers (digital)**

Vouchers can be ordered in **BECO: Services, tickets and parking space, digital vouchers for clients**. You will get an email including an URL-address and a number of 16-digit invitation codes. With these codes your guests have the opportunity to print out a regular IFA ticket/badge by themselves at home. Please be sure to inform your customers that they will need to redeem their voucher(s) on the internet and print out their IFA Ticket(s).

Handling charge per order:

up to 20 vouchers	12.00 €
up to 100 vouchers	48.00 €
up to 200 vouchers	72.00 €
up to 1.000 vouchers	102.00 €
up to 3.000 vouchers	150.00 €
up to 5.000 vouchers	198.00 €
up to 10.000 vouchers	318.00 €

17.65 Euros each (**plus VAT**) for German trade visitors and **15.13** Euros each for foreign trade visitors, will be charged to the company placing the order by Messe Berlin GmbH after the event.

Only redeemed vouchers and codes will be charged. Together with the invoice, Messe Berlin will send you a list of serial numbers of the vouchers which have been redeemed and generated by the customers to attend. Therefore, we recommend to list your customers according to the code number issued to them.

- **Ticket vouchers (printed)**

Deadline: 17 August 2018

You will find them in **BECO: Services, tickets and parking space, vouchers for clients**

The printed vouchers are only valid with company imprint. Please indicate the required imprint (4 lines of 23 characters incl. blanks) when placing your order.

Please be sure to inform your customers that they will need to redeem their voucher(s) on the internet and print out their IFA Ticket(s) before they arrive at the trade show site. The printed ticket entitles to use public transport in Berlin according to the date shown on the ticket.

The handling charge and the process of charging of the ticket vouchers printed is the same as for the ticket vouchers digital (see above).



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- **Parking space for exhibitors**

The nearest parking facilities are in the parking garage at the “Glasdreieck”. Please note that the number of parking spaces is limited, and a reservation is unfortunately not possible. You find further information in **BECO: Services, tickets and parking space, parking space**.

Rates for short-term parking:

Per hour:	1.00 €
Day ticket:	10.00 €
Month ticket:	100.00 €
Loss of ticket:	25.00 €

- **Traffic coordination**

Access to the exhibition ground during the construction period: daily from **7:00 am to 10:00 pm** through gates 7 (Messedamm), 9 (Messedamm) and 25 (Jafféstraße).

While the event itself is taking place, vehicles will be admitted one hour before the start and one hour after the close of the event.

Refundable Deposit

A refundable deposit of **200 Euros** is payable from the first day of construction onwards.

Further information you will find [here](#).

5. Courier and logistics

- **Forwarding services**

The contract partners of Messe Berlin, Agility Fairs & Events GmbH and Schenker Deutschland AG, provide forwarding services.

For ordering services from **Agility Fairs & Events GmbH** please use [this link](#).

For **Schenker Deutschland AG** you can use [this link](#).

On the exhibition grounds:

Service-building south, access gate 25

Agility – Fairs & Events, Tel. +49 (0)30/3069 28-0

Schenker Deutschland AG, Tel. +49 (0)30/301 2995-420

- **Courier service national/international**

Schenker Parcel Service (Courier Services by Schenker Deutschland AG)

Service building South, Jafféstraße 2, 14055 Berlin, Tel +49(0)30/3012995-420



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- **Delivery address exhibition grounds**

IFA - Messe Berlin GmbH
Reseller Park

Hall 11.1, booth no. xxx (your booth number as per our floor plan)

Recipient (company name of exhibitor)
Messedamm 22
D-14055 Berlin

Important notice:

Please write plainly and legibly the exhibitor's name (recipient) on each parcel!

[Traffic Guide IFA \(PDF, 255,1 kB\)](#)



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Promotion and PR services

1. Services Global Fairs

- Channel campaign „SuperReseller“

Deadline: 1 August 2018

You have new products or topical offers which you would like to present as highlights to the world at the IFA event? Would you therefore like to present your products/offers to all relevant trade channels and/or issue invitations to your stand at a reasonable price, effectively and in the highest channel circulation which exists in Europe and Germany in the CE and HA channels?

Then book a complete 4c-page in our SuperReseller channel brochure. In the 5 leading trade publications **CE-Markt, electro, Dealers only, Telecom Handel and POS-Mail** as well as in campaigns DCI and Channel Media Europe, this IFA special will achieve a record circulation of about 300,000! **No other publication with such high circulation reaches so many channels.**

The SuperReseller issue is a force to be reckoned with! Because the record circulation and the fact that your channel target group is reached several times over means that **every** dealer and volume purchaser has their attention drawn to this campaign! Furthermore we have adjusted the page prices there is now approx. 15% agency discount which actually means a further price reduction in this unique campaign!

Contact:

Jan Nintemann, phone: +49 541 97126-0, email: nintemann@tt-messe.de

Please use our [SuperReseller order form IFA 2018](#) for your booking.

- More PR tools

Moreover, we will promote your IFA participation with various tools, e.g.:

- **Targeted online addressing** to trade visitors by our media partners **Channel Media Europe** and **Marketpoint**
- **Pavilion Advertisement** in the daily show magazines including presentation of the logos of all our co-exhibitors
- **Pavilion Banners** showing the logos of all our co-exhibitors at the entrances of our **Reseller Park**

2. Services IFA

- Entry in the IFA online catalogue *Virtual Market Place*

from 15 July 2018

The entry in the Virtual Market Place (VMP) is part of the promotion package. You will receive automatically your individual access data from the VMP editorial staff. So you can update and complete your entry at any time. Details of your promotion package you will find [here](#).

Contact VMP editorial:

Phone +49 30 3038-2180 – Fax +49 30 3038-2172 – editorial@virtualmarket.ifa-berlin.de



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- **Additional entries in the official IFA exhibition catalogue**

The basic company entry (company name, address, hall/booth no.) is part of the promotion package. All additional entries like directory of goods, IFA Innovation or export directory have to be ordered at **Neureuter Fair Media GmbH**:

Bastian Duchna – phone +49 201 36547-303 – duchna@neureuter.de

- **Promotion packages**

The promotion package is a standardised i.e. compulsory service of Messe Berlin AG for all exhibitors and has already been invoiced to you by us – Global Fairs, the pavilion organiser – together with the stand fees. You can choose between 3 different packages. If you have not indicated any on your registration form, you will automatically be given the starter package.

Starter Package

- Basic company entry in **print catalogue** (company name, address, hall/booth no.)
- Basic company entry in the **virtual market place** (company name, address, hall/booth no.)
 - Entry in the main product categories of the trade directory
 - Logo
 - Possibility for making contact via email
 - Company portrait (max. 250 characters) **350.00 €**
- Options: Upgrade to classic or premium package / Banner advertisement

Classic Package

- Basic company entry in **print catalogue** (company name, address, hall/booth no.)
- Basic company entry in the **virtual market place** (company name, address, hall/booth no.)
 - Entry in the main product categories of the trade directory
 - Logo, Additional entry (hone, fax, email)
 - Company portrait (max. 1,000 characters)
 - Entry in up to 10 product groups
 - Presentation of up to 10 products in words and pictures
 - Entry in the export directory
 - Link to homepage
 - Contact (phone, fax, email)
 - Press contact with picture and contact details
 - Link to Social Media Profiles (e.g. Facebook, Twitter) **825.00 €**
- Options: Upgrade to classic or premium package / Banner advertisement

Premium Package

- Basic company entry in **print catalogue** (company name, address, hall/booth no.)
- Basic company entry in the **Virtual Market Place** (company name, address, hall/booth no.)
 - Entry in the main product categories of the trade directory
 - Logo, Additional entry (hone, fax, email)
 - Company portrait (max. 4,000 characters)
 - Logo rotation on the homepage
 - Entry in up to 15 product groups



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- Presentation of up to 15 products in words and pictures, with a link to the products on offer on one's own homepage
 - Entry in the export directory
 - Entry in the directory of brand names
 - Link to homepage, Contact (phone, fax, email)
 - Links to videos on exhibitor sites
 - Press contact with picture and contact details
 - Link to Social Media Profiles (e.g. Facebook, Twitter)
 - Options: Possibility of additional services / Banner advertisement
- 1,650.00 €**

All prices plus VAT.

Check lists IFA 2018 in general

1. Ground opening hours

Construction	Date	Time
Start of Construction	20 August 2018	07:00 a.m.
End of Construction	30 August 2018	06:00 p.m.
Exhibition	31 August to 5 September 2018	10:00 a.m. to 06:00 p.m.
Start of Dismantling	6 September 2018	07:00 am
End of Dismantling	9 September 2018	10:00 p.m.

Opening hours for exhibitors 9:00 a.m. to 7:00 p.m.

2. Deadlines and time schedule

Date	Service	Character	Provider
	Stand booking		Global Fairs
Immediately after booking	Application for Visa	optional	Messe Berlin / Embassy
1 June 2018	Additional entry in exhibition catalogue	optional	Messe Berlin
1 August 2018	Participation channel campaign "SuperReseller"	optional	Global Fairs
6 August 2018	Internet access, ISDN	optional	Messe Berlin
6 August 2018	Video/audio	optional	Messe Berlin
6 August 2018	Logos, artwork and banners	optional	standPunkt GmbH
17 August 2018	Insurance for exhibits	optional	Messe Berlin
17 August 2018	Name badges for booth staff	inclusive	Global Fairs



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17 August 2018	Flower decoration	optional	MesseBerlin
17 August 2018	Ticket vouchers, printed	optional	Messe Berlin
	Construction and dismantling passes	inclusive	Messe Berlin
	Additional exhibitor passes	optional	Messe Berlin

N.B.: These services cannot be guaranteed after the deadlines shown above.

3. Arrival

- Your way to IFA

Arriving at the grounds is certain to be easy and stress-free, regardless of how you are travelling. Direct access to the grounds from one of the world's best public transport systems means that getting here is always quick and presents no problems.

An urban motorway close to the centrally located exhibition grounds provides a direct link with Berlin's international airports. A total of 12,000 parking spaces are available on and around the grounds. During major events a free shuttle bus will take you from your car to the exhibition grounds and back.

There are taxi ranks, underground/light rail stations and bus stops next to our entrances. Berlin's public transport system will take you swiftly and in comfort to the destination of your choice.

IFA TICKETS do not entitle you to use Berlin's public transportation system, such as bus, metro or S-Bahn for free

Helpful links:

[How to get to IFA](#)

[Exhibition Grounds \(PDF, 192.2 kB\)](#)

[Network Map of rapid transit and underground-lines](#)

[Traffic Guide IFA 2018](#)

All information of Messe Berlin [here](#) again in the overview in the Download Center.



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D. Attachments/downloads

1. Order forms

- [Forwarding service Agility Fairs & Events](#)
- [Forwarding Service Schenker Deutschland AG](#)
- [SuperReseller order form IFA 2018](#)
- [Tower logos](#)
- [Upgrade promotion package](#)

2. Application form

- [Application for Visa](#)

3. Other information

- [Exhibitor-Shop](#)
- [Exhibition grounds Berlin ExpoCenter City - barrier-free access](#)
- [Shuttleplan IFA](#)
- [Hall-plan IFA Global Markets](#)