

Five days that push your business forward by years



Be there –
at INTERNORGA 2019

Innovative. Inspiring. International.
Hamburg | 15–19 March 2019







15 to 19 March 2019

INTERNORGA 2019

INITIATOR. TREND FACTORY. MEETING POINT.

The leading trade show for the entire out-of-home market offers everything a successful company needs 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 2019. The place to get informed. The place to meet people. The place to find masses of inspiration and new potential for your business.

**TOP DECISION
MAKERS ARE
EXCITED TO SEE
WHAT YOU HAVE
TO OFFER.
BE THERE!**



INTERNORGA – the meeting point for top decision makers

AN IMPRESSIVE CALIBRE OF VISITORS

A total of 93,000 visitors came to INTERNORGA in 2018 to gain information, cultivate close business relationships, make new contacts and do successful business. All at just one location over five days.

TOP REASONS TO COME:

To get information about products/innovations/trends, gain general insight into the current market situation, cultivate existing business contacts and make new ones, and prepare for investment and purchasing decisions.

THE RIGHT MIX OF INDUSTRIES:

28,830

food service
professionals

16,740

bulk consumers |
caterers

14,880

hoteliers

3,720

specialist retailers |
planners

10,230

bakers | confectioners

3,720

purchasers from food
retail | wholesale
beverage

14,880

from other industries, for example, coffee shops,
casual dining, snacks, petrol stations, food/non-food

Source: INTERNORGA 2018 trade fair study independently conducted by Institut Gelszus Messe-Marktforschung GmbH



VISITORS COME FROM ALL OVER GERMANY:

- 24 % Lower Saxony
- 19 % Hamburg
- 16 % North Rhine-Westphalia
- 12 % Schleswig-Holstein
- 35 % Other German federal states
- 6 % International visitors

VISITORS ARE INTERESTED IN WHAT YOU HAVE TO OFFER:

- 80 % Food and drink
- 51 % Kitchen technology and equipment
- 45 % Furniture and fittings
- 32 % Bakery and patisserie equipment, shop construction
- 25 % Cash register systems and communication technology
- 22 % Other areas

DR URBAN UTTENWEILER, CHAIRMAN OF THE BOARD, HGK HOTEL-UND GASTRONMIEKAUF EG

‘INTERNORGA IS THE INDUSTRY HOT-SPOT. THE RESPONSE AT OUR STAND IS FANTASTIC BOTH FROM NEW CUSTOMERS AND EXISTING MEMBERS, AND THIS YEAR WE ONCE AGAIN HAD PLENTY OF VISITORS. SIMPLY IDEAL FOR NETWORKING.’

VISITORS GIVE TOP MARKS

TOP-RATING –

100 % were satisfied with INTERNORGA 2018.

THE RIGHT MIX –

90 % are involved in company decision-making processes.

RECIPE FOR SUCCESS –

64 % made new business contacts.

ACROSS GERMANY –

63 % travelled over 100 km to attend.

Everything for your success!

INTERNORGA

2019





**KLAUS BRACK, MANAGING
DIRECTOR, WINTERHALTER
DEUTSCHLAND GMBH**

**'INTERNORGA IS INTERNATION-
ALLY KNOWN AS ONE OF THE MOST
IMPORTANT TRADE SHOW OVERALL
AND IS THE INDUSTRY HOTSPOT
WHERE THE BIG PLAYERS OF THE
OUT-OF-HOME MARKET MEET.'**



OUR AIM FOR 2019

Our mission is to create the ideal framework conditions and achieve the best possible presentation of your products. We look forward to impressing you once again in 2019 with a compelling range of services:

INNOVATIVE

The innovative force that INTERNORGA offers is unique in Europe. This is where visitors discover tomorrow's trends today.

EXCITING

A unique mix of 1,300 international exhibitors offers visitors a comprehensive overview of the entire out-of-home market.

HIGH QUALITY

With exciting visions, innovative products and specials for individual target groups, INTERNORGA acts as a partner to exhibitors and offers trade show visitors immeasurable added value for their business.

EFFICIENT

This is where top national and international decision makers come together with market leaders and industry newcomers over the course of five days. As the only German food service and hospitality trade fair, INTERNORGA is classed as international by the Association of the German Trade Show Industry (AUMA).

ORGANISED

INTERNORGA is clearly organised into the following areas:

- Food and drink
- Furniture and fittings
- Kitchen technology and equipment
- Cash register systems, digital communications, new technologies
- Bakery and patisserie equipment, shop construction

Our highlights

NEW TALENT. NEW THEMES. NEW SALES GENERATORS.

Live formats that make all the difference! INTERNORGA has its finger on the pulse of the industry. In 2019 the programme and special areas will again be a unique platform for presenting future trends and top industry themes.



FOOD TRUCK VILLAGE

Street food and fine-food expertise for all visitors interested in mobile dining concepts.



STEPHAN STOHL, PRODUCT MANAGER, MONOLITH GRILL GMBH

'WE PRESENTED OUR PRODUCTS AND EXPERTISE AT THE GRILL & BBQ COURT AT INTERNORGA. THIS SPECIALISED AREA REPRESENTS AN IDEAL PRESENTATION PLATFORM FOR GRILL MANUFACTURERS. THERE'S NO QUESTION THAT WE'LL BE AT INTERNORGA NEXT YEAR.'

GRILL & BBQ COURT

INTERNORGA on fire. Bright ideas, the latest equipment, delicious ingredients and exciting live demonstrations open up new opportunities to sell for food service professionals.



PINK CUBE

Unique insights and new business inspiration from renowned trend researcher Karin Tischer. Snacking news and food service trends from all over the world not only continue to inspire food service professionals and bakers – every visitor will find something for them here.



CRAFT BEER ARENA

Craft beer brewers spice up the beverage industry with their innovative specialities and generate new business in food service and hospitality.

CRAFT SPIRIT LOUNGE

This is where handmade spirits take centre stage. Joy and passion for the hard stuff unite in a relaxed atmosphere to set the scene for these fine products. A highlight for any visitor with a creative drinks menu.



TOBIAS HIRTREITER, HEAD OF SALES, SPEZIALITÄTEN-BRENNEREI & WHISKY DESTILLERIE LIEBL GMBH

'WE WERE VERY PLEASANTLY SURPRISED BY THE CALIBRE OF THE VISITORS AT INTERNORGA. THIS IS WHERE THE RIGHT DECISION MAKERS WITH AN AFFINITY WITH SPIRITS ARE.'





NEXT CHEF AWARD

Great craftsmanship and culinary creativity at the innovative cookery competition with Johann Lafer. Young, talented cooks impress visitors and a high-calibre panel of judges with thrilling live challenges. This is where food service professionals and chefs meet.



DEUTSCHER GASTRO GRÜNDERPREIS

Creative ideas, fantastic founders and surprising concepts deserve recognition! The combined power of the top food service performers comes together in an exciting live pitch to bag the prize for best concept. INTERNORGA, the Leaders Club and orderbird join forces to provide the ideal presentation space and networking platform for new founders in the food service and hospitality industry.



INTERNORGA FUTURE AWARD

INNOVATION. SUSTAINABILITY. RETURNS.

Changes in society open up a myriad of profitable business opportunities. With the Future Award, INTERNORGA celebrates forward-thinking, innovative and sustainable concepts. Submitting your idea is worth it!



BACK STAGE

The live platform featuring future bestsellers for bakers and creative confectioners.



NEWCOMERS AREA

Innovative ideas and products from industry newcomers offer an impressive array of variety and the opportunity to make promising new contacts. This is the starting point for anyone looking for interesting and unusual ideas.

MARTIN SACHSE, MANAGING DIRECTOR, NESTLÉ DEUTSCHLAND AG

‘INTERNORGA 2018 EXCEEDED OUR EXPECTATIONS. WE HAD GREAT CONVERSATIONS WITH BIG INTERNATIONAL COMPANIES AND ENJOYED A POSITIVE OVERALL RESULT. FOR US, THE SUPPORTING PROGRAMME IS JUST AS IMPORTANT AS THE TRADE FAIR ITSELF.’

Input at the highest level

UNIQUE IN EUROPE – NEW IDEAS, CONTACTS AND BUSINESS.

The specialist conferences will once again be THE meeting point for decision makers from all over the world in 2019. This is where more than 3,000 attendees gather each year to experience high-calibre speakers from Germany and abroad and discuss hot topics at the highest level.

Joining forces as partners for the 38th time running: INTERNORGA, Hamburg Messe and the leading industry magazines food-service and FoodService Europe & Middle East, dfv Media Group, Frankfurt a. M.

INTERNATIONAL FOOD SERVICE FORUM

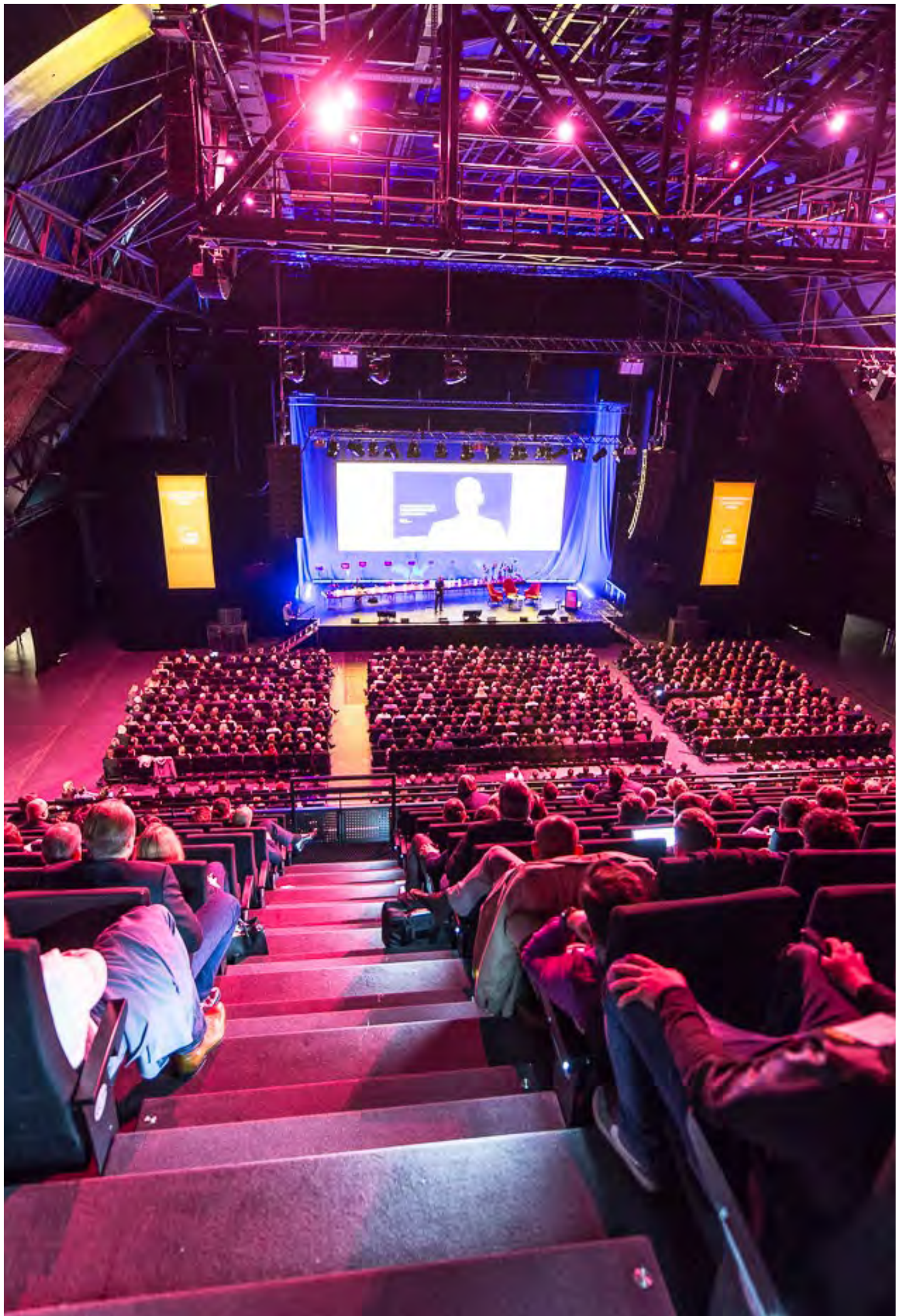
Sold out each year: The brain food and networking platform is Europe's largest conference for professional food services.

GERMAN CATERING CONGRESS

The most important annual conference for restaurant, canteen and catering professionals with a wide range of topics focused on current and future customer needs.

INTERNORGA FORUM SCHOOL CATERING

Leading experts present the latest trends in school catering and innovative concepts for the future at this top industry event.





Hamburg pays off round the clock

HAMBURG – INTERNORGA CITY

The Hanseatic city offers a wide range of culinary options and exciting concepts for overnight stays. A number of new openings and the high percentage of restaurant and hotel highlights make it the ideal place for discovering new trends. An absolute must-see for food service and hospitality professionals.

Exit the trade show and enter the action! The highlight after INTERNORGA: trend tours through Hamburg's restaurant and hotel hotspots. Creative newcomers will find plenty of enthusiasm from every corner in an interesting foray through the dining and hospitality scene.



**LARS MAIER, HEAD OF SALES,
DALLMAYR GASTRONOMIE SERVICE GMBH & CO. KG**

'IN ADDITION TO BEING IN HAMBURG, INTERNORGA IS THE PLATFORM FOR FOOD SERVICE AND HOSPITALITY. FOR US, IT'S AN ESSENTIAL EVENT THAT WE CAN'T MISS. OUR IMPRESSION OF THIS YEAR'S EVENT IS POSITIVE, AS EXPECTED. A LOT OF EXISTING CUSTOMERS CAME BY OUR STAND, BUT WE ALSO WELCOMED A GREAT NUMBER OF INTERESTED NEW VISITORS, TOO, AND ARE VERY PLEASED WITH HOW THINGS WENT.'

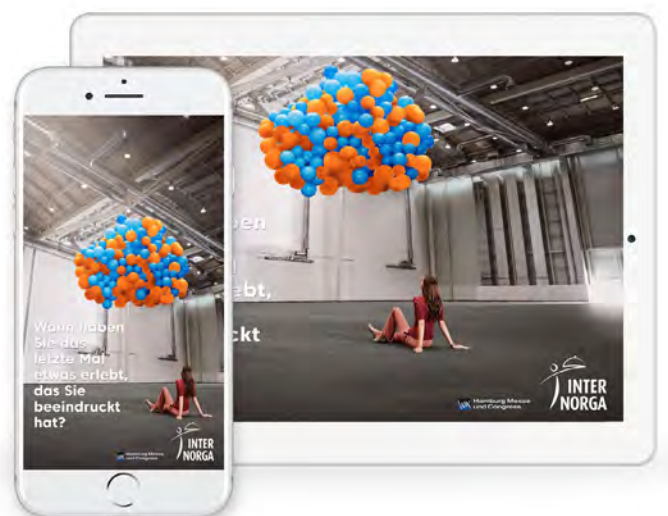
INTERNORGA is everywhere

STRONG PRESENCE FOR YOUR SUCCESS.

Our visitors are your target audience. With a comprehensive multimedia campaign, we reach your potential customers in precise target groups – nationally and internationally.

PRESENCE

Campaigns in all relevant trade journals | Media cooperation | Online campaigns | Newsletter to more than 97,000 national and international subscribers | Cooperation with the northern German DEHOGA associations | Intensive PR work, including editorial visits, round tables and blogger events | Target-group-specific mailings | App with special themed areas | Top specials in selected media | International cooperation with associations and media | More than 700 accredited journalists



SOCIAL MEDIA PRESENCE

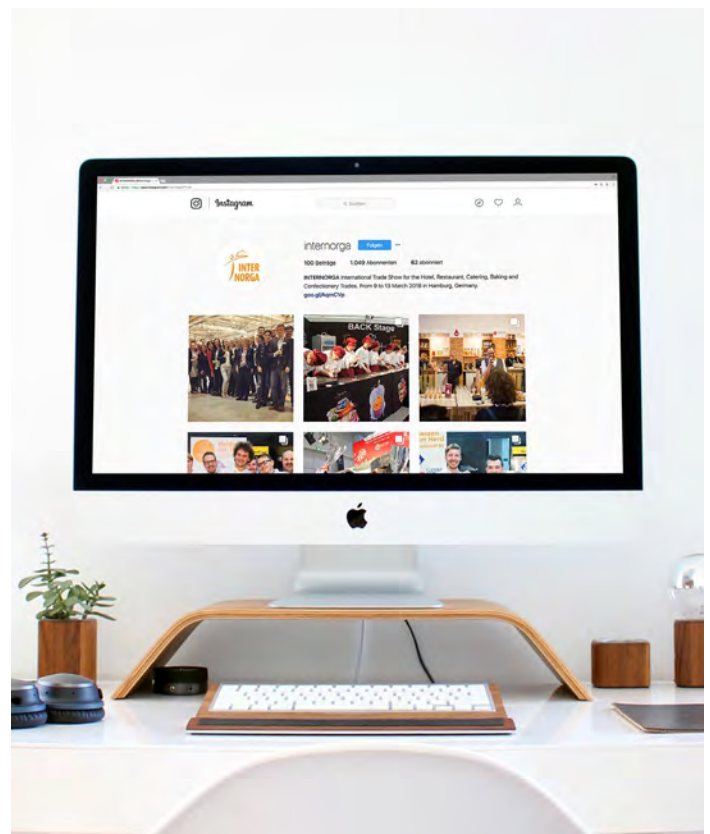
Active social media work and presence through regular posts, live streams and content displays.

Follow us:
#INTERNORGA2019



**MAX ZIMMERMANN,
KEY ACCOUNT MANAGER, RAUCH
FRUCHTSÄFTE GMBH & CO KG**

‘THIS IS WHERE THE INDUSTRY DECISION MAKERS COME. THE TRADE SHOW IS THE IDEAL TIME AND PLACE TO PRESENT NEW INNOVATIONS. WE HAD LOTS OF VISITORS EVERY DAY AND WILL COME AGAIN NEXT YEAR.’



This is what others are saying



AHGZ

'THE LEADING TRADE SHOW PROVIDES A POWERFUL PUSH.'

LEBENSMITTELZEITUNG

'INTERNORGA THINKS ABOUT THE FUTURE AS WELL.'

FCSI.ORG

'INTERNORGA ATTRACTS LARGE CROWDS FOR ANOTHER YEAR.'

ALLGEMEINE BÄCKERZEITUNG

'IT'S ALL ABOUT INTERNORGA.'

GETRÄNKEZEITUNG

'INTERNORGA 2018 ONCE AGAIN PROVES ITS QUALITY AS A LEADING TRADE SHOW FOR THE ENTIRE OUT-OF-HOME MARKET.'

FOODSERVICE.COM

'TREND FACTORY IMPRESSES VISITORS AND EXHIBITORS.'



Registration is simple.

REGISTER TODAY AT

INTERNORGA.COM

EXHIBITOR PRICES 2019

Type of stand	Net price per m ²
Row stand (1 open side)	€181.00
Corner stand (2 open sides)	€194.00
Head stand (3 open sides)	€199.00
Block stand (4 open sides)	€204.00
Open space	€108.00

Fees	Net price
Compulsory media entry per main exhibitor	€195.00
Compulsory media entry per co-exhibitor	€195.00
Co-exhibitor fee, each	€475.00
AUMA fee per m ²	€0.60

Minimum exhibition area: 12 m²

Complete stand offers	Net price per m ²
Complete standard package	€298.00
Complete premium package	€375.00



**FELIX HARTWICH, HEAD OF SALES
GERMANY, RIEDEL – TIROLER
GLASHÜTTE GMBH**

‘IT WAS OUR FIRST TIME AT INTERNORGA AND WE WERE PLEASANTLY SURPRISED. ALL OF THE KEY PURCHASERS ARE THERE ON THE TRADE FAIR FLOOR. WE HAD THE OPPORTUNITY TO SPEAK WITH OUR CUSTOMERS, AND VISITORS WHO WERE NOT FAMILIAR WITH OUR RANGE WERE CURIOUS AND OPEN TO LEARNING MORE ABOUT OUR INNOVATIONS.’



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Register today!
INTERNORGA.com



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