

EDPA International/IFES

Country Report Template

*A Local Knowledge Report
From Exhibit/Event Service Providers*



Germany (Deutschland)

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| Germany Facts and Figures

Facts & Figures

- Population: ca. 80,000,000
- Main language(s): German, though English is widely understood
- Country Size: 138,000 sq mi about the size of Montana
- Capital and Largest City: Berlin, population ca. 4,500,000
- Centrally located in Europe, bordering 8 countries
- Highly developed trade show infrastructure (see next page)



Germany and Trade Shows

- Germany lays claim to having invented trade shows and takes great pride in having the most developed exhibition infrastructure in the world. Do not underestimate the seriousness with which this is taken.
- In the largest 22 exhibition areas, there is over 2.8 million m² (30 million ft²) of exhibition space.
- Germany gets over 6 million trade show visitors per year, and more than 1/3 of them come from outside the EU.
- According to [AUMA](#), the Association of the German Trade Fair Industry, the expenses for the exhibitor at a trade show in Germany (2005-2008) break down as follows:
 - 31% Stand Construction, transport, cleaning, security, etc.
 - 21% Space Rental, including additional on-site charges
 - 16% Staff
 - 13% Accommodation / catering
 - 10% Travel Costs
 - 7% Other Costs (advertising, hospitality, etc.)
 - 2% Shopping, leisure, entertainment

Money Issues

- Germany is in the heart of the European Union and as such uses the Euro (€) which it adopted in 2001. The average exchange rate over the last five years (since 2009) has been 1USD = 0.75€ .
- Credit cards are widely accepted, though not universally. Checks are almost unheard of.
- Exhibitions prefer not to take credit cards. Electronic wire transfers are the standard way to pay both for Show Services and any sub-contractors you may hire. It will be to your advantage to set this up with your banking institution before you begin working in Germany.
 - NOTE: The exception to this rule is that when you are on-site and are requesting last minute changes or services, then they will want a credit card to pay for the services immediately.
- Tipping does exist in Germany but it hard to get a feel for. As a visting American, this is understood by the locals. If you go with 10%, you'll be OK (in some situations it'll be generous and in others not so much, but it's easy).
- There is a 19% VAT (MwSt in German) that applies across the board. The tax laws are changing constantly, however. Right now (August 2014), there is no VAT applied to a standard exhibition build if the invoicee is NOT in the EU. There are, however a lot of exceptions. Check with your sub-contractor.

| Size and Distance Information



Germany stretches about 600 miles north-south and about 400 miles east-west.

There are highways (autobahns) going most places.

OTR Truck speed is limited to 80 Kilometers Per Hour (ca. 50MPH) and strictly regulated. Plan accordingly.

Distances on the map are in Kilometers.

| Location of Major Venues

Germany has many convention centers. Here you will find a list of the eleven largest in alphabetical order. There are many many others

Messe Berlin

<http://www.messe-berlin.de/en/>

- 1.7 million ft² plus the Radio Tower, the Deutschland Halle, and the International Congress Center
- Built in 1936, making it one of the oldest in Germany
- Most important shows: International Green Week (IGW), Internationale Funkausstellung (IFA), International Tourismus-Börse (ITB), Innotrans, Popkomm



Cologne (Köln) Exhibition Center

<http://www.koelnmesse.com/en/home/index.php>

- Over 3 million ft² of space (3rd largest in Germany)
- Built in 2005, making it one of the newest in Germany
- 75 Exhibitions and over 2000 meetings annually
- Most important shows: Anuga, Art Cologne, EuVend, GamesCom, Intermot



Messe Dusseldorf (Düsseldorf)

<http://www.messe-duesseldorf.com/>

- 2.8 million ft² indoor space in 19 halls and 460,00 ft² outdoor space
- Built in 1971
- Has many international subsidiaries
- Most important shows: Boot Düsseldorf, Drupa, Euroshop, Glasstec, Hogatec, Interpak, K, Medica, METAV, ProWein



Messe Essen

<http://www.messe-essen.de/en/messeessen/index.html/>

- 1.2 million ft² in 18 halls, 9th largest in Germany
- Opened in this location in 1913 but had to be completely rebuilt after World War II.
- The Essen Philharmonic makes its home in the concert hall on-site.
- Most important shows: IPM, Hogatec, Cutting & Welding, Security, Essen Motor Show



Frankfurt Messe

<http://www.messefrankfurt.com/frankfurt/en/aussteller/willkommen.html>

- 6.2 million ft² in 11 halls, making it one of the largest in the world
- The oldest hall was opened in 1909, the newest in 2009
- World renowned architects have designed many of the halls, giving each hall a unique feel and flavor.
- Most halls have multiple floors with very different regulations for each. Be very careful here.
- Most important shows: Frankfurt Book Fair, Frankfurt Motor Show, Musikmesse, Light + Building, Paperworld



Hamburg Messe

<http://hamburg-messe.de/en/>

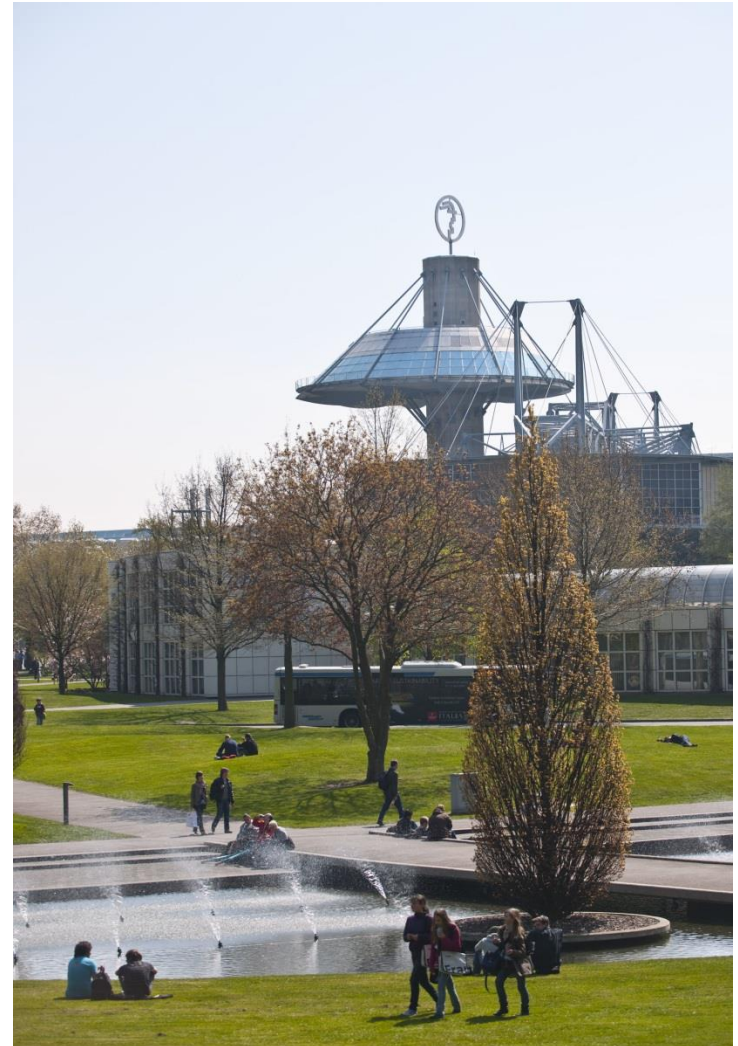
- Just over 1 million ft² in 11 halls and a congress center.
- The entire complex has undergone massive reconstruction and modernization since 2004.
- Located next to the Port of Hamburg, which makes it one of the best exhibition sites in the world for marine/water oriented exhibitions.
- Most important shows: IAA, EMO, Bauen und Wohnen, EuroTier, Domotex, CeBit, Hannover Messe, Ligna



Messegelände Hannover

http://www.messe.de/messegelaende_e

- 5.3 million ft² in 27 halls plus 625,000 ft² of outdoor space. It is the largest in the world.
- Originally an aircraft manufacturing center, became an exhibition center in 1947.
- Site of the World Expo 2000
- Most important shows: Maritime Fair (SMM), INTERNORGA, Hamburg International Boat Show



Leipziger Messe

<http://www.leipziger-messe.com/>

- 220,000 ft² in 6 halls
- Located in former East Germany, and was one of the most important convention centers during that time.
- Historically, Leipzig has been holding commerce fairs since the 12th Century.
- Most important shows: Leipziger Buchmesse (Book Fair), Gamescon, Leipzig Auto Show (AMI)



Messe München

<http://www.messe-muenchen.de/en/meta/home/home.html>

- 1.9 million ft² in 16 halls plus 4.5 million ft² of outdoor space
- Opened in 1998
- In 2001, the world's largest solar array for a building was installed on its roof and produces roughly 1000 Megawatts per year.
- Most important shows: Bauma (world's largest show), Heim & Handwerk, Productronica, Electronica, Drinktec, Bau, Expo Real, Intersolar, Transport Logistic



Messe Nürnberg

<http://www.nuernbergmesse.de/en/>

- 1.8 million ft² in 14 halls
- Some of the older halls have some unusual features. Make sure to check your client's space with a local team.
- The oldest building opened in 1974, the newest in 2014.
- Most important shows: Toy Show (Spielwarenmesse), Brau Beviale, Embedded World, IWA Outdoor Classics



Messe Stuttgart

<http://www.messe-stuttgart.de/en/>

- Just over 1.0 million ft² in 8 halls
- Opened in 2007
- Most important shows: AMB, Control, Euronics, Interbad, Logimat
- Most famous feature: The Bosch parking garage, featuring the second largest logo in the world (after only the Hollywood sign)



| Exhibition Facts and Figures

General Information

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- The organizers are either the venues themselves or private outside companies.
- Show service forms are almost always on-line and in both German and English for larger shows.
- While Germany is more heavily unionized than the US, there are almost no unions to deal with in the trade show experience.
- The usual practice with electricity, water, compressed air, rigging, or internet is that the main line or connection is ordered from the organizers to a specific point or points. After that, the I&D team hired by the exhibit house does the rest (setting up a distribution box, wiring the stand, installing fixtures, setting up routers, etc.).
- There are rarely, if ever, targeted move-ins or outs. There is the day that installation begins (Aufbauanfang) and the day that the move-out needs to be completed (Abbauende). Each stand determines for themselves when they want to start and finish.
- As a rule, there is no drayage, though some of the outside organizers have been trying to institute it at some shows. So far it has not presented itself very often. Instead of Drayage, the time for the forklift drivers needs to be paid (2-3 hours per truck).
- There is a fee for the storage of empties during the show, based on cubic meters.

General Information

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- Health and safety standards are taken seriously in Germany, though not to the level that the UK has taken it. The venues expect that trained professionals are building your stands and, as such expect them to take care.
- Fire safety is a big issue in Germany and most trade show materials are expected to have a [DIN 4102 B1](#) (difficult to ignite/often self-extinguishing) certificate of fire safety.
 - These standards have been changing and there is a new European Standard being pushed through as of 2014. This standard is EN-13501-1 and the details about it are still in development.
- Plan on having to submit schematics of your projected build to the organizers ahead of time in order to get the official permission to go ahead and build. The rules and regulations can normally be found on-line for each event.
- There is no “pipe and drape” in Germany. Each exhibitor is responsible for the back and/or side walls of their own space.
- Flooring is either simple carpet directly on the floor (with no padding or cabling) or a raised hard floor. Carpet padding is an exotic (and somewhat expensive) option in Germany.

Electrics and Electricity

- Germany runs 220V of alternating current (AC)
- Most modern electronics can be run on 110V or 220V and this is clearly labeled on devices.
- For small items (laptops, cell phones) a plug adapter is usually enough. For lighting, we recommend European fixtures or a power converter.
- If you find this symbol **CE** on your appliances, they are then approved for European use.
- There are two standard plugs in Germany, the Euro and the Schuko, and they fit into the same socket.

Euro Plug



Schuko Plug



Schuko Socket



Installation and Dismantle

- Because there aren't labor unions for I&D (or rigging or electrical, etc.) in Germany, there aren't labor pools in each city that can be hired.
- The usual way method for I&D is for an exhibit house to send a team to the site to handle the build.
- This team can be an in-house team (usually only with the larger exhibit house) or a free-lance team.
- In either event, it is usual that the teams work on a flat-rate per job, not on a per hour basis. This has a few major effects:
 - First the exhibitor can budget the I&D costs in advance much more accurately
 - Because a team is sent to the exhibition city, this means that there are travel and per diem costs involved in most builds, so the same build in different locations can have very different costs.
 - Because they are on the road (usually) and there is no overtime, longer days are usually worked than in the states, including lengthy lunch and dinner breaks. On bigger projects, it is not unusual for the team to cook lunches and eat together on the building site.
- To re-emphasize: Because there are no unions regulating the I&D, each exhibit house you may work with will handle this aspect differently.
- To help understand, however, the costs, a rule of thumb is that an experienced contractor will earn between 35-50€/hour and figure on a 10 hour day.

3 Options for Exhibiting in Germany

- Option 1: Send your pre-built booth to Germany
 - Advantages: No further need to invest in exhibition properties; you can send your own I&D team; client has the exact booth they have purchased and are used to.
 - Disadvantages: Shipping costs can be prohibitive; import/export paperwork can be tricky; materials will be unavailable in the USA for a lengthy period of time
- Option 2: Buy a booth in Germany
 - Advantages: Exhibit houses will build to your specs; client gets the same design that they are accustomed to; shipping costs are more or less eliminated;
 - Disadvantages: US specs are not tailored to the metric norms of Germany; spaces at trade shows do not tend to be as uniform as in the states and a specific build may not work from venue to venue; tends to be expensive; storage in Germany between shows is expensive in comparison to the US
- Option 3: Rent a booth in Germany
 - Advantages: less expensive than purchasing; can be optimized to a booth's location and client wishes; integration of client specific items (furniture or displays) can be used to reduce the "rental" feel; will utilize the latest in exhibition materials and design; no new investment in properties required; no storage costs incurred between shows
 - Disadvantages: Small compromises in design may be necessary to keep costs down

Materials Usage

- Carpet - there are many types of standard carpets in Germany, though padding is almost unheard of:
 - “rips” is the least expensive trade show carpeting
 - “velour” is the next step up and has a much higher visual appeal
 - Carpet tiles are also available and are intended for multiple uses
 - Any specialty (Jute, shag, etc.) that you might find in the US you can likely source in Germany as well
 - As a rule, carpet is thought to be a one-use material, not intended for multiple events.
- Other standard coverings are wooden laminate, linoleum, or vinyl.
- Raised flooring is the standard in Germany, whether that is a simple 19mm (3/4”) plywood layer or up to a 10cm (4”) system floor.
- Foamboard is rarely used in Germany. Instead we will print on Forex, Aludibond, or Plexiglass/Acrylic.
- Most trade show items are less expensive to rent or buy in Germany. This includes wall systems, graphics, AV equipment, and rental furniture.

Shopping Tips

All websites are only in German... sorry...

- When looking for a Home Depot sort of store, the best options are [Obi](#), [Bauhaus](#), or [Hagebaumarkt](#)
- If you are looking for things like small electronics to appliances, cords or cables , like at Best Buy or Fry's, you can try [Media Markt](#) or [Saturn](#)
- General department stores like Walmart or Target can be found at [Real](#), [Galleria Kaufhof](#), or [Karstadt](#)
- There are now more than 50 [IKEA](#) locations scattered throughout Germany
- There is an Amazon in Germany, as well.
- Please remember that all prices that you see in conventional retail outlets include 19% VAT.

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