



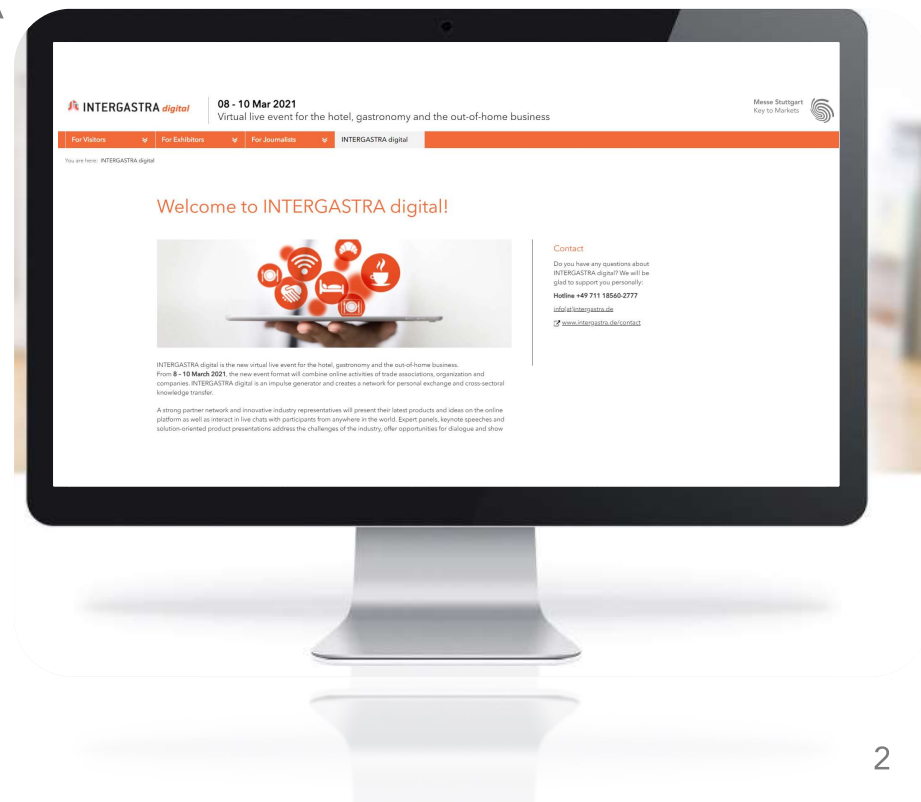
 **INTERGASTRA** *digital*  
8.-10. März 2021 | [www.intergastra.digital](http://www.intergastra.digital)

## Information for exhibitors

Status: February 2021

## INTERGASTRA *digital*

- The industry has not met for a long time – INTERGASTRA *digital* will finally bring hospitality back together
- It will combine digital formats and activities of trade associations, collaborations, initiatives, event formats, companies and products
- Anchor for communication with users and specialist media, and a platform for product innovations in 2021
- Interactive depiction of the industry:
  - Networking & mutual exchanges
  - Platforms as knowledge drivers
  - Combination of supply and demand



## INTERGASTRA *digital*

What can you expect?

- Virtual live event for the hotel industry, gastronomy and the out-of-home business
- Presentation of the latest products and ideas
- Expert discussions, key notes and solution-oriented product presentations
- Strong partner network and innovative industry representatives
- Consultation in live chats from anywhere in the world

What is the aim?

- INTERGASTRA digital offers an interactive forum for all hosts and provides answers to the most urgent questions.
- It bundles online activities of industry associations, organizations and companies and, as an impulse generator, creates a network for personal exchange.

# INTERGASTRA *digital*: unites the industry!

Organiser



Promotional supporter



Event partner



Industry partners



# INTERGASTRA *digital*: complete range of industries

Extract from the current exhibitors (random arrangement)



## Focal points - topics

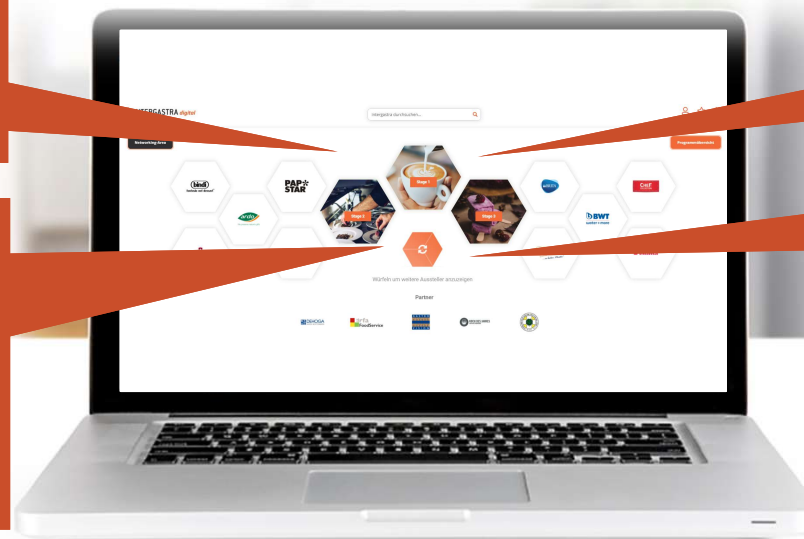
Several stages featuring expert discussions, key notes and solution-oriented presentations

### Duration of a talk:

- 20 to 40 minutes
- Renowned experts as discussion partners

### Topics:

- Trade associations & organisations
- Gastronomy Future Initiative
- Hotels
- Food service
- Coffee / Coffee Symposium
- Solutions & products



Short talks & product presentation programme

### Ask the Speaker

- 1:1 dialogue
- 1:X

## Topics congress program (extract)

- Diversity of media partners:
  - AHGZ, Tageskarte, Hotelbau/Catering-Management, Hogapage, KÜCHE etc.
  - Moderation of discussion rounds
  - Contribution of topics
  
- Trend experts look beyond the horizon - and into the future:
  - Andrew Fordyce
  - Pierre Niehaus
  - Jean Ploner
  - Hanni Rützler

## Topics congress program (extract)

- Extensive range of topics:
  - Food service & technology
  - Leadership & Company
  - Digitalization
  - Coffee
  - Trends
  - Architecture & Design
  - and much more
  
- Food service:
  - Technology for future food
  - Future food projects
  - Coffee Morning Talk



## Topics congress program (extract)

- Leadership and business:
  - Employees - From lockdown to new/old work.
  - New Work in the gastronomy sector
  - Modern leadership and team culture
  - Jobkiller Corona - Effects on the job market
  - Changing leadership styles with neuropsychology
  - If you want to make a difference, you need the power of persuasion
  
- Digitalization:
  - Instagram and food styling
  - Digital helpers for the day-to-day gastronomy business
  - Hybrid meetings - digitization in the conference business for the hotel industry
  - Success factors for online marketing in the hotel industry
  - How artificial intelligence is changing hospitality businesses and your future

## Topics congress program (extract)

- Architecture & Design:
  - Which new concepts are currently in high demand?
  - Talks with international architects & designers
  - Trend topic (serviced) apartments – utilization variety in a small area
  - Planning of F&B areas in hotels
  - Retail and lifestyle
  
- Society:
  - How Covid-19 is changing the way we live, work, eat and cook
  - Generation Alpha conquers the gastronomy - get to know your guests of tomorrow already today



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# The digital platform

by

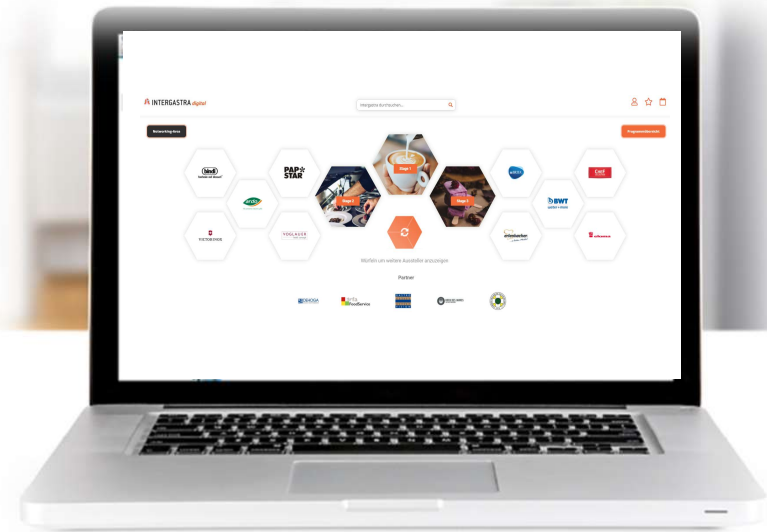
Messe Stuttgart  
Mitten im Markt



**FLEET**Events  
CONSUMER+BUSINESS

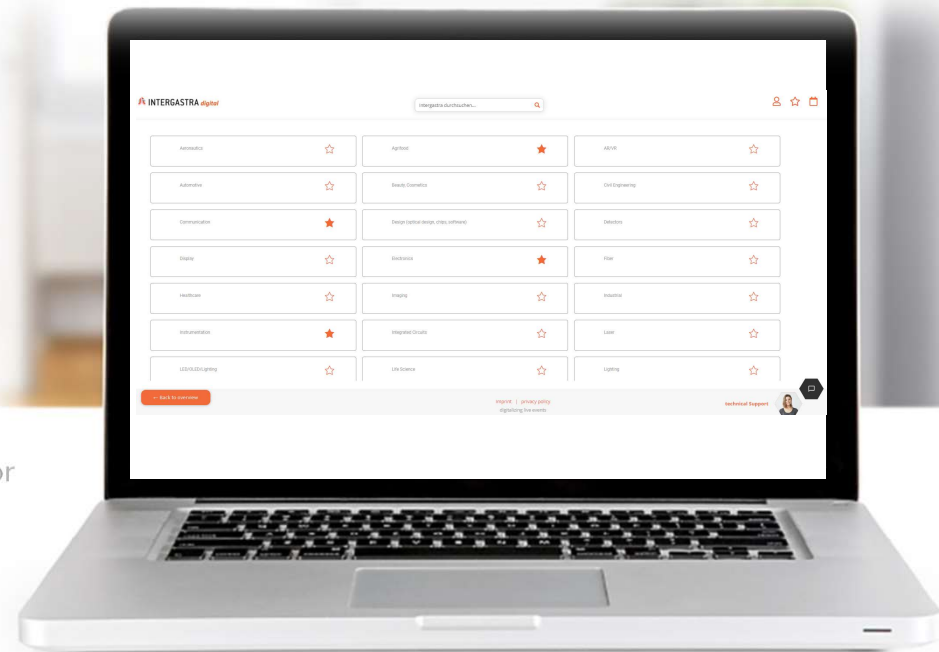
## Digital platform

- **Proven interactive platform**
  - [www.deutscher-ausbildungsleiterkongress.de](http://www.deutscher-ausbildungsleiterkongress.de) (23.-25.11.2020)
  - [www.deutscher-schulleiterkongress.de](http://www.deutscher-schulleiterkongress.de) (26.-28.11.2020)
  - [www.babywelt.de](http://www.babywelt.de) (27.-28.2.2021)
- **Secure & intuitive**
  - No need to download apps and software
  - Every server is located in Germany
  - Barrier-free on the most common browsers
- **Review & outlook:**
  - Digital Headmasters' and Headmistresses' Congress (Digitaler Schulleiterkongress) with 2,100 participants, 16,000 session views and over 3,500 chat contributions. The average viewing time was 4 hours a day while the satisfaction level was 91 per cent
  - Up until March 2021 staging of around 50 events, some with 300 to 500 "exhibitors" and more than 10,000 visitors



## Check-in of visitors

- Creation of a visitor's personal profile
  - Personal data (name, company, etc.)
  - Querying of preferences and preliminary filter questions
  - Important for subsequent matching of exhibitors & visitors
  - Statistics relating to profile visits, possible depending on the selected exhibitor package
  - Choice of the respective preferences - important for the following algorithm



# Homescreen

Intergastra durchsuchen... 

Networking-Area

Programmübersicht



A central hexagonal grid of 12 hexagons. The top row contains logos for bindi (fantasie nel dessert), PAP STAR, Stage 1 (coffee), BRITA, and CHEF COLLECTION. The middle row contains ardo, Stage 2 (chef), Stage 3 (ice cream), BWT (water+more), and eloma. The bottom row contains VICTORINOX, VOGLAUER (Hotel concept), a central orange hexagon with a refresh icon, erlenbacher (Lebendes Meeresfrüchtlings), and eloma.

Würfel um weitere Aussteller anzuzeigen

Partner

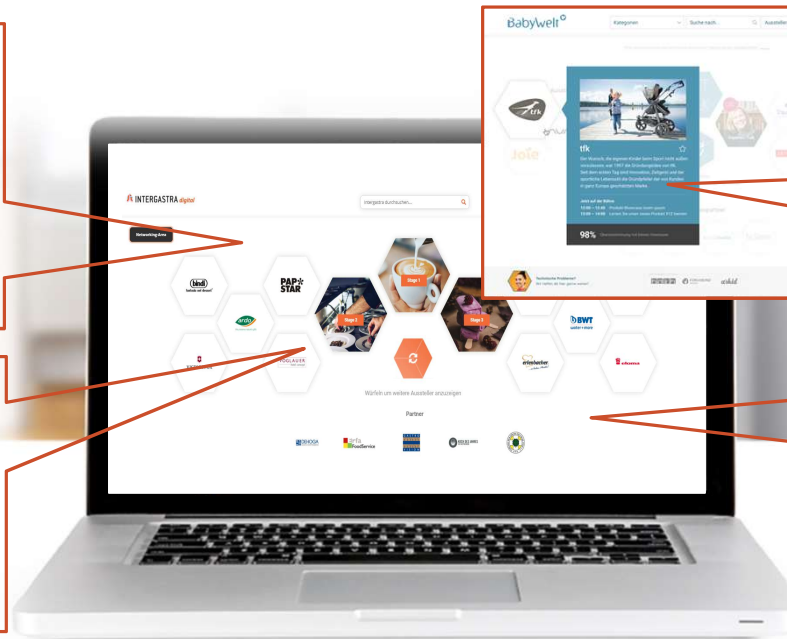


# Home screen

Depending on the previous preference choice made by the participant via a polling of interests, the home screen is displayed individually to the visitors.

As an exhibitor, you appear either in one of the exhibitor hexagons next to the talk hexagons (in the middle) at the highest event level or you can be found in the search bar via the drop down overview.

The user can constantly reconfigure the view of the home screen by clicking on a dice symbol, whereby every exhibitor is depicted on the main level of the user.



Visitors obtain an initial insight into your services via a mouse over. By clicking your exhibitor hexagon, the participants can access your exhibitor website.

Preferred partners and media partners are shown permanently in a rotating slider on the home screen. By clicking the logos, visitors are redirected to the partners' website.

**Start-Ups & Manufactures:**  
500 € +  
100 € Set-Up Fee

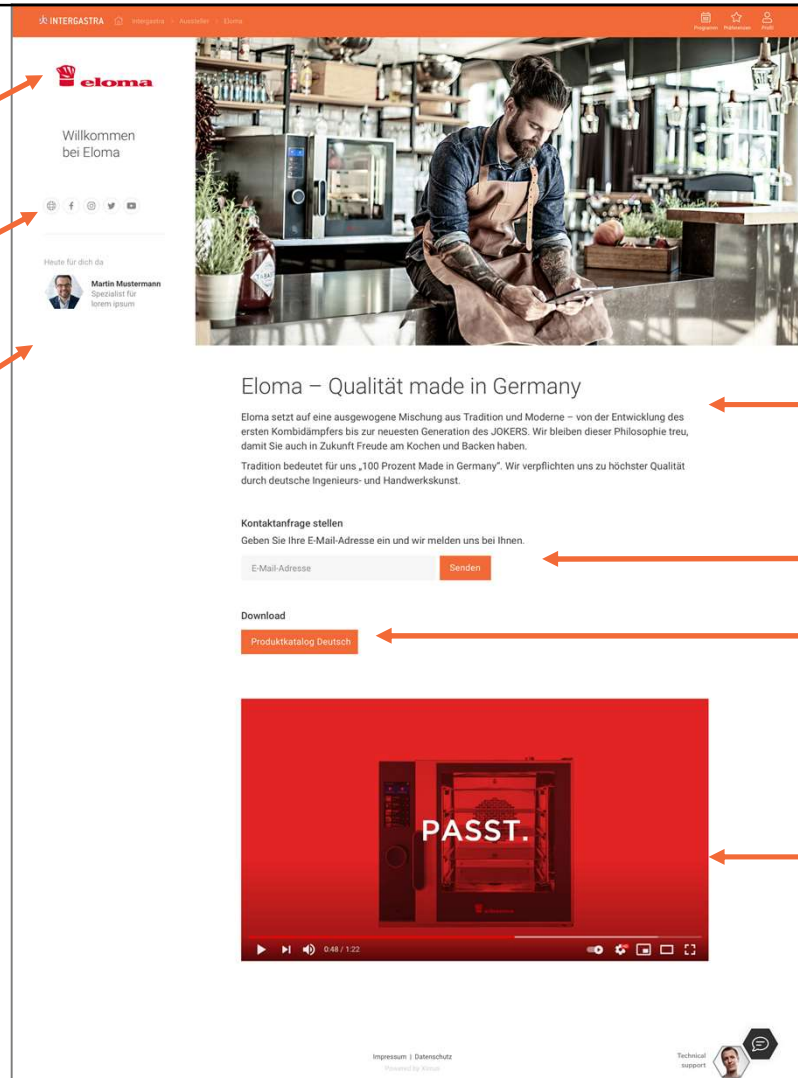
Further included services:

- Logo presence as a hexagon in the exhibition area & listing in the exhibitor directory

1x Logo  
(450 x 450 px – PNG)

Website + max. 5x  
social media channels

1 Contact person +  
live chat (picture: 450 x  
450 px, 300 dpi –  
JPG/PNG)



1x Header  
graphic  
(2500 x 300 px –  
JPG/PNG)

1x Text

1x Contact  
request

1x Button  
(max. 5 MB)

1x Video  
(Youtube link)



**Basic Package:**  
2.900 € +  
100 € Set-Up Fee

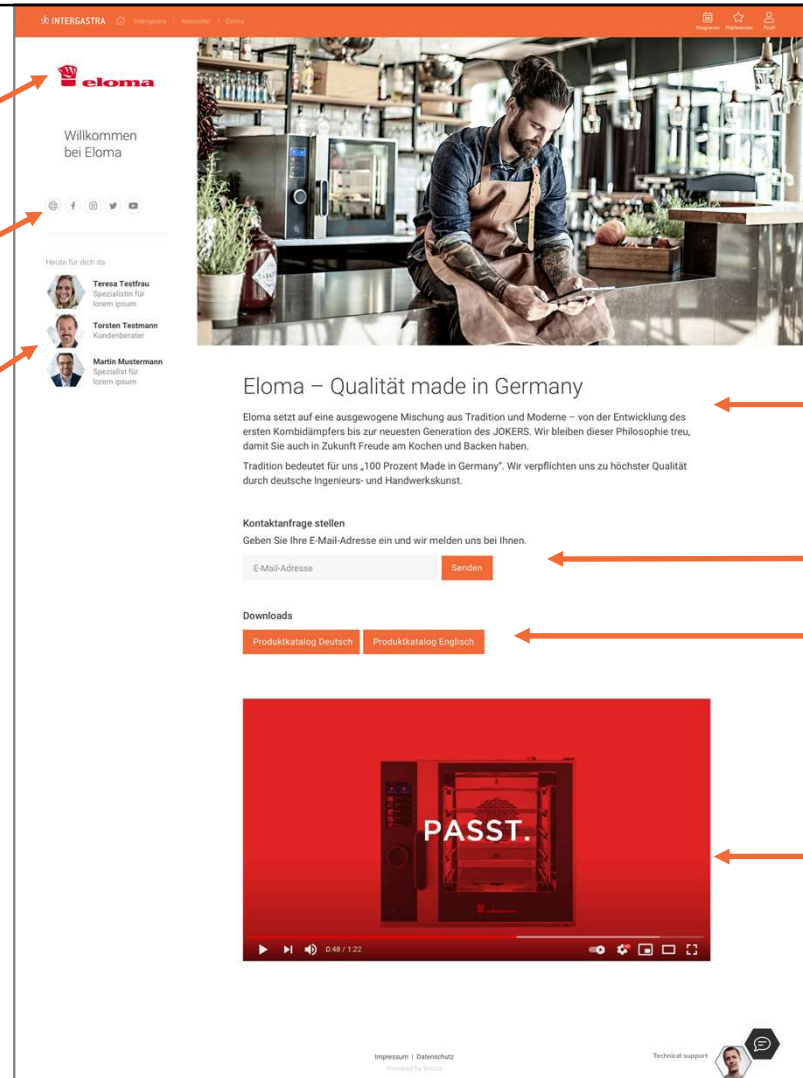
Further included services:

- Logo presence as a hexagon in the exhibition area & listing in the exhibitor directory

1x Logo  
(450 x 450 px – PNG)

Website + max. 5x  
social media channels

Up to 3 contact  
persons + live chat  
(Picture: 450 x 450 px,  
300 dpi – JPG/PNG)



1x Header  
graphic  
(2500 x 300 px –  
JPG/PNG)

1x Text

1x Contact  
request

Up to 2x Buttons  
(max. je 5 MB)

Up to 3x Videos  
(Youtube link)

**Premium Package  
Live presentation:  
4.900 € +  
100 € Set-Up Fee**

Further included services:

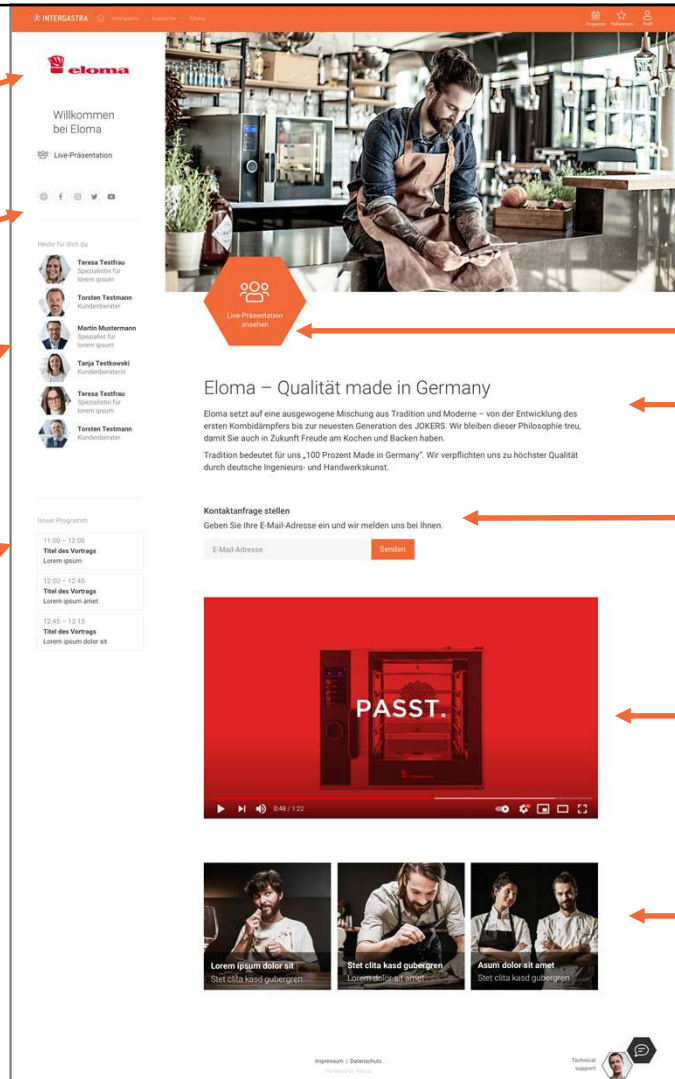
- Logo presence as a hexagon in the exhibition area & listing in the exhibitor directory

1x Logo  
(450 x 450 px – PNG)

Website + max. 5x  
social media channels

Up to 6 contact  
persons + live chat  
(picture: 450 x 450 px,  
300 dpi – JPG/PNG)

1x Program list



1x Header  
graphic  
(2500 x 300 px –  
JPG/PNG)

1x Live  
presentation

1x Text

1x Contact  
request

Up to 3x Videos  
(Youtube link)

Up to 3x Tiles  
(max. 5 MB each  
or link to website)

**Premium Package Consultation:**  
4.900 € +  
100 € Set-Up Fee

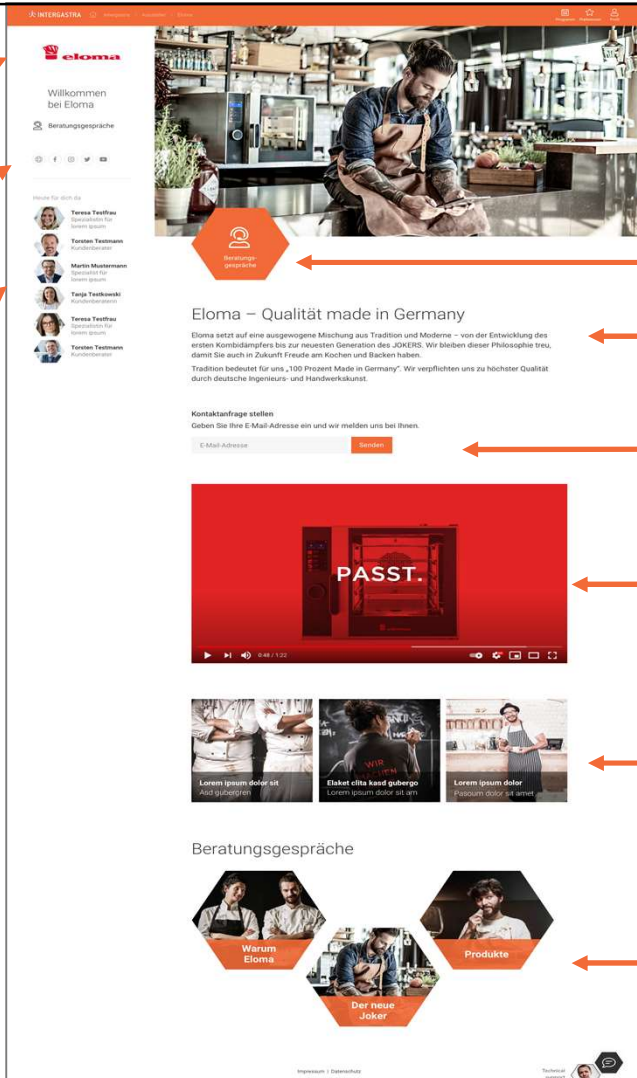
Further included services:

- Logo presence as a hexagon in the exhibition area & listing in the exhibitor directory

1x Logo  
(450 x 450 px – PNG)

Website + max. 5x  
social media channels

Up to 6 contact  
persons + live chat  
(Picture: 450 x 450 px,  
300 dpi – JPG/PNG)



1x Header  
graphic  
(2500 x 300 px –  
JPG/PNG)

Consultation

1x Text

1x Contact  
request

Up to 3x Video  
(Youtube link)

Up to 3x Tile  
(max. 5 MB each  
or link to website)

Up to 3x  
Consultations  
(1:1/1:X-Video)

**Event-Partner Package: 14.900 € + 100 € Set-Up Fee**

Further included services:

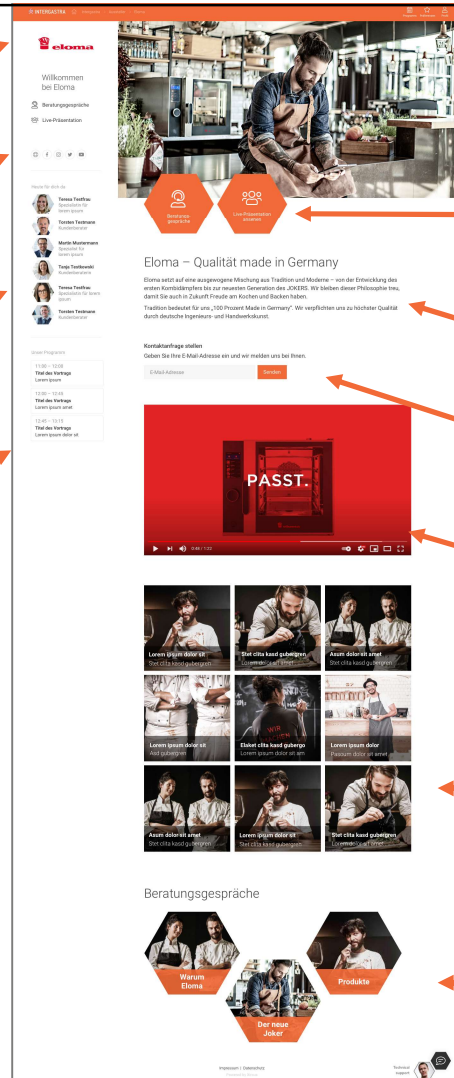
- Logo presence as a hexagon in the exhibition area & listing in the exhibitor directory
- Participation in a panel discussion on one of the main stages
- press conference in live format in the talk programme
- Speaker slot in the talk programme
- Advertising trailer in the talk programme
- Banner ad & content in 2 Newsletters
- Placement at top of the list

1x Logo  
(450 x 450 px – PNG)

Website + max. 5x social media channels

Up to 6 contact persons + live chat  
(Picture: 450 x 450 px, 300 dpi – JPG/PNG)

1x Program list



1x Header graphic  
(2500 x 300 px – JPG/PNG)

Consultation + 1x Live presentation

1x Text

1x Contact request

Up to 5x Videos  
(Youtube link)

Up to 9x Tiles  
(max. 5 MB each or link to website)

Up to 3x Consultations  
(1:1/1:N-Video)



 **INTERGASTRA** *digital*  
8.-10. März 2021 | [www.intergastra.digital](http://www.intergastra.digital)

**Your participation options**

## Our participation packages

### Basic

€2,900.00  
+ € 100.00  
set-up fee

- ✓ Logo presence as a hexagon in the exhibition area & listing in the exhibitor directory
- ✓ Company presentation (logo, text, social media, web link, header, live chat, 3x video, contact request)
- ✓ Product page with illustration and 2 buttons for downloads
- ✓ Naming of 3 contact persons

### Premium Live presentation

€4,900.00  
+ € 100.00  
set-up fee

- ✓ 1 room for live presentation (video stream)
- ✓ Logo presence as a hexagon in the exhibition area & listing in the exhibitor directory
- ✓ Company presentation (logo, text, social media, web link, header, live chat, 3x video, contact request)
- ✓ Product page with illustration and 3 tiles for downloads
- ✓ Naming of 6 contact persons

### Premium Consultation

€4,900.00  
+ € 100.00  
set-up fee

- ✓ 3 rooms for consultations (video meeting 1:1 up to 1:X)
- ✓ Logo presence as a hexagon in the exhibition area & listing in the exhibitor directory
- ✓ Company presentation (logo, text, social media, web link, header, live chat, 3x video, contact request)
- ✓ Product page with illustration and 3 tiles for downloads
- ✓ Naming of 6 contact persons

### Event-Partner

€14,900.00  
+ € 100.00  
set-up fee

- ✓ Participation in a panel discussion on one of the main stages
- ✓ 1 press conference in live format in the talk programme
- ✓ Speaker slot in the talk programme
- ✓ Advertising trailer in the talk programme
- ✓ Banner ad & content in 2 INTERGASTRA Newsletters
- ✓ 1 room for live presentation (video stream)
- ✓ 3 rooms for consultations (video meeting 1:1 up to 1:X)
- ✓ Logo presence as a hexagon in the exhibition area & listing in the exhibitor directory
- ✓ Company presentation (logo, text, social media, web link, header, live chat, 5x video, contact request)
- ✓ Product page with illustration and 8 tiles for downloads
- ✓ Naming of 6 contact persons
- ✓ Placement at top of the list

A maximum of 5 event partners will be permitted.

- The set-up fee will not be charged if a booking is made before 18.12.2020.
- An early-bird discount amounting to 10% will be granted if a booking is made before 31.12.2020.

## Special Packages for start-ups & manufactures

- **Manufacture**

A manufacture is regarded as a small company with up to 10 employees which manufactures its products by hand.

- **Start-up**

A start-up is regarded as a small company with up to 10 employees which was founded in or after 2018.

### Start

€500.00  
+ €100.00  
set-up fee

- ✓ Logo presence as a hexagon in the exhibition area & listing in the exhibitor directory
- ✓ Company presentation (logo, text, social media, web link, header, live chat, 1x video, contact request)
- ✓ Product page with illustration and 1 button for downloads
- ✓ Naming of 1 contact person

### Upgrade

Only for start-ups & manufactures

+ €300.00

- ✓ 1 button for downloads

- The set-up fee will not be charged if a booking is made before 18.12.2020.
- An early-bird discount amounting to 10% will be granted if a booking is made before 31.12.2020.

## Upgrade options

### 1 room for live presentation

video stream  
optional à €500.00

### Speaker slot in the talk and product presentation programme

Implementation under your own direction (excl. technology), first come, first served  
optional à €500.00

### Press conference

in the Talk and product presentation programme + promotion via the INTERGASTRA press list  
optional à €1.000



### Advertising trailer in the talk programme

One-off integration before a talk on the main stage, up to 15 seconds duration  
optional à €400.00

### 3 rooms for consultations

video meeting 1:1 up to 1:X  
optional à €500.00

### Banner ad

in the INTERGASTRA Newsletter 2021  
optional à €500.00





 **INTERGASTRA** *digital*  
8.-10. März 2021 | [www.intergastra.digital](http://www.intergastra.digital)

**Joint communication**

## Communication – together for success!

- Start of visitor communication: 1 February 2021
- Invite your customers & fans to your presentation during INTERGASTRA *digital*
  - Newsletters, social media & press releases
  - Sales & field services
- Mutual enhancement of your own activities
- Multiplication through preferred partners
- Accompanying communication by Messe Stuttgart
  - Social media & ad words campaigns
  - Newsletters to trade visitors at INTERGASTRA 2020
  - Banner & advertising campaign



## Our media presence\*

Source: Communications Analysis 2020

### Our media presence\*

(Source: Communication analysis 2020)



**22** media cooperations in Germany, Austria, Italy and Switzerland and **692** accredited media representatives on-site



**1.4** million page views of **223,000** users in the first quarter 2020



Placements in **241** advertising carriers with a reach of **3.31** million



**758,734** social media reach

\* incl. GELATISSIMO

## Advertising banner



 **INTERGASTRA**  
*digital*

Virtuelles Live-Event für Hotellerie,  
Gastronomie und den Außer-Haus-Markt  
**8.-10. März 2021**  
[www.intergastra.digital](http://www.intergastra.digital)

 **INTERGASTRA**  
*digital*    **8.-10. März 2021**  
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 **INTERGASTRA**  
*digital*

**8.-10. März 2021**  
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 **INTERGASTRA**  
*digital*

Virtuelles Live-Event  
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**8.-10. März 2021**  
[www.intergastra.digital](http://www.intergastra.digital)

*Ihr  
Impulsgeber.  
Ihr  
Netzwerk.*

## Free visitor tickets – valid on every day





 **INTERGASTRA** *digital*  
8.-10. März 2021 | [www.intergastra.digital](http://www.intergastra.digital)

**Studios in Stuttgart & Hamburg**

## Studio solutions

What are studio solutions?

- Spaces used for the presentation of products/companies
- Solution for companies that do not have spaces

What is the advantage compared to streaming from (home) office?

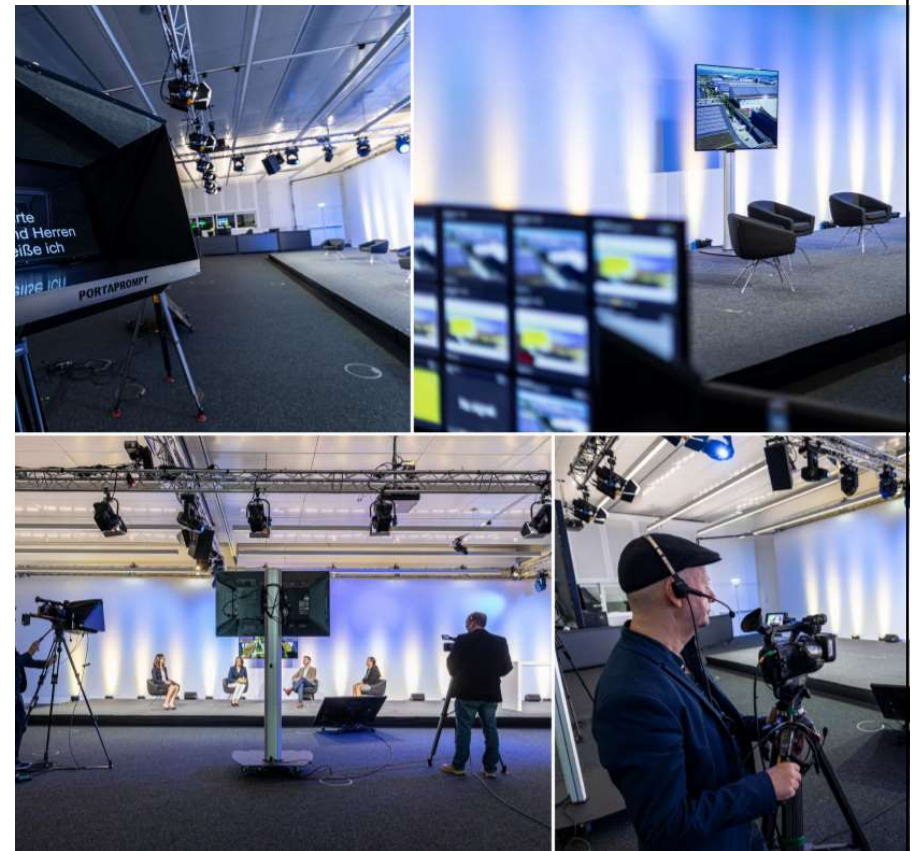
- More professionalism towards customers/visitors
- You stand out from the crowd by streaming from locations other than the normal office
- You meet again "real", even if in a small group

## Stuttgart: Studio ICS

Best suited for panel discussions, conferences and product presentations

- Multifunctional, fully equipped studio
- For up to 8 speakers
- Several parallel set-ups possible
- 390 m<sup>2</sup> usable area
- Accompanied by 2 cameras
- Sound, light and video technology with editing included

[www.messe-stuttgart.de/studios](http://www.messe-stuttgart.de/studios)





## Hamburg: Studio HH

Ideal for lectures, talks and presentations:

- Your presentation above the roofs of Hamburg
- 40 m<sup>2</sup> room area
- Up to 3 speakers at the same time
- Accompanied by two cameras
- Sound, light and video technology with editing included





 **INTERGASTRA** *digital*  
8.-10. März 2021 | [www.intergastra.digital](http://www.intergastra.digital)

Your contact persons

## Your contact persons



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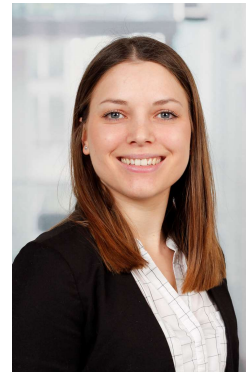
**Kitchen Systems & Food**



**Nicola Carniello**

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**Digital Solutions &  
Services**



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Ambience**



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**Coffee, Beverages &  
GELATISSIMO**

# We are looking forward to exchanging information and ideas with you!

Messe Stuttgart  
Mitten im Markt



 **INTERGASTRA**  
Leitmesse für Hotellerie & Gastronomie  
5.-9.2.2022 | Messe Stuttgart

 **GELATISSIMO**  
Die ganze Welt der Eiskultur  
5.-9.2.2022 | Messe Stuttgart

**FLEET** | Events  
CONSUMER+BUSINESS

**CHEFSACHE**



Reply by fax to + 49 (0)711 18560-1888 or by e-mail to [kas@messe-stuttgart.de](mailto:kas@messe-stuttgart.de)



We hereby wish to place an order based on your offer (subject to admission to the virtual trade fair; please tick):

<input type="radio"/> <b>Basic Package</b> €2,900.00 + €100.00 set-up fee*	<input type="radio"/> <b>Premium Package Live Presentation</b> €4,900.00 + €100.00 set-up fee*	<input type="radio"/> <b>Premium Package Consultation</b> €4,900.00 + €100.00 set-up fee*	<input type="radio"/> <b>Event Partner Package</b> €14,900.00 + €100.00 set-up fee*	<input type="radio"/> <b>Start Package</b> Only for start-ups & manufactures €500.00 + €100.00 set-up fee*
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\* The set-up fee will not be charged if a booking is made before 18.12.2020. 10% early-bird discount up until 31.12.2020.

Company	e-mail address of contact person	
Department	Name/phone number in case of inquiries	
Street / P.O. box	Fax	
Postcode / town / country	VAT registration number	
Contact person	e-mail address for electronic invoicing (maximum of 1 e-mail address)	
We are interested in the following additional offers	<input type="radio"/> Additional advertising areas	<input type="radio"/> General sponsorship opportunities
	<input type="radio"/> Upgrade options	<input type="radio"/> Studio solutions

All prices are exclusive of statutory VAT at this time (according to the latest version of the Value-Added Tax Act). Registration will take place solely on the basis of the General Exhibiting Conditions for the virtual trade fair INTERGASTRA digital 2021 of Landesmesse Stuttgart GmbH (LMS). These General Exhibiting Conditions can be downloaded from the website [www.intergastra.digital/agb](http://www.intergastra.digital/agb).

In connection with your registration, Landesmesse Stuttgart GmbH reserves the right to advertise this event and our own similar events to you, as well as associated services, by e-mail. Furthermore, we will contact you by post and by telephone for advertising purposes, insofar as this is legally permissible. You have the option to revoke at any time the right of Landesmesse Stuttgart GmbH to use your data for advertising purposes. Please send your objection to [widerspruch@messe-stuttgart.de](mailto:widerspruch@messe-stuttgart.de) or to the postal address of Landesmesse Stuttgart GmbH. In this case, you will incur no costs other than the transmission costs in accordance with the basic tariffs. Information on the use of your data can be found at [www.messe-stuttgart.de/datenschutz](http://www.messe-stuttgart.de/datenschutz)

Place/date	Name in block capitals	Place / legally binding signature
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