



Hamburg  
Messe + Congress

**Service made  
in Hamburg**





# Service made in Hamburg

## **Your success is our goal!**

We offer leading-edge services for all phases of a trade fair or conference event. We are there for you – personally! Providing holistic advice, implementation and follow-up support. This is what ‘Service made in Hamburg’ means to us: The reliability Hamburg’s business community is known for, even in stormy times.

## **Tailor-made service packages.**

You want your exhibition stand to be as unique as your products or services? Working together with you we will develop your individual concept and, if so requested, implement it, as well. From the planning stage through to final clean-up, from small to large, from conventional stand construction support through to digital lead generation.

## **Our home-field advantage.**

Benefit from our home-field advantage. We have all the capabilities to accomplish practically anything rapidly right on site. We can count on more than 20 licenced local service partners. Having enjoyed excellent working relationships with most of them for many years, we know we can trust their commitment. Reap the benefits of the comprehensive know-how of our extensive partner network, which ensures short travelling distances and the lowest possible cost.

A large ship's hull is being lifted in a construction yard. The hull is dark blue and white, and is suspended by two large chains. The yard is filled with various construction materials and equipment. The background shows a clear sky and the structure of the yard.

# Custom solutions from our stand construction yard

**We offer exhibition stand construction packages for every need.**

Our state-of-the-art modular expo stands are easy to design and adapt to your individual requirements. As an alternative, we will work with you to develop your custom stand design or a theme-based joint stand for several exhibitors. This means you can lean back because you know what to expect and can rely on our partners and their experience of many years. We guarantee tight quality controls during set-up as well as a fast response to anything that might come up. Throughout the event you will enjoy on-site customer service. Any distress signal from you, and we will be there in an instant!



# Everything on board for your expo presence

## **Event equipment.**

From stage-building and sound equipment through to lighting and rigging, our service partners know all the technical ins and outs and command all the means to develop an impressive exhibition showcase for you.

## **Stand outfitting.**

Everything an expo stand needs – furnishings, carpentry, electricity, water, audio-visual equipment, stand cleaning, flower decoration etc.: We will take care of it and make sure everything is ready for you at the right time. You want to present special exhibits? Speak with us about contracting a carrier and obtaining the required insurance and approvals!

## **Internet and electronic devices.**

We make sure you can always be online at our site. Whether flexible high-speed Internet solutions, wired network cabling, a connection for your notebook or a rented PC, we will provide you with everything you need. We will quickly install a cash system or telephone system at your booth if needed.

## **Staff.**

A friendly smile for each visitor and maximum security: We want you to enjoy a truly carefree time at the fair. We can provide experienced exhibition hostesses and qualified security and service staff for your stand. Feel free to ask!

# Smart services for your convenience

## **A digital platform for booking your services.**

Our services booking shop provides our customers with an easy and efficient digital platform for preparing and arranging their trade fair participation. Book and manage your media entries and advertising collateral, such as invitations.

Send personalised invitations – printed or digital – using individual invitation codes. This gives you a real-time overview of who has redeemed her or his invitation and who has already entered the fair. See directly where further advertising may be necessary. Managing exhibitor ID cards is a key issue you can handle quickly and conveniently through our digital ticket shop.

## **Advertising options.**

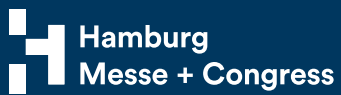
Interested in an impressive advertising campaign at the fair site to attract attention to your stand? We offer you a wide range of high-impact options to convey your message! From banners and mega posters to eye-catching boards and displays and digital signage packages, through to highly individual forms of advertising based on your input.

## **The LeadTracking app, our service to boost your success.**

Simply scan the QR codes on your stand visitors' tickets to safely record their complete contact information for follow-up. Qualify leads, generate team statistics, and export the data to your database on an Excel spreadsheet for further processing. It's easy!

# Expos & more: Services overview

- Custom service packages based on your needs and requirements.
- Comprehensive range of services covering everything from our first meeting to the final touches.
- Wide selection of state-of-the-art expo stand design packages: From standardised to custom-designed or all-inclusive packages, everything is possible thanks to our experienced local stand construction specialists.
- Impressive and efficient event equipment, as varied as your expectations.
- Our experienced customer service team and our comprehensive network of regional service partners ensure fast response times.
- Wireless LAN available at the fair site during all events.
- Your visitors can use all of our online services while at the fair.
- Services booking shop, our digital platform for convenient event planning and organisation thanks to direct ordering.
- Lead generation (invitation management, online matchmaking, visitor tracking, measurement of results)
- Effective advertising options throughout all phases of your event lifecycle.



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