



## Important exhibitor information

### General Information

#### Stand construction and dismantling

##### Stand construction

Start: **NEW:** Wednesday, 27 September, 7:00 a.m. - 12 a.m. every day  
03 - 05 October 2023, 12:00 a.m. - 12:00 a.m. every day

Finish: Friday, 06 October 2023, 8:00 p.m.

Please note: **Stand construction must be finished no later than 6. October 2023, 08:00 p.m.**

Stand construction tickets lose their validity on 06 October at 08:00 p.m. After this time, access to the fair is only possible with exhibitor passes.

##### Stand dismantling

Start: Wednesday, 11 October 2023 from 6:00 p.m. inside the halls (from 8:00 p.m. access for vehicles > 3.5 tons)  
Finish: Sunday, 15 October 2023, 12:00 a.m.

**Dismantling may begin no earlier than 6:00 p.m. on 11 October 2023.**

Up to this point in time and during the entire trade fair, the stand must be equipped with the registered and approved exhibition materials and manned by staff. Please do not start cleaning the stand and packaging the exhibits until the trade fair has closed.

A contractual penalty of up to Euro 5,000.00 may be imposed for violating this agreement. See Item 1.3 of the Special Conditions of Participation.

#### Entry to the Trade Fair Area

To ensure that the construction of your stand runs smoothly and that all materials, exhibits and advertising materials are ready exactly when you need them, please use our new dynamic logistics management - [eSlot](#).

The [eSlot](#) booking is mandatory for your access to the Koelnmesse exhibition grounds during set-up and dismantling.

#### e-Slot dynamic Logistics

[eSlot](#) makes trade fair transport more efficient. Dynamic logistics management takes you to the trade fair by the fastest route. Your loading time is reserved, and you drive straight through to the loading area. Your booked [eSlot](#) is reserved for you, the barrier at the gate opens automatically and you are routed to the final loading position.

Vehicles without a booked [eSlot](#) must register for an on-site check-in at the logistics centre at P22. The [traffic guideline](#) provides you with important information on this.

#### NUNAV navigations app

[eSlot](#) works with the [NUNAV](#) navigation system and calculates your best approach route. New every 15 seconds, depending on the traffic development. Traffic jams are dynamically avoided, and it leads you directly to the charging station without waiting times.

If you have any questions, please feel free to contact the [eSlot](#) service team: Tel. +49 221 821-2097, [eSlot@koelnmesse.de](mailto:eSlot@koelnmesse.de)

#### Code for exhibitor passes

Exhibitors at Anuga can order their codes for exhibitor and construction passes via the [Service Shop](#). Please pass on these codes to all persons who require access to Anuga. Once the code has been redeemed, the ticket is integrated into the [Anuga app](#) and can be downloaded as a PDF and saved in the smartphone wallet. Anuga app is available for iPhone/iPad and Android in the app store.

#### Direct sale

We would like to point out that direct sales are generally prohibited in the fairgrounds.

#### No entry for children under 15 years

Children under the age of 15 are not permitted to enter the trade fair. Please note: There is no childcare on site. For security reasons, no prams or push chairs are allowed in the exhibition halls. Exception: babies (< 1 year) may be brought but must be carried on your arm.

#### Height limitation

The permitted stand height (incl. signage, transparencies, and other advertising/promotional structures) is determined separately for each hall. Exceeding the limits of the maximum structure and advertising heights of any kind must be applied for and approved by Koelnmesse GmbH **at the latest six weeks before building up starts**. The exhibitor must ensure that stand partition walls with a height of at least 2.50 m are placed at the closed stand boundaries. You can find the [technical guidelines here](#).

Hall 1: 8.00 m	Hall 4.2: 5.00 m	Hall 9: 8.00 m
Hall 2.1: 5.50 m	Hall 5.1: 5.00 m	Hall 10.1: 5.00 m
Hall 2.2: 5.00 m	Hall 5.2: 5.00 m	Hall 10.2: 5.00 m
Hall 3.1: 4.25 m	Hall 6: 8.00 m	Hall 11.1: 4.50 m
Hall 3.2: 5.00 m	Hall 7: 8.00 m	Hall 11.2: 4.50 m
Hall 4.1: 5.00 m	Hall 8: 8.00 m	Hall 11.3: 5.00 m

The maximum height for structures or advertising material of all stand constructions in passages and boulevards is 3.00 m.

#### NEW: Delegatis

Please note: Stand construction approvals can only be checked via our digital system [Delegatis](#). A link to a questionnaire has been sent to each exhibitor. Corresponding plans must be submitted via our digital platform Delegatis at least six weeks before the start of construction.

#### Opening times

For exhibitors: 07.10.-11.10.2023 daily from 9:00 a.m. to 7:00 p.m.

For visitors: 07.10.-11.10.2023 daily from 10:00 a.m. to 6:00 p.m.

#### Promotion and publicity outside your stand

Distribution of advertising material or tasting samples outside the stand area is not permitted.

#### Catering Services

Orders for delivery service/ stand catering etc. should be effected at your earliest convenience [here](#).

### Preparation for the fair

#### Co-Exhibitors

Please check whether you have registered your co-exhibitors in accordance with the Conditions of Participation via our [online application](#). This is the only way that trade fair visitors will be able to find your co-exhibitors, either at information terminals, our catalogue or via our website or app. In this way, you create an additional communicative link between the inquiring visitors

and you as an exhibitor.

### Settlement of your invoice

Please check whether your invoice has already been paid. The timely payment of the stand rental is a prerequisite for moving into your stand.

### Admission codes

Send your customers a personal invitation, including an admission code, to visit your stand. Using this code, your customers can register for a free day ticket. You will only be invoiced for redeemed codes used to enter Anuga. You can order your [Admission ticket voucher codes](#) here.

### Media Shop

A strong online presence, a presentation in our print media or cost-effective package solutions—get the most out of your participation. Or secure free printed and online advertising media now in our [Media Shop](#). Contact: NEUREUTER FAIR MEDIA GMBH, Tel. +49 201 365 47 270 or email: [anuga@neureuter.de](mailto:anuga@neureuter.de)

### New products database for your communication

Register your new products online and take advantage of the opportunity to inform both journalists and trade visitors from all over the world about your innovations. The entry is free of charge. Further information can be found here: [Anuga taste Innovation Show](#)

### Press compartments

With a press box, you can give your company a communications edge in trade press coverage. The press compartments are available online and are already included in the marketing package. Journalists can do their research in advance of the trade show. Please use this link for further information: [Press compartments for anuga exhibitors](#)

### Orders on Service Shop/ Check list

Within the [Service Shop](#) you have the possibility to book various Koelnmesse services online, for example electrical and water installations, parking permits, furniture and hangings. Please contact: Phone +49 221 821 3500, email: [service-shop@exhibitor.koelnmesse.de](mailto:service-shop@exhibitor.koelnmesse.de)

Please remember that the participation fee does not include stand construction, but only the pure space. If you do not have your own stand construction, you can order walls, carpet, or even complete stand construction packages via our [Service Shop](#).

Have you already ordered all the services you need in the [Service Shop](#)? If not, please observe the deadlines on our [checklist](#).

### Stand parties

Please note that stand parties or an evening event are subject to approval. We will prevent unregistered stand parties. For registrations and further information, please contact Mr. Daniel Schneider via e-mail: [d.schneider@koelnmesse.de](mailto:d.schneider@koelnmesse.de)

### Accommodation

You can enter a room request [here](#). If you have not yet arranged your accommodation during the trade fair, please contact: Phone +49 221 821 3998, email: [hotel-services@koelnmesse.de](mailto:hotel-services@koelnmesse.de)

### VIP-Buyer Programme

With a VIP ticket, top buyers not only have free access to Anuga, including early entry from 9:00 a.m., but also use the

parking decks on the exhibition halls and the cloakrooms free of charge. Contact: Maren Noormann, Phone +49 221 821 2038 or e-mail: [VIP@anuga.de](mailto:VIP@anuga.de)

### Advertising space in the fairground

Add the finishing touch to your trade fair presence with targeted advertising exposure. We offer print and digital advertising spaces in the fairgrounds and in the exhibition halls for the entire duration of Anuga.

Contact: Veronika Kirsch, Phone +49 221 821 2427 or email: [v.kirsch@koelnmesse.de](mailto:v.kirsch@koelnmesse.de)

### Catalogue

Four weeks before beginning of Anuga 2023 our partner NEUREUTER FAIR MEDIA GMBH will send you the catalogue as PDF file. In case you prefer printed copy please pick it up in service centers East and North during the fair.

### Social Media

Please follow Anuga on [Facebook](#), [Instagram](#) und [linkedin](#) to stay up to date and get the latest information and industry insights.

### During the fair

#### Security advice

To enable you to focus completely on your business while you are here, we would like to give you security advices. Koelnmesse has implemented a variety of measures to ensure security on the fairgrounds. However, your help is crucial to avert thefts. In the following, you will find information about how you can effectively protect your possessions.

#### During construction:

- all hall entrances are open.
- goods and construction elements are carried indoors and outside.
- control of the movement of goods inside the halls is not possible.

#### Therefore:

- leave valuables in the hotel or carry them on your body. Do not put them down anywhere.
- decorate your stand but bring expensive goods/items only on Sunday morning, if possible.
- order security guard for your booth.

#### During the fair:

- Koelnmesse ensures a general surveillance of the halls.
- this does not include specific monitoring of individual stalls.
- leave valuables in the hotel, lock them in overnight, order a security guard for your own booth and procure insurance.

### Networking in the app

With [Anuga app](#), all registered exhibitors and visitors can find each other with their profiles in the [networking area](#) and make appointments. At the trade fair, you can use your integrated networking QR code and the scan function for a quick and uncomplicated exchange of data.

### Lead tracking

You can export the contacts you have made with the app directly from the Anuga app - during the trade fair as well as before and after the event. The data preserves all profile information of your contacts including notes for a maximum efficient trade show follow-up. Please find more information [here](#).

### Final day of the trade fair

#### Improving the quality of the last day

In order to provide an optimum working atmosphere for all participants on all five days of the trade fair, we have taken additional measures to improve the quality of the last day of the fair.

#### What do we do?

- Increased checks at the entrances and exits on the last day of the fair.
- Provision of return containers for exhibitor passes or manual voiding if the exhibitor pass is still required as a travel pass for public transport in Rhine-Sieg transport system (VRS).
- Presence of teams from event security in the halls to prevent premature stand dismantling but also to prevent the collection of goods or stands being cleared by visitors.

#### What can you contribute?

- Please do not pass on exhibitor passes to third parties. Void your exhibitor passes when you leave the fairgrounds for the last time or throw it into the containers at the exit.
- Calculate your commercial samples so that there is nothing left over.
- Please do not make any goods or samples available on the edge of the stand, which may be taken away in an uncontrolled manner and do not leave any goods behind on your stand.
- Please keep your stand manned on the last day of the fair until 6:00 p.m.

#### Collection of remaining goods

The Kölner Tafel e. V., a regional charity organization, will be happy to collect your exhibited goods at the end of the show. If you are interested to donate your goods, simply contact Kölner Tafel via [info@tafel.koeln](mailto:info@tafel.koeln) or phone +49 221 351000, [www.tafel.koeln](http://www.tafel.koeln)

If you would like to donate to another non-profit organisation, please get in contact directly with this institution. Their entry permission for collection must be arranged by the exhibitor.

**Please note that** remaining goods can only be collected on the last day of the fair after 6:00 p.m.

#### On-site service

From Friday 27 October 2023 the project team is on site at Service Centers East and North. Should you have any further questions, we are glad to assist you.

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