Messe Stuttgart



# <section-header>

21 to 24 September 2019 | Messe Stuttgart

# www.suedback.com





# ONE TRADE FAIR -**6 FOCAL POINTS**



Raw materials for bakers and confectioners



Shop fixtures and fittings



**Sales promotion** 



Working and operating technology



Merchandise

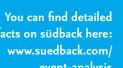


Services, information, management



5,94

international visitors





exhibitors

facts on südback here: event-analysis



# SÜDBACK – THE SHOWCASE FOR THE INDUSTRY

The unique flair of südback attracts visitors and exhibitors from all over Europe to Stuttgart. Specially oriented towards the requirements of bakers and confectioners, südback is the driving force for ideas, know-how and the exchange of ideas. A total of 37,126 visitors from more than 80 countries come to südback to obtain information about trends and innovations. The international trade visitors are communicative, hungry for information and keen to make investments – the best possible basis for detailed discussions and new contacts.

### Why you should exhibit at südback

- südback is one of the most important trend events and trade fairs for the bakery and confectionery trades in Europe.
- The cooperation with GELATISSIMO, the only genuine trade fair for gelato professionals north of the Alps, creates the sparkling topic area for ice cream production "hello! GELA-TISSIMO".
- Acquire new customer groups and impress decision-makers from the bakery and confectionery trades with your products and services.
- südback is characterised by a high proportion of trade visitors with specific purchase and investment intentions. The sustained growth of the trade fair is extending its reach and visibility on the market.
- Additional product ranges, counter sales and eating out are playing a more and more important role. Traditional confectioners are increasingly extending their product range to include self-made ice cream in order to stand out more strongly in ever fiercer competition.
- südback is well-known for its perfect organisation, modern infrastructure and personal service.







# MAKE USE OF OUR COMPLETE OFFER AND BECOME AN EXHIBITOR!

### Stand construction, stand space and service

- 5 exhibitors (3 x 15 m<sup>2</sup> and 2 x 20 m<sup>2</sup>)
- Basic area 110 m<sup>2</sup>
- Construction height: 2.5 m

### Wall structure and floor covering

- M&S wall system, construction height
   2.5 m incl. 25 m<sup>2</sup> storage area with coat rack
   and lockable door element
- PVC floor (area: 110 m<sup>2</sup>)

### Furniture in joint booth

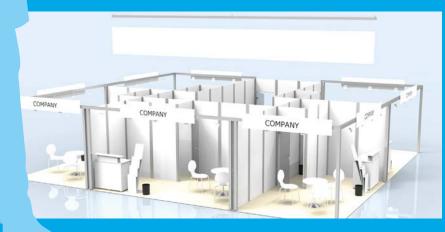
- 1 x water connection
- 1 x sink uni
- 1 x soap and disposable towel dispenser
- Rubbish bags and stands
- Rubbish bag for food leftovers

### Stand equipment for each exhibitor

- 2 m<sup>2</sup> storage cabin containing 1 waste paper basket and 1 triple socket
- 1 NIZZA counter with top unit, light grey
- 1 FREDDY brochure stand, silver
- 1 low table, white
- 3 BUNNY chairs, white
- 2 waste paper baskets
- 1 logo panel
- 1 digital print laminated on the wall
- (dimensions. approx. 90 x 50 cm)
- 1 WLAN access code
- 1 long-term parking permit

### Additional services

• Daily stand cleaning and rubbish disposal



### P<sup>rices</sup> 15 m<sup>2</sup>: 6,490 Euro 20 m<sup>2</sup>: 8,490 Euro

### Communication package\*

The communication package enables you to draw the attention of the relevant target group to your company before, during and after südback.

The package contains the following services with a special designation:

- Entry in the online directory
- Entry in the catalogue
- XXL hall plans at the hall entrances
- Stand number in A4

\* This communication package can also be booked for the related pavilion without registration.



# CONTACT US – YOU HAVE THE CHOICE

5-minute walk

Entrance East

Do you want to book an individual stand or would you like a trade fair presence which you can define yourself and adapt to your needs? Talk to us directly or use our online portal at: www.messe-stuttgart.de/suedback/en/exhibitors/general-terms

### We will be pleased to provide you with further assistance!



Project Manager Anne-Kathrin Müller Tel.: +49 711 18560-2375 Fax: +49 711 18560-2279 anne-kathrin.mueller@messe-stuttgart.de



Project Coordinator Mirjam Müller Tel.: +49 711 18560-2538 Fax: +49 711 18560-2279 mirjam.mueller@messe-stuttgart.de

# Fax: +49 711 18560-1888 kas@messe-stuttgart.de

Landesmesse Stuttgart GmbH Messepiazza 1 70629 Stuttgart (Germany)

We herewith order according to your offer (subject to admission to the trade fair):



### 21 to 24 September 2019 | Messe Stuttgart

To be completed by the trade fair

Hall number

Stand number

## Stand construction offer »topic area ice cream production«

Complete offer · Stand area, stand construction & service as described

# □ 15 m<sup>2</sup> 6,490 € □ 20 m<sup>2</sup> 8,490 € $\left\{ \forall AUMA \text{ contribution } \forall Eco \text{ surcharge} \\ \forall Media \text{ flat rate} \right\}$

Flat rate per unit, plus statutory VAT valid at this time (acc. to the relevant version of the Value Added Tax Act).

### **Fascia lettering**

Please insert the desired fascia lettering (max. 20 letters):

Company	Department
Street / P.O. box	Postcode, town, country
Contact person	E-mail contact person
(in case of questions) Name/Tel.	Fax We are:  □ Entrepreneur □ no entrepreneur

VAT identification number (EU), tax number

All prices are subject to the statutory VAT valid at this time (according to the relevant version of the Value Added Tax Act). The General Terms and Conditions of LMS shall apply (General and Special Exhibiting Conditions, Technical Guidelines, General Terms and Conditions for Services and the House Regulations of Landesmesse Stuttgart GmbH) which are available at www.messe-stuttgart.de/suedback/agb. The place of jurisdiction shall be the Stuttgart District Court or Regional Court, as the case may be, if the contractual partner is a merchant or legal person under public law or has no general place of jurisdiction in Germany. To ensure that work is performed on time please return your order by 20th December 2018.

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. In this case, you will incur no costs other than the transmission costs in accordance with the basic tariffs. Please send your revocation to widerspruch-a@messe-stuttgart.de or the postal address of Landesmesse Stuttgart GmbH. Please find more information on the use of your data at www.messe-stuttgart.de/privacy.

Place, date	Legally binding signature (Authorization to represent is insured)	Name in block letters	
	Stand construction + service:	Project management:	
	Lüngen Hendte	Anna Kathrin Müller	

Jürgen Handte Tel.: +49 711 18560-2395, Fax: +49 711 18560-1395 juergen.handte@messe-stuttgart.de Anne-Kathrin Müller Tel.: +49 711 18560-2375, Fax: +49 711 18560-2279 anne-kathrin.mueller@messe-stuttgart.de