

Key to markets

Messe Stuttgart



PRETZELS

MEET

**STRAWBERRY
ICE CREAM**

The trade fair for
confectioners with a
new topic area:
ice cream production

21 to 24 September 2019 | Messe Stuttgart

www.suedback.com



hello!



GELATISSIMO

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

37,126

visitors from over

80

countries

5,940

international visitors

Figures from 2017
656

exhibitors

You can find detailed
facts on südback here:
[www.suedback.com/
event-analysis](http://www.suedback.com/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! GELATISSIMO“.
- 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 m² and 2 x 20 m²)
- Basic area 110 m²
- Construction height: 2.5 m

Wall structure and floor covering

- M&S wall system, construction height 2.5 m incl. 25 m² storage area with coat rack and lockable door element
- PVC floor (area: 110 m²)

Furniture in joint booth

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

Stand equipment for each exhibitor

- 2 m² 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

Prices

15 m²: 6,490 Euro

20 m²: 8,490 Euro

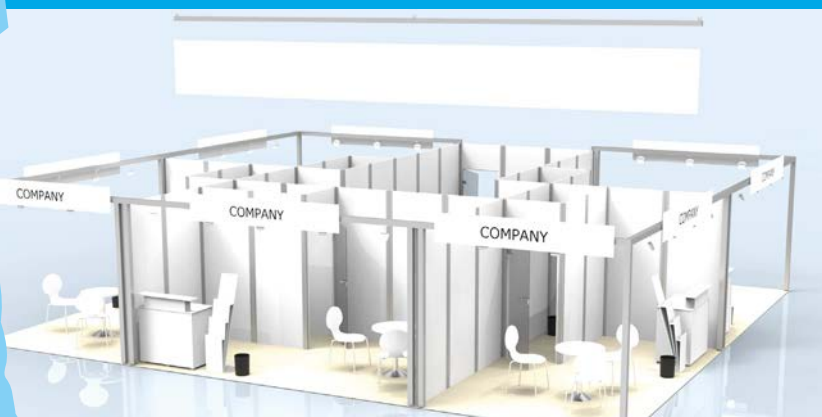
Communication package*

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

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!



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