



WELCOME TO ISM - THE WORLD'S
LARGEST TRADE FAIR FOR
SWEETS AND
SNACKS

COLOGNE, GERMANY
30.01.-02.02.2022

www.ism-cologne.com

NEW PRODUCT SHOWCASE

A dazzling appearance for your new products!

The **New Product Showcase** has established itself as a successful and popular platform for the top innovations of ISM and has been a visitor magnet at ISM since 2009. Once again in 2022, we are offering you the opportunity to impressively present your new products in **hall 1**.

This is where the decision-makers selectively inform themselves about the new products of the sweets and snacks industry. An independent jury (experts from industry, trade and scientists) selects the five most innovative products of ISM 2022. Winning categories: chocolate & chocolate products, sugar confectionery, biscuits, snack foods, Trend & Natural Snacks.

The arguments: the response in numbers*!

*Figures from the ISM 2020

- The trade visitors' most important trade fair objective is gathering information on new products (64 % agreed)
- 77 % of the trade visitors appreciate having the opportunity at ISM to inform themselves about new products and trends
- 68 % of the trade visitors are familiar with or visit the New Product Showcase, it is thus the most well-known special event at ISM





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The offer: more attention, more chances to make contacts, more business!

- High-quality special event in **hall 1**
- Attractive hotspot for all decision-makers
- Additional placement of the products on the ISM website plus direct contact to you
- Faster access to product information through QR codes
- Supportive communication from the ISM press service
- Easy visitor orientation

The costs:

Your presence at the special event and on the website will cost you a one-off charge of Euro 695.00 plus VAT per display window.

Please note that the number of display windows is limited and only products which have been relaunched after February 2021 can be registered.

This is how to take part:

Simply e-mail the attached application form back to us and we will get in touch with you immediately.



You require further information? Your contact:

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