




DIGITAL MARKETING
EXPOSITION & CONFERENCE

September 12 & 13, 2018, Cologne

Booklet MODULAR CONCEPT STANDS

Pure Business



 koelnmesse

 BVDW
Wir sind das Netz

 ONLINE-
VERMARKTERKREIS
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2 MODULAR CONCEPT STAND

THE ALL-ROUND WORRY-FREE PACKAGE

Linear shapes, clear colours and functional furniture – this is what distinguishes the dmexco modular stand concept. The design of the stand is aligned to match the overall look and feel of the dmexco and harmonises with the expo one to one.

You have opted for the modular stand concept? This is a good choice – because it means you have booked the all-round worry-free package. A team of experts will assist and advise you to ensure that your presence at the dmexco is a pleasant and stress-free experience.

If you have any further questions or need more information, please do not hesitate to contact us.

CONTACT SALES TEAM

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YOUR PRESENCE IN DETAIL

GENERAL STAND FITTINGS/SERVICES

- Walls comprising of a frame construction with a fitted panel, signal grey, stele and edges dark grey
- Rep quality carpeting, charcoal
- 1 exhibitor sign per open aisle side including logo (coloured) and stand number
- Eurotruss ceiling construction
- 1 wall socket 230V
- 1 wastepaper basket
- Daily cleaning during the event
- Waste disposal on each day of the show
- 1 white info desk, lockable
- 1 white bar table
- 3 Grav bar stools in black

CHARGEABLE SERVICES

- Branding of the walls
- Internet (WLAN)
- Additional Fittings/Services
- etc.

Instance of standard concept stand

Deadline for the
delivery of all
graphical data is
July 9th, 2018.



* Stele for stabilization according to technical requirements, approx. every 4 meters

CALCULATION – AN EXAMPLE

| | | |
|---|---------|-------------------------|
| Modular Concept Stand in m² | | 20 m² |
| STAND SPACE | | |
| Modular Concept Stand per m ² | €421.90 | €8,438.00 |
| STAND FORM SURCHARGES | | |
| Corner 2 sides open per m ² | €10.00 | €200.00 |
| ADDITIONAL COSTS | | |
| Marketing-Package per m ² | €100.00 | €2,000.00 |
| AUMA-Fee per m ² | €0.60 | €12.00 |
| Energy Cost Flat Rate per m ² | €10.00 | €200.00 |
| Down Payment for Services * | | |
| TOTAL | | €10.850.00 |
| VAT 19% | | €2,061.50 |
| TOTAL Modular Concept Stand | | €12,911.50 |
| Additional Fittings/Services (by way of example) | | |
| Branding of the walls, the counter, and the stele | | €3,704.75 |
| 1x 40" LCD screen with wall bracket and assembly | | €600.00 |
| Lockable cabine (1 sqm) | | €435.00 |
| TOTAL | | €4,739.75 |
| VAT 19% | | €900.55 |
| TOTAL SUM with Additional Fittings | | €18,551.80 |
| incl. VAT 19% | | |

* Down Payment for Services

Koelnmesse GmbH are entitled to collect an adequate down payment for the services provided at an event (e.g., electricity and water supplies, media services etc.). The down payment for exhibitors, which have not participated at dmexco 2017 is €47,00 net per m²

MODULAR CONCEPT STAND

Examples with additional fittings

