



31.01.-03.02.2021

Important information for exhibitors

Opening hours ProSweets Cologne

For exhibitors: 8:00 a.m. - 7:00* p.m.

For visitors: 9:00 a.m. - 6:00* p.m.

*Wednesday, 03.02.2021 only until 4 p.m.

Stand build up and dismantling

Start of build up:

Thursday, 28.01.2021, 8:00 a.m.

continuous to:

End of build up: Saturday, 30.01.2021, 8:00 p.m.

Start of dismantling:

Wednesday, 03.02.2021, 4:00 p.m.

continuous to:

End of dismantling: Saturday, 06.02.2021, 6:00 p.m.

On Saturday, 30.01.2021, at 8:00 p.m. all aisles have to be free.

Please note that dismantling on Wednesday, 03.02.2021 is not allowed earlier than 4:00 p.m. ProSweets Cologne will close at 4:00 p.m. on the last day of the fair. You may begin dismantling your stands after that time. Lorries may drive onto the exhibition center grounds after 06:00 p.m..

#B-Safe4Business

In order to make your networking as safe and successful as possible, even in corona times, we have developed a series of measures in accordance with the Corona Protection Ordinance of the state of North Rhine-Westphalia and in close cooperation with the authorities in Cologne, which interlock seamlessly and regulate cooperation at the trade fair.

Our aim: to guarantee professional safety at the highest level and to create an environment in which your business can grow again.

All information about the B-Safe4Business concept, as well as the catalogue of measures to download, can be found [here](#). You can find our recommendations and specifications for stand construction [here](#).

Business Networking Matchmaking365+

Your digital supplement to the trade fair on site. Expand and strengthen your business network, easily

find new, valuable business contacts and celebrate lasting trade fair successes!

Take advantage of the networking potential in the new [Matchmaking365+](#). Extend your physical trade fair visit with the one-year digital presence

- Arrange trade fair dates directly in the tool. Communicate with your network effectively in Messenger!

- With product descriptions, picture galleries and videos you can effectively present yourself in your exhibitor showroom

- See business enquiries from registered trade visitors and get mobile answers now!

- In addition to the usual contact options, MM365+ offers virtual meetings via video/chat/audio directly on the platform

- Easily add additional employees to your company to the MM365+ platform via the invite button

Matchmaking365+ is also available on our [homepage](#) for 365 days after the fair. You will receive the invitation from October 2020 by e-mail with your login data. To enable visitors to see your company/product presentation and contact you via the tool, please enter all the necessary data there shortly after receiving your stand space confirmation.

Maximum overall height

The maximum overall height of stand structures and inclusive advertising may not exceed 4.50 meters. In individual cases, depending on constructional and technical issues, a stand height going beyond 4.50 meters can be agreed upon request by Koelnmesse. In this case please send all plans 6 weeks before the show for approval to acceptance@koelnmesse.de. Structures on the boundaries of neighboring exhibitors may not have advertising/promotional material above 2.50 meters. Please also note the [Technical Guidelines](#).

Logistics

Please pay attention to our [Traffic Guidelines](#) and the [Traffic Guidance Plan](#), which you can find on our homepage from November. Here you will find important information on assembly and dismantling, directions, closures and changed traffic routing around the exhibition grounds as well as contacts for freight forwarders. Please also inform your transport and stand construction companies.

Your contact for logistics:

Mr. Thomas Krohm, phone +49 221 821-2978

e-mail: t.krohm@koelnmesse.de

Storage space

Additional storage space in the hall can be ordered against a fee. If you need storage space, please contact Mrs. Sandra Stroscherer via e-mail

s.stroscherer@koelnmesse.de.

Heavy and bulky goods

The transport of vehicles, machines etc. over 3.000 kg or 20 kN per m² in the exhibition halls is only permitted after prior notification of the exhibition facilities - technical issues department. For any help required, please contact phone tel. +49 221 821-3666, e-mail: acceptance@koelnmesse.de

Service shop

Within the [Service Shop](#), you have the possibility to book various Koelnmesse services online, for example electrical and water installations, parking permits and furniture.

Contact: Phone: +49 221 821-3500,

E-mail service-shop@exhibitor.koelnmesse.de

You will receive further information shortly by separate e-mail.

IMPORTANT:

In order to ensure a smooth build up, please make your orders for suspension points, electricity, compressed air, water, etc. until the 30.12.2020 in the [Service Shop](#). This increases the predictability and improves the control capabilities of the affected service providers before they are build up for the ProSweets Cologne.

Stand construction

Please note that the rental fee for stand area does not include the costs for any constructions. It is the price for the raw space. If you need stand construction you can order stand packages via the [stand configurator online](#), too. When planning your trade fair appearance, please ensure that you comply with our [recommendations and specifications](#) for stand construction.

Your contact: Mrs. Frau Michaela Kröll

phone +49 221 821-2936

E-Mail: m.kroell@koelnmesse.de

Waste disposal

The exhibitors are responsible for the proper and environmentally compatible disposal of waste produced during the construction, operation and dismantling of the stands. Under "Waste disposal" in the order media of [Service Shop](#) a cleaning company can be authorized by Koelnmesse to be commissioned to provide waste disposal services. Non-disposed waste will be charged at the exhibitor's expense.

Exhibitor passes for stand personnel/Work passes for stand build up and dismantling of stand

The free exhibitor and work passes to which you are entitled in accordance with the exhibition conditions due to the size of your stand will be provided to you digitally in the form of voucher codes in a separate e-mail from us. All persons wishing to enter the exhibition grounds before, during or after the fair must

register online using the online ticket purchase or exhibitor pass.

The personalised exhibitor pass entitles you to free admission to ProSweets Cologne and ISM. Furthermore, with the passes you can use the buses, trams and trains of the Cologne public transport system (KVB) and the Rhein-Sieg Transport Authority (VRS) free of charge. Additionally required exhibitor passes for stand personnel can then be ordered online on the ProSweets Cologne [website](#) for a fee (59€ incl. VAT).

Co-exhibitor

Please check if you have informed us on the co-exhibitors on your stand according to [form 1.20](#) and [form 1.30](#). These companies must be registered in preparation of the event. Only then do the visitors at the fair have the opportunity to find all represented companies, either through the information provided by the information terminals, or via the "Exhibitor Search" on the internet. Thus, you will provide an additional communicative link between the potential buyers and yourself as an exhibitor.

Vouchers to invite your customers

Show your appreciation and invite your customers with a voucher at a preferential price.

We also offer graduated prices. Order as many voucher codes as you like from us and use them to invite your visitors to the trade fair. Afterwards you will only be charged for the redeemed tickets, depending on the total number of redeemed vouchers.

0-50 vouchers	30€ per redeemed voucher,
51-100 vouchers	28€ per redeemed voucher,
101-150 vouchers	24€ per voucher redeemed,
<151 vouchers	19€ per redeemed voucher.

The voucher entitles the holder to admission to ProSweets Cologne and ISM and is also valid as a ticket on buses and trains in the extended network of the Verkehrsverbund Rhein-Sieg (VRS). Excluded from this are trains of Deutsche Bahn AG subject to a surcharge, such as IC/EC or ICE. You can find more information and the order form [here](#).

Your contact for questions about the vouchers:

telephone +49 221 821-2994

E-mail: tickets@koelnmesse.de

VIP service for your best customers

Invite your most important customers to ProSweets Cologne 2021 It's that simple: Send us an e-mail to VIP@prosweets-cologne.de (deadline: 04.12.2020) with the subject line: "PSC - Exhibitor - VIP Service". You will then receive 10 VIP passwords from us, which are required for your customers' free VIP ticket. Additionally, you will of course receive all further information for you and your customers.

Contact us:

Alexandra Richter, VIP Account Manager,

Phone: +49 221 821-2718, E-Mail: VIP@prosweets-cologne.de

Advertising materials/ Advertising space

Be sure to put your company in the spotlight before ProSweets Cologne begins. Keep your customers informed and attract visitor's attention with online and print advertising materials which you can order in the [Media Shop](#). In addition to online and print advertising materials, you can also book a logo in the exhibitor search or a banner in the ProSweets Cologne app.

With the production, processing, design and advertising of the online and mobile marketing is responsible: NEUREUTER Fair Media GmbH, Tel. +49 201 36547-254, e-mail: prosweets@neureuter.de

For your [advertisement](#) on the fairground or on advertising surfaces in the hall please contact Mrs. Silvia Thonnett, Tel. + 49 221 821-3224 or e-mail s.thonnett@koelnmesse.de.

Press information

Publish all company-relevant information in the online press compartment six weeks before the start of the trade fair. The contents can be continually updated and can be accessed worldwide for up to 12 weeks after the fair.

The perfect complement is the real press compartment in the press center. Here you have exclusive access to the attending journalists. You can book the press compartment package [online](#) or via the [Service Shop](#).

Social Media

Follow the ProSweets on [Facebook](#) and [Linkedin](#)

Promotion and publicity outside your stand space

Please note that you are not authorized to promote your products or make any publicity for your company outside your designated stand(s) (e.g. in or in front of the halls, on the parking lots or entrance areas).

Noise

Please conduct any possible demonstrations in such a way that your neighbors are not subjected to any acoustic disturbance. Please check also point 5.13 of our [Technical Guidelines](#) for detailed information.

Stand invoice/Payment on time

We kindly request that you check whether your invoices have already been settled, as punctual payment of the stand rental fee is a prerequisite for accessing your stand.

Accommodation

Your room enquiry can be entered [here](#). If you have still not arranged any accommodation for the fair, Ms. Astrid Wegner will be pleased to help you. E-mail a.wegner@koelnmesse.de

Security advice/theft prevention

So that you can concentrate fully on your business during your stay, we will be happy to give you some safety instructions in advance. Koelnmesse has taken numerous measures to ensure security on the exhibition grounds. In order to prevent criminal acts such as theft, however, your cooperation is also crucial. Below you will find information on how to protect your property effectively:

During construction:

- All hall doors are expected to be opened
- Are goods and stand construction elements brought in and out
- Is it not possible to control the movement of goods in the hall

Therefore:

- Leave valuables in the hotel or wear them on your body and do not deposit them anywhere
- Decorate the stand, but bring expensive goods/individual items if possible only on Sunday morning

During the fair:

- Does Koelnmesse provide general hall surveillance
- This does not include special surveillance of individual stands
- Include valuables overnight, take them with you to the hotel, order a [security guard for your own stand](#) and take out appropriate insurance.

Your stay in Cologne

During your stay in Cologne outside the ProSweets Cologne please find [here](#) a map of Cologne and several proposals for restaurants, bars, sights etc.

Exhibitor services on-site

Your exhibitor service office will provide you with help and advice on all organizational problems. You can reach us from 30. February 2020 in the Service Centre East (Passage 10/11 together with the ISM team).

Sandra Stroscherer
Sales Manager
Tel. +49 221 821-2814

Sabine Müller-Brinkmann
Project Assistance
Tel. +49 221 821-2055

Julia Kölsch
Director
Tel. +49 221 821-2466

At the end of the exhibition, please contact the **hall inspector** of hall 10.1 if you need any help or information during the dismantling period. Tel. +49 221 821-1555