

Something's brewing up here.

Hotspot for the food service and wholesale beverage industries

The craft beer arena is the highlight of INTERNORGA – around 30 breweries are a magnet for the food and hospitality services. With this innovative offering, INTERNORGA underscores its position as the leading trade fair and trend show for the entire out-of-home market.

Be there at the largest get-together on the craft beer scene, and meet top decision makers in the food service and wholesale beverage industries at INTERNORGA. This is where craft beer first-timers and experts from the food and hospitality services discover how they can optimise their opportunities by expanding their offerings with craft beer! The extensive supporting programme also gives visitors valuable information about craft beer and perfectly completes the presentation of your products.

Good reasons to be there:

- Reach new target groups
- Network and exchange information with industry visitors and experts on the scene
- Gain top industry contacts
- All-round carefree package
- Enormous potential for customer acquisition

The best reasons for 2020 – data and facts from 2019:

96.392

visitors

13.200

bulk consumers /
caterers

89 %

of visitors rated the Craft Beer
arena as "good" and "very good"

Around

33.000

food service professionals

4.343

purchasers from food retail /
wholesale beverage

100 %

were satisfied with
INTERNORGA.

We are more than satisfied with the trade fair. It's kept us rather busy these past days and we've received positive feedback regarding our beers. The Craft Beer Arena was a huge success for us.

Lars Kühne, Sales Director,
Camba Bavaria



Success is born here.

Who says it's impossible to plan success? For decades, INTERNORGA – the leading trade show for the whole out-of-home market – has been creating the ideal conditions for business success time and time again. With next year's event, entitled 'Forging ahead', we will once again strive to be the key source of trends and visionary concepts.

Decision makers from all around the world will meet in the pulsating metropolis of Hamburg between 13 and 17 March 2020 – the five most important days of the year – at INTERNORGA. Movers and shakers, brands and companies will showcase themselves to almost 100,000 visitors in a unique atmosphere. Over the next few years, their ideas, products and processes will shape the sectors in which they operate.

We look forward to welcoming you too and hope you enjoy flicking through the next few pages, which look back at this year's event and into the future of the exciting out-of-home market!



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Register
online
now!

Use the opportunity
to showcase your
business in a unique
environment and register
now for INTERNORGA!

internorga.com/en/for-exhibitors

ALL-ROUND CAREFREE PACKAGE

- Your own ready-to-use counter area in the CRAFT BEER Arena
- Tap system for two kegs
- Fridge at the stand as needed
- Craft beer glasses
- Presentation shelves and logo placement behind the bar
- 3 kW power connection
- Stand cleaning and waste disposal
- Service employees for coordinating glasses
- Shared storage room with chilled spaces and dishwasher for glasses
- Separate access control
- Two free exhibitor passes
- Media package (entry in catalogue, online directory, app, social media, etc.)
- Extensive PR and marketing activities for the CRAFT BEER Arena by Hamburg Messe

Complete package price from 1.900,00 € net.

Price of attendance is 4.400,00 € for companies with annual production of 10,000 hl or more.



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