



# INTERNORGA

#INTOTOMORROW  
9-13 MARCH 2018

THE SOURCE FOR  
YOUR BUSINESS





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*Our exhibition appearances have been very pleasing indeed. We have taken part for several years, but we had an especially successful year in 2017. During the first two days in particular, you could say we were overrun by visitors.*

VEGA,  
Mirko Lauer, managing director





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INTO TOMORROW

# • **INTERNORGA – ON EVERYONE'S LIPS.** •

INITIATOR. TREND FACTORY.  
MEETING POINT.

**DATES NOT TO MISS.** 9–13 MARCH 2018. HAMBURG.

The leading trade fair for the entire out-of-home market offers everything needed by a successful company over five days. A celebrated source of visionary concepts, INTERNORGA will once again be *the* meeting point for professionals and decision-makers from around the world in 2018. The place to find out information. The place to meet people.

It is a unique recipe for success, consisting of 1,300 international exhibitors, exciting live formats and top-class professional conferences – all in a compact, clearly organised format. Visitors to INTERNORGA are guaranteed to quickly find everything for their businesses in the following areas:

- Bakery and patisserie equipment, shop construction
- Cash register systems, digital communication and new technology
- Furnishings and equipping
- Kitchen technology
- Food and drink

**Masses of inspiration and new potential for individual businesses. Around 96,000 trade visitors from all over Germany and abroad look forward to discovering your products and services.**

**Register today!**



# • INTERNORGA CREATES A STIR! •

96,000 HIGHLY SATISFIED VISITORS. WELL-QUALIFIED CONTACTS. THE SOURCE FOR YOUR BUSINESS.

Key players and opinion leaders come together at INTERNORGA to discuss the coming business year. It is a place where contacts are made, connections are strengthened and business deals are done. All in one place. All in five days.

- 95% of exhibitors were satisfied with the quality of visitors
- 99% of visitors learned about trends and innovations
- 93% of visitors would recommend INTERNORGA

## VISITORS INTERESTED IN YOUR AREA OF SPECIALISM:

<b>78%</b>	Food and drink
<b>51%</b>	Kitchen equipment and technology
<b>50%</b>	Furnishings and equipping
<b>37%</b>	Bakery and patisserie equipment, shop construction
<b>27%</b>	Computerised cash register systems and communication
<b>11%</b>	FH Nord (butcher supplies)
<b>20%</b>	Other fields

## THE RIGHT MIX

<b>29,760</b>	Restaurateurs
<b>14,400</b>	Hoteliers
<b>15,360</b>	Bulk consumers and caterers
<b>9,600</b>	Bakers and patisseries
<b>5,760</b>	Specialist retailers and planners
<b>2,880</b>	Food retail and drinks wholesale buyers
<b>960</b>	Butchers
<b>17,280</b>	Retail managers – e.g. kiosks, snacks, petrol stations, food, non-food

Source: INTERNORGA 2017 trade fair survey, carried out by the independent market research institute Gelszus Messe-Marktforschung GmbH.

## VISITORS COME FROM ALL OVER GERMANY:

<b>24%</b>	Lower Saxony
<b>17%</b>	North Rhine-Westphalia
<b>14%</b>	Hamburg
<b>10%</b>	Schleswig-Holstein
<b>35%</b>	Other federal states
<b>7%</b>	International visitors

*We have not missed an INTERNORGA in 20 years, and we have no intention of doing so. Appearing at the exhibition is always worthwhile for us, year after year. From the first day, our stand was packed with guests and prospective customers. Put simply, INTERNORGA is great fun. You get to meet friends and acquaintances as well as new faces.*

AICHINGER, Dr Hans-Georg Rummeler,  
managing director

**40%**

OF VISITORS CAME FROM MORE THAN 300 KM AWAY



**92%**

OF EXHIBITORS MADE NEW BUSINESS CONTACTS



**100%**

OF VISITORS WERE SATISFIED WITH INTERNORGA IN 2017



**91%**

OF VISITORS ARE INVOLVED IN DECISION-MAKING IN THEIR COMPANIES



## HIGHLIGHTS



*INTERNORGA has always been the leading trade fair for our industry, offering a variety of innovative events and seminars on a wide range of topics.*

*Coldline,  
Errol Guelsen,  
sales director for Germany*



### CRAFT BEER ARENA

Craft beer brewers add a little variety to the drinks menu with their innovative specialties, stirring up new business in gastronomy.



### CULINARY START-UP COMPETITION WITH LEADERS CLUB GERMANY

Creative ideas, great founders and surprising concepts! Bundles of gastronomic power in an exciting live pitch to decide the winning concept.



### NEWCOMERS' AREA

The variety and success of innovative ideas and products from new players on the market will win over promising contacts.



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# • **INTERNORGA MAKES ALL THE DIFFERENCE.** •

NEW TALENT. NEW TOPICS. NEW SALES DRIVERS.  
THE PLACE WHERE SUCCESS STORIES ARE WRITTEN.

Live formats that make all the difference! With a series of special events, INTERNORGA will strike a chord with visitors, once again demonstrating a pioneering spirit in 2018. Presenting exciting visions, innovative products and surprising talents, INTERNORGA sees itself as a partner to the industry that offers unparalleled added value to a range of interested visitors as well as new ideas for their own businesses.



## **NEXT CHEF AWARD WITH JOHANN LAFER**

The meeting point for restaurateurs and chefs. Talented young cooks test their mettle in a live competition, proving how wonderful it can be to support fresh talent.



## **GRILL & BBQ COURT**

Something for every taste! Sparkling ideas for equipment and ingredients together with live demonstrations will be another exhibition highlight in 2018 following a successful premiere in 2017!



Once again, INTERNORGA impressively demonstrated its importance as a showcase for gastronomic innovations and as the leading trade fair for the entire out-of-home segment in Germany and Europe.

EKU Grossküchentechnik,  
Michael Schärf,  
managing director



**PINK CUBE – TREND FORUM**

Snack news and gastronomic trends from around the globe never fail to excite restaurateurs, bakers and other professionals with fresh ideas – inspiration for every visitor.

**BACK STAGE**

A live platform for the future sales successes of innovative bakers and creative patisserie companies.

**BAKER'S BLUE BOX**

This discussion forum for industry experts is a popular format for large and small baking companies that wish to discover new sales opportunities.

**FOOD TRUCK VILLAGE FEATURING 'TRUCKERS' TALK'**

Street food and the finest know-how for every visitor with an interest in mobile culinary concepts.

**FH NORD**

Visitors can look forward to products, services and an exciting supporting programme at the industry meeting point for the North German butcher trade.





# • INTERNORGA FUTURE AWARD. •

INNOVATION. SUSTAINABILITY. RETURNS.

In business, new ways of thinking can give rise to a variety of profitable business opportunities. With its Future Award, INTERNORGA recognises pioneering, innovative and sustainable concepts in the following four categories:

- **TRENDSETTER PRODUCT** – Food and Drink
- **TRENDSETTER PRODUCT** – Technology and Equipment
- **TRENDSETTER COMPANY** – Artisan
- **TRENDSETTER COMPANY** – Gastronomy and Hotel Sector

*We still can't believe it! We're on cloud nine whenever we think about it. Our Hotel Mucelle is a TRENDSETTER establishment, receiving the Future Award 2017 in the Gastronomy and Hotel Sector category.*

**f** *Thank you!*

*Hotel Mucelle,  
Martina, Priska and Anna Ganthaler,  
managing directors*



## CONFERENCES



*More than 2,500 participants attended the three specialist conferences – events that fuel the industry as it heads into the future and whose organisers have long been part of the fabric at INTERNORGA.*

*Gretel Weiß,  
editor of food-service,  
FoodService Europe & Middle East and gv-praxis*



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# • INVALUABLE INPUT. •

UNIQUE IN EUROPE – NEW IDEAS, CONTACTS AND BUSINESS.

A brilliant atmosphere! Once again in 2018, the specialist conferences will be the biggest pull factor for decision-makers around the globe. Here participants can listen to first-rate speakers from Germany and abroad, and enjoy discussions at the highest level in the industry.

## INTERNATIONAL FOODSERVICE-FORUM

A sell-out event each year! The brainfood and networking platform is Europe's largest conference for the professional catering sector. A powerful day with many great highlights. In 2018, the conference will once again be held in Hamburg's Mehr! Theatre am Großmarkt with 2,200 participants!

## GERMAN CATERING CONFERENCE

The most important annual meeting for professionals in corporate restaurants, canteens and catering with topics spanning current and future customer needs.

## INTERNORGA FORUM SCHOOL CATERING

The latest trends in food for children and school pupils with innovative concepts for the canteen of tomorrow, presented by leading industry experts.



# • **INTERNORGA** **IS EVERYWHERE.** •

## A STRONG PRESENCE FOR YOUR SUCCESS.

Our visitors are your well-qualified trade audience. We reach your potential customers with a comprehensive multimedia campaign that is tailored to the target audience – in Germany and abroad.

- Advertising campaign in all the relevant trade publications
- Media collaborations
- Online campaigns on websites relevant to the industry
- Newsletter distribution to more than 80,000 subscribers in Germany and abroad
- Cooperation with regional DEHOGA (German Hotel and Restaurant Association) offices in North Germany
- Intensive PR, including visits to editing teams, round-table talks and blogger events
- Mailings and brochures in line with the target audience
- INTERNORGA app with special themes
- Cutting-edge exhibitor advertising for individual customer invitations

## SOCIAL MEDIA PRESENCE.

Proactive social media work and a strong presence with regular posts, live streams and content advertisements.



[facebook.com/internorga](https://facebook.com/internorga)



[instagram.com/internorga](https://instagram.com/internorga)



[HamburgMesse/INTERNORGA](https://HamburgMesse/INTERNORGA)



[internorga.com/newsletter](mailto:internorga.com/newsletter)



# • **INTERNORGA – A POINT OF DISCUSSION.** •

“ *It is already clear that the 91st INTERNORGA is once again going to be a superlative exhibition of gastronomic trends in Europe – inspirational, diverse, bold and dynamic. A date not to be missed by everyone who wants to come back.*  
food-service, 13.03.2017

“ *The leading trade show INTERNORGA has recorded an increase in professional visitors despite shorter opening hours.*  
Allgemeine Hotel- und Gastronomie-Zeitung, 25.03.2017

“ *Anyone in search of inspiration will not go wrong at INTERNORGA.*  
Back Journal, 2a/2017, March

“ *It lives up to its reputation as a trend factory.*  
Getränke Zeitung, 30.03.2017

“ *A source of inspiration for decision-makers.*  
Superior Hotel, 12.01.2017

“ *INTERNORGA allows visitors to look beyond the obvious.*  
Allgemeine Bäckerzeitung, No. 6, 17.03.2017

“ *Once again, INTERNORGA lives up to its reputation as a trend factory for the out-of-home market with a diverse range of products and services in 2017.*  
Top hotel, 01.02.2017

“ *There are several trade shows for the hospitality sector – each of them justified in its own right. However, INTERNORGA in Hamburg beats them all.*  
KÜCHE, 3/2017

“ *A continued success story.*  
Trendkompass, 3/2017

# • *HAMBURG – WORTH A VISIT AT ANY TIME OF DAY.* •

## HAMBURG – INTERNORGA CITY.

The Hanseatic city of Hamburg offers great culinary diversity. With a large number of new openings and a high concentration of gastronomic highlights, it is the ideal place to discover new trends. In short, it is an absolute must for specialists in the out-of-home market.



## TREND TOURS.

Get away from the exhibition centre and dive into a world of gastronomic delight! A highlight after INTERNORGA are trend tours through Hamburg, visiting the city's culinary hotspots.

Anyone who strolls through the food and drink scene as an interested expert will come across creative newcomers full of enthusiasm on practically every corner.

Expect plenty of fun, pleasure and inspiration!



# • STRAIGHT-FORWARD REGISTRATION. •

*We were at INTERNORGA for the first time in 2017, and we only have positive things to say. We welcomed interested trade visitors to our stand, and we are very satisfied with the results of attending the exhibition. For us, INTERNORGA is the ideal platform for showcasing our products.*

*It is the only event of this size where we exhibit our company, and it will be a firm date on the calendar in future years.*

*Einbecker Brauhaus,  
Thorsten Eikenberg,  
sales director*

INTERNORGA – INTO TOMORROW!  
REGISTER ONLINE TODAY!

**GO STRAIGHT TO THE REGISTRATION FORM  
AT [INTERNORGA.COM](http://INTERNORGA.COM).**

## **EVEN EASIER FOR OUR REGULAR CUSTOMERS!**

- Receive your login details by email.
- Your booking form is completed for you.
- Simply change the selected details or repeat your booking for the previous year.

## **PARTICIPATION FEES IN 2018**

<b>Type of stand</b>	<b>Net price per sq m</b>
Row stand (1 open side)	€ 181
Corner stand (2 open sides)	€ 194
Front stand (3 open sides)	€ 199
Island stand (4 open sides)	€ 204
Open-air site	€ 108

<b>Contributions</b>	<b>Net price</b>
Compulsory media package per main exhibitor	€ 195
Compulsory media package per co-exhibitor	€ 195
Co-exhibitor fee per co-exhibitor	€ 475
AUMA fee per sq m	€ 0.60

Minimum exhibition area: 12 sq m

<b>Our complete stand offer</b>	<b>Net price per sq m</b>
Stand including exhibition levies and construction	€ 298

**Who to contact about INTERNORGA 2018:**



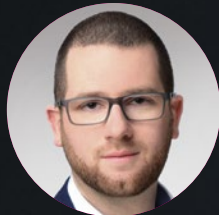
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internorga.com

*We look forward to  
seeing you!*

Follow us:

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