

Services and prices of Koelnmesse Service 2010

Calculate your trade fair success



Successfully prepare your trade fair participation

The basis of how our services are calculated

A successful trade fair presentation requires precise planning and calculation before booking an exhibition area. With this prices and services catalogue from Koelnmesse Service, you can calculate the costs of the additional services you may use during your trade fair presentation and add them to the cost of renting an exhibition area.

Important information:

This catalogue provides information on the individual services offered and allows you to plan your trade fair presentation. Please only order using the Koelnmesse Service Portal at www.koelnmesse-service-portal.de or by using our "Service Package 2009" CD. All prices listed are net prices and are subject to change. The VAT applicable in per item case will be added to the price.

Plan efficiently and easily in just two steps.

This prices and services catalogue comprises a product description and a price list with which you can calculate your trade fair presentation in two fast and easy steps.

Step 1: Product description

The product description provides you with all the services and related information, so you can select the services relevant to you. Here you will find numerous ideas for the successful planning of your trade fair participation.

Step 2: Price lists

The price lists display all of the service prices in a clear and compact presentation. If the service you are looking for does not have a list price, call us on +49 221 821-3998. We'll be happy to help.

Navigation through our catalogue is easy, thanks to the direct links from the product description to the price list. Just print the appropriate page of this file.



Koelnmesse Service for your success

Our combined services



In this overview of our services and prices, we illustrate the entire spectrum of our service offerings: from stand planning (S.01 to S.10) to technical services (T.01 to T.24) and marketing services (M.01 to M.14) to catering (C.01 and C.02) as well as a choice of suitable hotel accommodations. With these services, we provide everything you need at a trade fair that your company profits from for the long term. Working with our contract partners, we offer a comprehensive range of services that ensure a perfect trade fair experience for you.

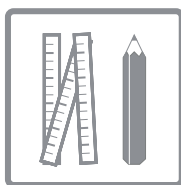
We have all the answers

You can count on us at any time – before, during and after the trade fair. We'll gladly answer your questions, give you the advice you need and support your company with our valuable services whenever you need them.

1. We offer all services from a single source.
2. We offer expert, comprehensive advice. After all, nobody knows the Cologne exhibition centre better than we do.
3. We're on hand at the exhibition centre to help you whenever you need us.

If you have questions or need further information, we will be glad to assist you. Give us a call on: +49 221 821-3998
www.koelnmesse-service.com

Stand construction services



Technical services



Marketing services



Catering services



Hotel services



We maximize your success



Marketing services

We provide the decisive momentum: With our marketing services

There are many ways to stage a successful trade fair presentation. The most direct way is to take advantage of our marketing services. We offer you Internet or conventional advertising, as well as the opportunity for you to multiply your media contacts with our comprehensive PR services. Our wide spectrum of event services enables you to make a lasting impression on your most

important customers. AcquisitionSuccess is a highly effective tool for gathering and managing customer data, and for follow-up activities that use this data to establish many contacts. Simply select the marketing services from our range of offerings that are best suited for your trade fair presentation and for communicating your company's messages.



Marketing services (M.01-M.14)

M.01 Advertising space

Targeted communication for visible success

We offer a broad range of online and offline options, from Internet banners and advertising towers to megaprints, enabling you to put your company in the spotlight for your potential customers.

Here are some of the advertising options we can offer you:

- Advertising space in the main entrance areas
- Advertising space on the exterior walls of the trade fair halls

- CityLight displays in passages and entrances
- Banner, boulevard
- Front surfaces of stone steps and handrails at escalators
- Advertising space in the trade fair halls
- Advertising on the trade fair website

>> To the price list

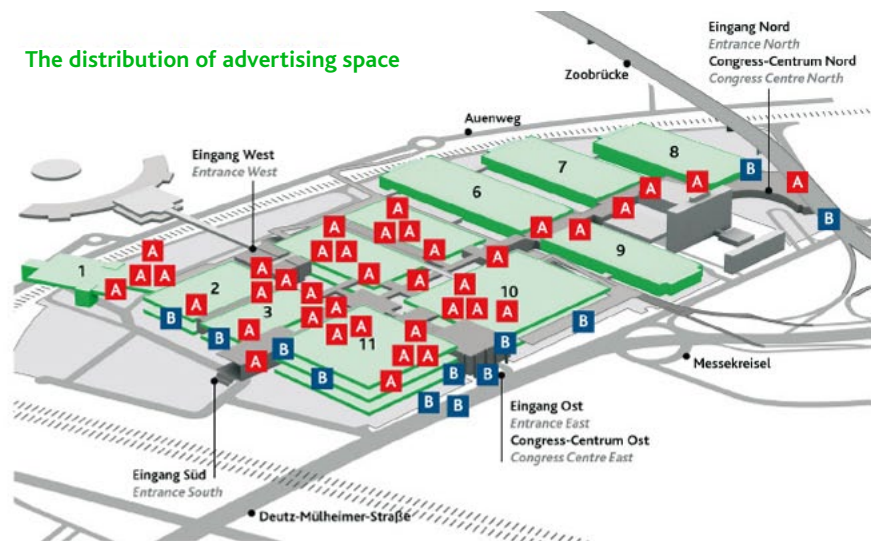


A Indoor advertising space



B Outdoor advertising space

The distribution of advertising space



M.02 LeadSuccess

How to safeguard your valuable visitor data

To ensure that your presentation and your crucial post-fair business run smoothly, it's vital that you document all of the necessary information about every visitor to your stand. However, it's difficult to find time during the fair itself to note down everything you need. And that means lead management chaos begins afterwards, when you have to hunt for slips of paper and

try to fill in the gaps from memory. Why not try our LeadSuccess system? This elegant service enables you to professionally record visitors' data at your stand, add extra information into a configurable questionnaire, manage your lead contacts after the fair, and plan your follow-up activities at leisure.

M.03 Press compartment service

A professional presence worldwide

"Virtual" press compartments:

- setting up of your virtual press compartment on the trade fair's website six weeks before the trade fair begins
- publishing of all company relevant information
- automatic registering of all of your press releases with the 20 leading search engines
- the contents of your press compartment can be updated and supplemented at any time
- worldwide access to your press compartment for 12 weeks after the trade fair is over

"Actual" press compartments:

- Here you can deposit all of the information about your company that you'd like people to know about.



Other services:

- Regularly updated List of Exhibitors on a large screen
- Our service personnel monitor the press compartments at the trade fair. If your compartment is empty, we'll let you know immediately.
- Your press compartment is labelled with your company and brand names, plus your logo on request.

>> To the price list

M.04 PR agency packages

Put your company in the spotlight

We will organise a press event customised to meet your company's needs, and that includes all the expertise of a full-service PR agency.

Basic package:

- Research and editorial work required for a German-language press release of one page of content
- Incorporation of an existing press release and editing
- Translation into English
- Mailing list and dispatch via e-mail or fax

Large PR package:

- Research and editing of a German-language press kit between four and five pages long
- Press release about the products and the company
- Research and copywriting



- Interview or individual consulting
- Press release about the products and the company
- Translation into English
- Compilation of an international distribution list
- Dispatch of the press kits via e-mail or fax
- Organisation and support for a press conference

You also have the option of booking translation of your press releases into French, Spanish and Italian. >> [To the price list](#)

M.05 Photographer service

Show yourself in the best light

We offer you the entire spectrum of professional photographic services: from digital photography to image processing to traditional analogue photography. We will provide outstanding and appealing images of your stand, your exhibits and the stand team. Our photographers will contact you and make you an individual offer according to the information you provide.



>> [To the price list](#)

M.06 Assessment of trade fair presentation

Trade fair success is measurable!

We commission an independent external consulting firm to visit and evaluate the trade fair stands. This task is conducted anonymously by various people, and stands can be visited at any

time. The results will be documented in writing, evaluated and forwarded to you in a folder.

>> [To the price list](#)

M.07 Exhibition insurance

We provide you with the best insurance

We provide insurance for your trade fair presentation. Our insurance service covers: the exhibits, stand equipment and personal property of stand staff for the entire duration of the event, including the outward and return journey. additional dispatch of company brochures. >> [To the price list](#)

M.08 koelnevent packages

Outstanding events for your customers

Why not round off your trade fair presentation with memorable live events for your customers? You can choose from five different theme-based event packages that you can book for groups of 15 or more participants. If you want your customers to remember your company, even long after the fair is over, then be sure to surprise them with our event packages.

>> [To the price list](#)



M.09 Event organisation

From individual to exclusive: our special event solutions

Whatever the size, we can organize an unforgettable event for your customers that's tailored exactly to your needs and your budget. With our in-depth local knowledge, we'll quickly create a suitable programme with the right performers and the perfect location. We will be happy to tell you the prices of our various events on request.



M.10 Hostesses/service staff

We have the right staff for your stand

Our professional staffing service ensures that you will have optimal support during the trade fair and at accompanying events.

Upon request, we will be happy to send you:

- photo cards sent to you via e-mail to help you select staff
- free-of-charge briefing on the first day of the trade fair up to one hour before the opening.
- a quote for uniform outfits for the staff you have booked

>> [To the price list](#)



M.11 Construction and dismantling staff

You can rely on our construction and dismantling staff

From help with stand construction and dismantling to a salesperson, our comprehensive staffing service is exactly what you need. We will be happy to tell you the prices of our entire range of services on request.



M.12 Hiring offices

We have lots of room for your success

We offer rooms for every purpose at the exhibition centre, including offices and conference rooms. We will be happy to tell you the prices of the available rooms on request.



M.13 VAT refund service

We refund your VAT

The VAT refund process in Germany is strictly governed by laws and regulations and is therefore very bureaucratic and complicated. This entails the risk that exhibitors and trade visitors from abroad may not receive the full refund they are entitled to due to unintentional errors or misunderstandings. Be sure to take advantage of our service for refunds of the German VAT – it will

save you time and money. Due to the currently valid international agreements, the refund service is provided only to customers from Member States of the European Union and other eligible countries. Exhibitors from other countries can only take advantage of this service if they are part of a joint exhibition. The fee for the service is 15% of the amount refunded.

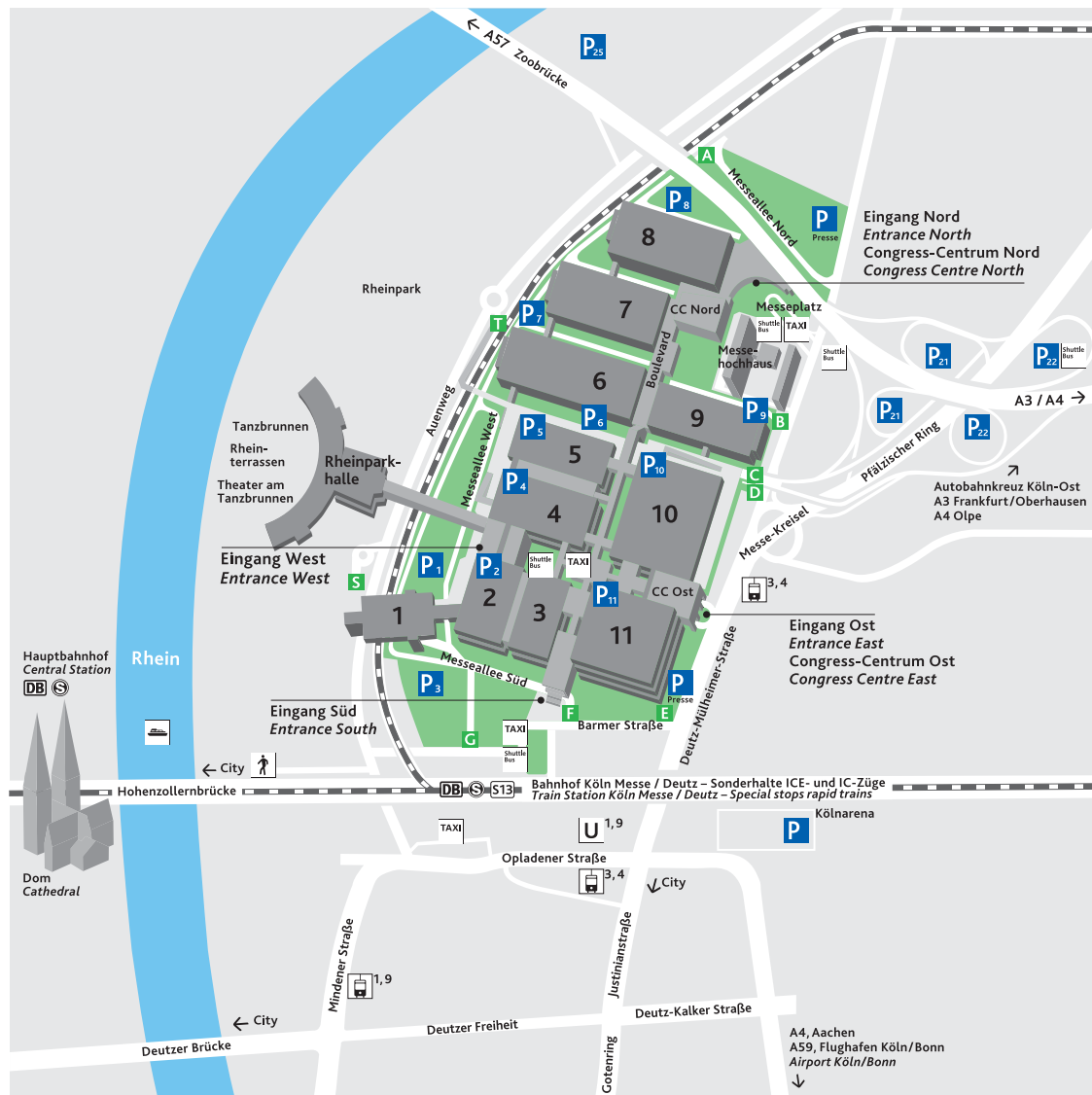
How to get here:

Plan of the halls and grounds

We're easy to reach

By car via the A1, A3, A4, A57, A59 or A555; by train via the Köln Messe/Deutz station; by air via Cologne/Bonn Airport or Düsseldorf Airport.

With the high-speed ICE 3 train, it now only takes around 60 minutes to travel from Frankfurt Airport to the railway station at Köln Messe/Deutz. For further information on how to get here, see www.koelnmesse.de









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| A Tor
Gate | Straßenbahnhaltestelle
Tram Stop |
| P Parkplatz
Parking | Fähre: City/Hbf
Ferry: City/Central Station |
| Fußweg
Pedestrian Route | DB Bahnhof
Train Station |
| Taxi
Taxi | S S-Bahn
Suburban Railway |
| Pendelbus
Shuttle-Bus | S13 S-Bahn Koelnmesse
– Flughafen Köln/Bonn
Suburban Railway Koelnmesse
– Cologne/Bonn Airport |
| U U-Bahn
Subway | |

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www.koelnmesse-service.de

M.01 – Advertising space

Price list 2010 · Marketing services 09

Order No.	Description	Price in €	Unit	Pictures
00000	Advertising space in the main entrance areas	on request		
00000	Advertising space on the hall facades	on request		
00000	CityLight displays in passages and entrances	on request		
00000	Banner, Trade Fair Boulevard	on request		
00000	Front surfaces of stone steps and handrails at escalators	on request		
00000	Advertising space in the halls	on request		
00000	Advertising on the trade fair website	on request		
00000	Advertising in and/or on shuttle buses	on request		
00000	Creation, digital printing and/or transparencies, and Koelnmesse Service GmbH is to put in place the materials based on masters supplied by the customer	on request		
00000	Koelnmesse Service GmbH is only to put in place the posters, photographs and transparencies supplied by the customer	on request		

Marketing services

M.02 – LeadSuccess

Order No.	Description	Price in €	Unit	Pictures
	More information can be found in our product description	on request		

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M.03 – Press compartment service

Price list 2010 · Marketing services 010

Order No.	Description	Price in €	Unit	Pictures
00000	Basic package: online press compartment + up to 2 compartments in the Press Centre	140.00	per item	
00000	Up to 2 additional press compartments in the Press Centre	50.00	per item	
00000	4c logo for the press compartments in the Press Centre	30.00	per item	
00000	Video and audio streaming including 10 GB download volume	40.00	per item	

M.04 – PR agency packages

Order No.	Description	Price in €	Unit	Pictures
Basic package: compiling press releases, translation, distribution, dispatch				
	Researching and compiling a press release in German (1 page) or incorporating an existing press release and editing. Press release translation into English. Compiling an international electronic distribution list. Dispatch, with pictures on request, via e-mail or fax (without pictures).			
00000	Complete price	960.00		
	Per additional language French, Spanish, Spanish	95.00	per page	
Large PR package: press kit and press conference				
	Individual consulting, researching and compiling a press kit in German, 4 to 5 pages (press release on a product, background information on the company, interview, or as agreed in individual consulting) or incorporation of existing material and editing. Press kit translation into English. Compiling an international electronic distribution list. Dispatch, with pictures on request, via e-mail or fax (without pictures). Organising a press conference during the trade fair with trade or business journalists. Press conference host. Follow-up			
00000	Complete price	3,480.00		

Marketing services

M.05 – Photographer service

Order No.	Description	Price in €	Unit	Pictures
Digital photography				
00000	Digital stand photography	80.00	all inclusive	
00000	Press event/reportage max. 1 hour	300.00	all inclusive	
00000	Reportage, max. 4 hours	750.00	all inclusive	
00000	Data transfer per e-mail/ftp server up to 25 MB (every additional MB/1.00 EUR)	25.00	per item	

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M.05 – Photographer service

Price list 2010 · Marketing services 011

Order No.	Description	Price in €	Unit	Pictures
00000	Digital product /reproduction photography, panoramic photography, professional printing up to A4 and analog photography.	on request		
Video				
00000	Video (DV CAM, DIGI BETA SP, editing, transfer into different formats)	on request		

M.06 – Assessment of trade fair presentation

Order No.	Description	Price in €	Unit	Pictures
	We have commissioned an independent external consulting firm to visit and evaluate the trade fair stands. This task will be conducted anonymously by various people, and stands can be visited at any time. The results will be documented in writing, evaluated and forwarded to you in a folder. The contents of the folder address the impression your company made on visitors, the strengths and weaknesses of your presentation, and how you can boost the success of trade fair presentations in the future.			
00000	Stand up to 30 qm	449.00	all inclusive	
00000	Stand between 30 qm and 100 qm	749.00	all inclusive	
00000	Stand between 100 qm and 250 qm	949.00	all inclusive	
00000	Stand between 250 qm and 400 qm	1,149.00	all inclusive	
00000	Stand more than 400 qm.	on request		
00000	Several stands of different sizes	on request		
00000	Immediate notification at the stand of the preliminary results	149.00	all inclusive	
00000	Additional enquiry: preliminary discussion	on request		
00000	Additional enquiry: follow-up check	on request		
00000	Competitor comparison	on request		

Marketing services

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M.07 –Exhibition insurance

Price list 2010 · Marketing services 012

Order No.	Description	Price in €	Unit	Pictures
	1. Stand equipment This includes stand furnishings, lighting, decorations and similar (Minimum premium for 1.– 4. total minimum 40 EUR)	value percentage 0.40% of the original value		
	2. Exhibition goods (Minimum premium for 1.– 4. total minimum 40 EUR)			
	2a. Own products from the production/supply range, except: art objects, postage stamps, furs, genuine carpets, items of gold, silver and jewellery. Separate agreements should be made on a case-to-case basis for this purpose	value percentage 0.50% of the original value		
	2b. Demonstration items, computers, TVs, videos, laptops. Please note conditions in accordance with the reverse	value percentage 3.00% of the original value		
	3. Breakage supplement – for objects which are particularly susceptible to breakage, e.g. glass, porcelain, ceramic and similar very fragile objects. Possible only in conjunction with Point 1 and/or Point 2! (Minimum premium for 1.– 4. total minimum 40 EUR)	value percentage 1.00% of the original value		
	4. Property of the persons working at the stand (does not apply to valuables, cash and cameras) (Minimum premium for 1.– 4. total minimum 40 EUR)	value percentage 0.40% of the original value		
	5. Third-party insurance. The number of the persons working at the stand should be indicated for calculating the premium; Minimum premium 10 EUR)	2.50	per person	

Marketing services

M.08 – koelnevent-Packages

Order No.	Description	Price in €	Unit	Pictures
	Why not round off your trade fair presentation with memorable live events for your customers? You'll make a lasting impression. You can choose from five different theme-based event packages that you can book for groups of 15 or more participants. If you want your customers to remember your company, even long after the fair is over, then be sure to surprise them with our event packages. In addition to strengthening your business contacts when the trade fair excitement has passed, you'll enhance your presentation.			
00000	koelnkultur "Discovery" – Rally tour of Cologne with stories and anecdotes. Min. 15 participants	79.00	per participants	
	koelngourmet "Treat" – Cookery course with tuition from entertaining expert hosts.			
00000	Min. 15 participants	229.00	per participants	
00000	Min. 20 participants	199.00	per participants	
00000	Min. 25 participants	179.00	per participants	

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M.08 – koelnevent-Packages

Price list 2010 · Marketing services 013

Order No.	Description	Price in €	Unit	Pictures
	koelnmedial "Take one" – A look behind the scenes of Cologne's media world.			
00000	Min. 15 participants	249.00	per participants	
00000	Min. 20 participants	219.00	per participants	
00000	Min. 25 participants	169.00	per participants	
00000	koelnSport "Time to play" – A memorable visit to the German Sports and Olympic Museum. Min. 15 participants	159.00	per participants	
	koelnkölsch "Cheers" – Be refreshed by Cologne's most famous drink.			
00000	Min. 15 participants	39.00	per participants	
00000	Min. 20 participants	35.00	per participants	
00000	Min. 25 participants	29.00	per participants	

M.09 – Event organisation

Order No.	Description	Price in €	Unit	Pictures
	More information can be found in our product description	on request		

M.10 – Hostesses/service staff

Order No.	Description	Price in €	Unit	Pictures
	Our professional staffing service ensures that you will have optimal support during the trade fair and at accompanying events.			
00000	Hostesses/hosts A hostess/host who speaks foreign languages can be selected	145.00 – 210.00	per day (nine hours)	
00000	Moderator A moderator who speaks foreign languages can be selected	370.00 – 2.000.00	per day (nine hours)	
00000	Simultaneous interpreter	260.00 – 300.00	per day (nine hours)	
00000	Product presenter/promoter A product presenter/promoter who speaks foreign languages can be selected	165.00 – 350.00	per day (nine hours)	
00000	Other staff	on request		
00000	flat-rate organization fee	5.90	per person	

M.11 – Construction and dismantling staff

Price list 2010 · Marketing services 014

Order No.	Description	Price in €	Unit	Pictures
	More information can be found in our product description	on request		

M.12 – Room hire

Order No.	Description	Price in €	Unit	Pictures
	More information can be found in our product description	on request		

M.13 – German VAT Refund service

Order No.	Description	Price in €	Unit	Pictures
	More information can be found in our product description	on request		

Marketing services

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