

Exhibition Guide

Messe Berlin, hall 21 + 22, October 09th-11th, 2018



Dear exhibitors,

The team of Publishing Exhibitions is delighted to welcome you to the IFRA World Publishing Expo and DCX Digital Content Expo.

1. Set-up, opening hours & dismantling	2
2. Contacts	2
3. Delivery	2
4. Temporary Importation / Storage / Shipping / Transport	3
5. Parking	3
6. Structure heights	3
7. Exhibition office	3
8. Advertising / Social Media Advertising	3
9. Press kits	3
10. Exhibitor identification badges	3
11. Visitor Badges	4
12. Networking Night	4
13. Speaker Slots Content Stage	4
14. Distribution of flyers	4
15. Stand construction partner - form foundation GmbH	4
16. Stand number	4
17. Additional orders (services and furniture)	4
18. Cleaning of the stand	5
19. External Security	5
20. Cloak Room	5
21. Your opinion matters	5
22. Rebooking IFRA World Publishing Expo and DCX Digital Content Expo 2019	5
23. Annex	5

Exhibition Guide


Messe Berlin, hall 21 + 22, October 09th-11th, 2018

1. Set-up, opening hours & dismantling

Set-up	hall 21 + 22	05.-06.10.2018	Advanced Set-up can be booked via Messe Berlin
	hall 21 + 22	07.10.2018	7.00 am - 10.00 pm
	hall 21 + 22	08.10.2018	7.00 am - 8.00 pm
Modular, Start-up Park, Digital Pavilion and All-Inclusive will be ready to move in on Monday around 3:00 pm.			
Exhibition	For exhibitors	09.-10.10.2018	8.00 am - 6.30 pm
		11.10.2018	8.00 am - 5.00 pm
	For visitors	09.-10.10.2018	9.00 am - 5.30 pm
		11.10.2018	9.00 am - 4.00 pm
Dismantling	hall 21 + 22	11.10.2018	5.00 pm - 10.00 pm
		12.10.2018	8.00 am - 6.00 pm
Modular, Start-up Park, Digital Advertising Pavilion and All-Inclusive booths have to be emptied directly after the end of the fair, as they will be disassembled overnight			

Earlier dismantling is NOT possible!

No set-up or dismantling is allowed during the exhibition hours. You may only arrange deliveries to or pick-ups from your stand one hour before and half an hour after the exhibition.

 Please note the traffic guide attached.

2. Contacts

Publishing Exhibition (organisers)		
Exhibition Office	Lorena Meyer	Tel.: +49 30 3038-81400* Mail: l.meyer@ifra-dcx.com
Project Manager	Alena Kluge	Tel.: +49 621 40166-121 Mail: a.kluge@ifra-dcx.com
Sales Manager	Kyriaki Stringari	Tel.: +49 621 40166-202 Mail: k.stringari@ifra-dcx.com
Project Manager Organisation	Maria Kumin	Tel.: +49 621 40166-182 Mail: m.kumin@ifra-dcx.com
Head of Communications & Media Cooperations	Stefanie Hornung	Tel.: +49 621 40166-331 Mail: s.hornung@ifra-dcx.com
Technical Manager	Elodie Klevenz	Tel.: +49 621 40166-311 Mail: e.klevenz@ifra-dcx.com

* valid from 08.-11.10.2018

Content Stages		
Speaker support	Katja Dorongov	Tel: +49 621 40166-147 Mail: k.dorongov@ifra-dcx.com

→ Please bring your own laptop to the lecture as well as a VGA adaptor if you have for example a Mac book.

Service Providers		
Service Center		Tel.: + 49 30 3038 1400
Stand Constructor	Form foundation GmbH Juliane Born	Tel: +49 30 270 00 68 0 Mob: +49 151 50 51 26 20* Mail: service@form-foundation.de
Catering	Capital Catering	Tel.: +49 30 3038-2993
Flower arrangements	MB Capital Services	Tel.: +49 30 3067-2015 Fax: +41 43 211 50 01

* Valid from 08.-11.10.2018

3. Delivery

 Please note the traffic guide in the attachment.

Exhibition Guide

Messe Berlin, hall 21 + 22, October 09th-11th, 2018



4. Temporary Importation / Storage / Shipping / Transport

It is only possible to store items on your stand, not on exhibition property. For storage at Messe Berlin property and transporting your exhibition goods, please contact Schenker AG, the contractor of Messe Berlin.

Schenker Deutschland AG
Geschäftsstelle Düsseldorf / Messen/Spezialverkehre

Tel.: +49 211 650459 -25 / Bettina.Homann@dbschenker.com
Tel.: +49 211 650459 -28 / Martina.Gutzmann@dbschenker.com

Delivery directly to the stand:
Company name + Hall + Stand No. + Contact
c/o Messe Berlin + IFRA World Publishing Expo 2018 or DCX Digital Content Expo 2018

U
14055 BERLIN
GERMANY

Please note that nothing can be delivered before October 7th. In order to guarantee a smooth delivery, please ensure that someone from your team will be able to accept the delivery on your booth. The organiser cannot accept any delivery.

5. Parking

Cars: You can park at the parking P1 that is for free. If you want to park directly next to the hall you can order an exhibitor ticket at Messe Berlin. You can find the order form in the online manual form 35.

Parking vouchers are only valid for the entire duration of the event and entitle the exhibitor to daily repeated access to the assigned parking space. During construction and dismantling period the voucher is NO permission for entry to the Exhibition grounds. Please note there is a required deposit for access during this period (see Traffic coordination in the attachment).

6. Structure heights

Please be aware that there are different height limits for construction in the halls. In the lowest part the height limit for construction shall not exceed 4.50 m. On demand we can check if on your position it is possible to build higher. The license-free maximum height limit for construction is 3 m.

7. Exhibition office

The exhibition office is in the entry area of hall 21 b (C.01).

8. Advertising / Social Media Advertising

A total of 85,000 exhibition journals have been printed for the IFRA World Publishing Expo and DCX Digital Content Expo. These documents are being provided to professional media outlets and professional visitors through targeted, personalised and direct mailings. The remaining exhibition journals and visitor flyers are being sent to decision makers by our cooperation partners and exhibitors.

Advertisements were placed on our behalf in various trade magazines, including Deutscher Drucker, Publisher, CJR, Print und Produktion, kresspro, World of Print and News & Tech and a social media advertising campaign was started on Facebook, Instagram and Twitter.

9. Press kits

You can lay out your press kits (approx. 10) in the press lounge, free of charge. Please bring your kits to the exhibition office on Monday, October, 8th 2018.

10. Exhibitor identification badges

The exhibitor badges can be ordered via the online exhibitor manual in the form number 9, up until the last day of the exhibition, so there is no deadline. You will receive them after order via e-mail.

Please print out this document at home. All you need is a standard printer and A4 paper. The advantage of the print@home process: you can go directly to the entrance.

⚠ Please do notice that between 8 am and 9 am the access is limited to the exhibitors with a exhibitors badge.

Visitor Badges have access from 9 am on.

Stand Constructors need badges for the set-up. Please forward the template in the attachment to your constructor.

Exhibition Guide

Messe Berlin, hall 21 + 22, October 09th-11th, 2018

11. Visitor Badges

Visitor badges include a QR-code with a vCard. The vCard contains the company, address information, title, surname, last name, function and phone number as indicated during registration. To be able to scan this information you need to download a QR Code Reader as for your smartphone for example Quick Scan, QR Reader for iPhone, Barcode & QR Scanner barcoo. Speakers in the content stages get their own badges. These will be sent approximately 3 weeks before the event. You do not have to order badges for them.

You want to evaluate and download your leads more easily? You can book the FAIRVERIFY LEAD APP. You can find the detailed description in the exhibitor manual form 36.

12. Networking Night

06.15 pm Admission

06.45 pm Welcome from WAN-IFRA and Alexander Petsch, Managing Director of Publishing Exhibition.

Location: TIPI AM KANZLERAMT, Große Querallee, 10557 Berlin
(between Kanzleramt and Haus der Kulturen der Welt)

Entry by invitation only (please order them via the form 31 in the exhibitor manual until September 7th, 2018).
Two invitations are included in your booking; further tickets can be booked for 60 EUR.

Please fetch your ordered invitations in our exhibition office.

There will be one way shuttles from Messe Berlin to the exhibitor evening. Departure time 05:45 pm and 06:00 pm in front of the entry hall 21.

13. Speaker Slots Content Stage

Please remind to bring your own laptop for your presentation. It has to be equipped with a VGA connection. If you have a Mac-book please bring your own adaptor.

Equipment: Technical support, speaker desk, sound, LED wall.

Speakers in the Content Stages get their own badges. These will be sent approximately 3 weeks before the event. You do not have to order badges for them.

14. Distribution of flyers

The distribution of advertising materials outside of your own stand area is only allowed if permission has been granted in advance. Please request this option with form "06 advertising opportunities", point "all roads lead to you", or in the exhibition office.

15. Stand construction partner - form foundation GmbH

Miss Juliane Born

service@form-foundation.de

Phone +49(0)30 27 000 68 90; at the venue: +49 151 50 51 26 20

Please note that our construction partner will charge 30% extra charge for any orders that are made within 3 weeks before the show.

16. Stand number

⚠ Please provide a stand number tag with the instructed stand number in case stand construction has not been ordered with the organiser.

Stand number tags have to be attached to the stand and must be visible for the duration of the event. You can order a stand number tag for € 20.- until september 7th, 2018 by e-mail: e.klevenz@ifra-dcx.com

Of course you can order your stand number via your individual stand constructor.

17. Additional orders (services and furniture)

For any additional orders of services (electricity, plumbing, internet, surveillance etc.), please contact Capital Service of the Messe Berlin. You can find the order forms in the online manual form 35. Orders received within 4 weeks before the start of the event are subject to an added charge between 20%-30%.

Exhibition Guide

Messe Berlin, hall 21 + 22, October 09th-11th, 2018



18. Cleaning of the stand

During the exhibition, only the walkways will be cleaned. If you would also like your exhibition stand to be cleaned on a daily basis, please order it via the order form that you can find the exhibitor manual in the form 35.

19. External Security

Please don't leave any goods of value at your stand unattended. If your stand is equipped with computers, laptops or other technical equipment and you want to leave it overnight, please order an external security. (Exhibitor manual form 35).

20. Cloak Room

You can find a cloak room in the entry of the hall 21. It is open from 08.00 am to 06.00 pm on October 09th to 11th.

21. Your opinion matters

Your opinion and constructive feedback is very important to us. On site at your stand you will find a survey. This exhibitor survey is an important basis for the evaluation report, so we would like to ask you to fill out this survey before the end of the exhibition. In order that we do not want to bother you on site, we would be grateful if you could hand these in to the exhibition office during the exhibition.

22. Rebooking IFRA World Publishing Expo and DCX Digital Content Expo 2019

We would be glad to welcome you at IFRA World Publishing Expo and DCX Digital Content Expo 2019. It will take place on October 8th to 10th, 2018 in the halls 21 and 22 at Messe Berlin. SAVE THE DATE!

A special offer is available to exhibitors of IFRA World Publishing Expo and DCX Digital Content Expo 2018 until November 23rd, 2018.

Stand locations 2019

During and after IFRA World Publishing Expo and DCX Digital Content Expo, we offer you the opportunity to book your "old" stand location, as far as this is possible on the basis of the new hall division. Only up to and including November 2nd! From November 3rd, the stand locations will be allocated on a "first-come, first-served" basis according to when the registration (booking) is received.

Rebooking price

The rebooking price is not affected by these alterations and will continue to be valid until November 30th 2018. (This arrangement is not valid for the Start-Up Park).

Content stages

The content stages lectures are very popular, so we recommend booking early. The slots will be allocated on a first-come, first-served basis.

23. Annex

Hall plan 2018
Traffic Guide
Set Up Badge

Please do not hesitate to contact us if you have any further questions.

We wish you a successful exhibition!

Your team of the IFRA World Publishing Expo and DCX Digital Content Expo

Set Up and Dismantling / Auf- und Abau Zeiten / Montage et Démontage

Set-up / Aufbau / Montage	hall 21 + 22	05.-06.10.2018	Advanced Set-up can be booked via Messe Berlin. Vorgezogener Aufbau direkt über die Messe Berlin buchbar. Formular im Ausstellerhandbuch Punkt 1. Montage avancé. Sur réservation uniquement À commander auprès de la Messe Berlin par le formulaire 1 du Manuel en ligne de l'exposant.
	hall 21 + 22	07.10.2018	7.00 a.m. - 10.00 p.m.
	hall 21 + 22	08.10.2018	7.00 a.m. - 8.00 p.m.
Exhibition / Ausstellung / Salon	For exhibitors	09.-10.10.2018	8.00 a.m. - 6.30 p.m.
		11.10.2018	8.00 a.m. - 5.00 p.m.
	For visitors	09.-10.10.2018	9.00 a.m. - 5.30 p.m.
		11.10.2018	8.00 a.m. - 4.00 p.m.
Dismantling / Abbau / Demontage	hall 21 + 22	11.10.2018	4.30 p.m. - 10.00 p.m.
		12.10.2018	8.00 a.m. - 6.00 p.m.

Earlier dismantling is NOT possible!

No set-up or dismantling is allowed during the exhibition. You may only arrange deliveries to or pick-ups from your stall one hour before and half an hour after the exhibition.

Während der Messe ist kein Auf- und Abbau gestattet. Sie können lediglich eine Stunde vor und eine halbe Stunde nach der Messe Anlieferungen an Ihren Standplatz tätigen.

Aucun montage ou démontage n'est toléré pendant les heures d'ouverture au public du salon. Les livraisons sur votre emplacement sont autorisées uniquement dans l'heure précédant l'ouverture du salon (8h00 à 9h00) et la demie heure suivant la fermeture du salon (17h30 à 18h00).

 Please note the traffic guide / Bitte beachten Sie den Verkehrsleitfaden / Veuillez prendre note du règlement de la circulation "traffic guide"

Temporary Importation/ Storage / Shipping

Anlieferung/ Lagerung/ Transport

Transport Manutention / Bureau des Douanes / Transport

It is only possible to store items on your stand, not on exhibition property. For storage at Messe Berlin property and transporting your exhibition goods, please contact the Schenker AG the contract shipping agency of the Messe Berlin.

Der Transport von Ausstellungsgütern auf dem Messegelände und deren speditionelle Abwicklung ist nur dem vom Veranstalter zugelassenem Platzspediteur gestattet. Lagerflächen sind nur auf Ihrem Stand, aber nicht in der Halle möglich. Bitte wenden Sie sich bei Fragen bezüglich der Einfuhr, des Transportes, der Einlagerung bzw. der Anmietung von Hebebühnen an die Schenker.

Au sein du parc des expositions, seul votre propre emplacement peut être utilisé comme espace de stockage. Pour toute question relative au dépôt et transport de marchandises, merci de vous adresser à la société Schenker

Schenker Deutschland AG

Geschäftsstelle Düsseldorf / Messen/Spezialverkehre

Tel.: +49 211 650459 -25 / Bettina.Homann@dbschenker.com

Tel.: +49 211 650459 -28 / Martina.Gutzmann@dbschenker.com

Delivery directly to the stand / Lieferungen direkt an den Stand

Adresse pour les livraisons sur votre stand:

Company name + Hall + Stand No. + Contact

c/o Messe Berlin + IFRA World Publishing Expo 2018








U

14055 BERLIN

GERMANY

Traffic Guide

Important information for exhibitors, stand builders and commissioned suppliers

	Setting-up 07.10. – 08.10.2018	During trade fair		Dismantling 12.10.2018
		9.10. – 10.10.2018	11.10.2018 Dismantling traffic	
Cars and Vans Max. total weight 3.49t  200 € deposit with trailer  additional 200 € deposit	07.10.2018 7:00 – 22:00 08.10.2018 7:00 – 20:00 max. stay: 2 hours	access with parking ticket delivery 08:00 – 09:00 17:30 – 18:00 max. stay: 1 hour	access with parking ticket only until 14:00 delivery 08:00 – 09:00 max. stay: 1 hour Dismantling traffic Entry from 17:00	Entry from 08:00 – 18:00
Trucks <7.5t with max. total weight of 3.5t to 7.49t  200€ deposit with trailer  additional 200 € deposit	07.10.2018 7:00 – 22:00 08.10.2018 7:00 – 20:00 max. stay: 3 hours	delivery 08:00 – 09:00 17:30 – 18:00 max. stay: 1 hour	delivery 08:00 – 09:00 max. stay: 1 hour Dismantling traffic Entry from 17:00	Entry from 08:00 – 18:00
Trucks ≥7.5t total weight 7.5t and more  200 € deposit with trailer  additional 200 € deposit	07.10.2018 7:00 – 22:00 08.10.2018 7:00 – 20:00 max. stay: 5 hours	delivery 08:00 – 09:00 17:30 – 18:00 max. stay: 1 hour	delivery 08:00 – 09:00 max. stay: 1 hour Dismantling traffic Entry from 17:00	Entry from 08:00 – 18:00
Deposit regulation	The deposit adds up per car and trailer of 200,00 € each. Please make sure you have the exact amount in cash available. No acceptance of 500,00 € notes. <i>Please note the exit times listed on your deposit receipt. Failure to observe the access times will result in forfeiture of the deposit.</i>			
Entrance Gate	Entrance via gate 21 (Masurallee) with access to halls 21 and 22			
Forwarding company	Schenker Deutschland AG Tel.: +49 (0)30 301 2995 420 Fax: +49 (0)30 301 2995 429, Email: fairs.berlin@dbschenker.com			
Advices	Unauthorized parked vehicles or loading units will be towed away. Long term parking for trucks during construction, trade fair and dismantling (free of charge) is available at AVUS-Nordkurve (P12).			

Badge for set-up / Aufbauausweis

Please fill out this form and take it with you when setting up and dismantling the IFRA / DCX.

Without this document the security on site can deny the access to the halls.

Exhibitors can also use their exhibitor passes for identification purposes.

Bitte füllen Sie dieses Formular aus und führen dieses beim Auf- und Abbau der IFRA / DCX mit sich mit.

Ohne dieses Formular kann Ihnen die Security vor Ort den Zugang zu den Hallen verwehren.

Aussteller können zur Identifizierung auch Ihre Ausstellerausweise nutzen.

Company Name/ Firmenname:	
Exhibitor Name / Ausstellername:	
Stand number and hall/ Standnummer und Halle:	
Name and surname / Vor- und Nachname	

Set Up and Dismantling / Auf- und Abau Zeiten / Montage et Démontage

Set-up / Aufbau / Montage	hall 21 + 22	05.-06.10.2018	Advanced Set-up can be booked via Messe Berlin. Vorgezogener Aufbau direkt über die Messe Berlin buchbar. Formular im Ausstellerhandbuch Punkt 1. Montage avancé. Sur réservation uniquement À commander auprès de la Messe Berlin par le formulaire 1 du Manuel en ligne de l'exposant.
	hall 21 + 22	07.10.2018	7.00 a.m. - 10.00 p.m.
	hall 21 + 22	08.10.2018	7.00 a.m. - 8.00 p.m.
Exhibition / Ausstellung / Salon	For exhibitors	09.-10.10.2018	8.00 a.m. - 6.30 p.m.
		11.10.2018	8.00 a.m. – 5.00 p.m.
	For visitors	09.-10.10.2018	9.00 a.m. - 5.30 p.m.
		11.10.2018	8.00 a.m. – 4.00 p.m.
Dismantling / Abbau / Demontage	hall 21 + 22	11.10.2018	4.30 p.m. - 10.00 p.m.
		12.10.2018	8.00 a.m. - 6.00 p.m.