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When the trade fair stand is in Cologne and the exhibitor has to stay at home in Asia...

Koelnmesse offers new services for trade fairs during and after the Coronavirus-crisis

"Koelnmesse is perfectly prepared for the hybrid future of the global trade fair business," says the Cologne trade fair company's President and Chief Executive Officer, Gerald Böse. At their core, hybrid events consist of the following: people on site in the trade fair halls network with business partners around the globe who are unable to make the trip to Cologne for the trade fair.

How exactly will this work when trade fair operations start up again in Cologne in September 2021? Koelnmesse has prepared a number of things to bring its promise of "Ready for Re-Start" to the trade fair halls and, in concrete terms, to allow digital exhibitors from Asia and visitors in front of their screens in the USA to participate in physical trade fair events in Cologne.

Dr Stefan Eckert, Vice President Services at Koelnmesse, sees great demand for this: "Our customers welcome any support that makes it easier for them to return to the trade fair – especially in hybrid formats. Our **Services Plus** offer supplements for the product portfolio with services for trade fairs during and after the Coronavirus-crisis." The new offers are based on experience with the #B-Safe4Business Village exhibits presented in the autumn of 2020 in the Cologne exhibition halls, which have impressed potential users from Koelnmesse's partner sectors. The services can already be booked and will be ready for use at the Cologne trade fair this coming autumn.

With **Remote Booth Plus**, for example, exhibitors can reach their target groups without physically being at the trade fair themselves. Koelnmesse organises their stand on site and provides not only personnel but also the necessary technical equipment to include them virtually. This allows them to maintain their contacts personally, even from a distance. The scope of services includes an exhibition stand with a video conferencing area, delivery, set-up and decoration with the customer's own exhibits as well as visual stand design and personnel.

With **Content Creation Plus**, Koelnmesse supports exhibitors in the professional editorial conception, production and publication of content for Koelnmesse's digital offerings. In this way, they can reach partners and potential customers before the trade fair, directly on site and beyond in a targeted manner independent of location. This includes in-depth consultation on objectives, channel selection and Koelnmesse's digital offering, as well as development and conception of the storyboard through to implementation and production.

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Henriette Reker

Headquarters and

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District Court Cologne, HRB 952

Koelnmesse offers exhibitors **Booth Check Plus** to help them ensure the current hygiene regulations have been fully taken into account in their stand construction. This includes inspection of exhibitor stand design and, if necessary, recommendations for redesign in accordance with regulations to ensure their participation in the trade fair.

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The deployment of **Fair Scouts** is also in the planning stage. They will conduct research, visit stands, initiate contacts and create documentation on behalf of trade visitors who cannot be on site.

About Koelnmesse:

Koelnmesse employs around 1000 people and in 2019 had a global turnover of more than 400 million euro. As a city trade fair in the heart of Europe, it occupies the third largest trade fair grounds in Germany and, with almost 400,000 m² of hall and outdoor space, is among the top ten largest trade fair grounds in the world. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and special events in Cologne and in the most important markets all over the world. Its portfolio reaches over 54,000 exhibiting companies from 122 countries and around three million visitors from more than 200 nations. In the years ahead, Koelnmesse is investing more than 700 million euro in the development of the trade fair grounds and its digital infrastructure in the most extensive investment programme in its history, to allow it to cover all event formats in the future.

For more information:

For information on bookings, Koelnmesse's hotline is as of now available at fon under +49 221 821 3998. From mid-June onwards, all new services can also be booked directly via the websites of the respective events.

Photo material for Koelnmesse:

<https://www.koelnmesse.com/news/image-database/image-database.php>

Follow our English social media channel:

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