



Leading the way

What the five most important days of the year mean for your business.

Expertise is generated here

Industry congresses with over 3,000 delegates. Unique in Europe.

Relationships grow here

Top decision makers from the whole out-of-home market at a single event.

The future starts here

Tomorrow's trends and innovations. The perfect mix of information and entertainment.



**Success
is born
here.**

Who says it's impossible to plan success? For decades, INTERNORGA – Europe's leading trade show for food-service and hospitality – has always been creating the ideal conditions for business success. With next year's event, entitled 'Leading the way', we will once again aim 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 thumb through the next few pages, which look back at this year's event and into the future of the exciting food-service and hospitality market!

**13 – 17 March
2020**

Relationships grow here.

Facts and figures

93% of visitors would recommend INTERNORGA

96,392 visitors attended INTERNORGA in 2019 to gather information, maintain their good business relationships, make new contacts and do business successfully.

Five days
One venue

>95% of visitors achieved their objectives

>96% of visitors take a positive view of the supporting programme (Craft Beer, Pink Cube, etc.)

Visitors' five main objectives

- Gathering information about new products, innovations and trends
- Improving general market orientation
- Preparing for investment and purchasing decisions
- Maintaining existing business relationships
- Initiating new business contacts

The right industry mix:

- 33,010** restaurateurs
- 16,378** hoteliers
- 16,144** other sectors
- 13,500** bulk consumers
- 8,064** bakers, patissiers
- 4,820** buyers for food retailers + beverage wholesalers
- 3,856** specialist suppliers + planners

9 out of 10 are involved in company decision-making processes

67% of visitors travelled over 100 km to the event

100% were satisfied with INTERNORGA 2019

Visitors come from throughout Germany

Lower Saxony	25%	North Rhine-Westphalia	16%
Hamburg	17%	Schleswig-Holstein	12%
Other German states		30%	
Other German states		7%	

of visitors came from abroad

Visitors are interested in your products and services:



Wishes are fulfilled here.

Our mission is to ensure an optimum setting and the best possible presentation of your products, brands and services, leaving nothing to be desired. That is the aim of our powerful offering, which we hope will impress you once again next year.

Innovative.
Efficient.
Unique.

INTERNORGA has a unique innovativeness which is leading in Europe. Here, visitors can discover tomorrow's trends today. Our successful, one-of-a-kind combination of 1,300 international exhibitors gives visitors a comprehensive overview of the whole food-service and hospitality market. With its visionary concepts, innovative products and specials for the various target groups, INTERNORGA sees itself as a partner to its exhibitors and offers trade visitors incomparable value added for their own business. The five-day event brings together top national and international decision makers, market leaders and industry newcomers. As the only German food-service exhibition, INTERNORGA is classified as international by the Association of the German Trade Fair Industry (AUMA).

Structured.
Organised.
Varied.

INTERNORGA is divided into the following specialist areas:

- Food and beverages
- Fittings and equipment
- Kitchen technology and equipment
- Till systems, digital communication, new technologies
- Bakery and patisserie equipment; shopfitting



The Newcomers' Area gave us an ideal platform. It's the perfect place for young companies that want to get ahead fast.

Kerstin Robinson, co-founder, Nix & Kix

INTERNORGA visitors appreciate this special trade show. There is a good atmosphere among both end users and specialist suppliers at the event.

Christian Frieß, Director of Marketing and Communications, RATIONAL





The future starts here.

New talent. New topics. New trends.

INTERNORGA always offers all its exhibitors an ideal industry platform with its search for new sources of revenue. Visitors can expect exciting live formats and a perfect mix of information and entertainment. In 2020, this will once again provide direct insights into key industry topics and factors for future business success.

Newcomers' Area

This area is a must for anyone looking for unusual ideas. The very latest innovations to hit the market are a source of inspiration and contacts galore.

Food Truck Village

Street food is an ongoing trend. Visitors interested in mobile food concepts will find a valuable pool of expertise here.

Baker's Blue Box

THE industry discussion forum for large and small bakery businesses. A successful collaboration between Back Journal, DBZ Magazin and Filialmanagement, all published by INGER-Verlag.

SKYWALK Table

The 50-metre-long table on the glass walkway will be an inspiring highlight once again in 2020. This spectacular display features innovative tabletop products and ideas.

Grill & BBQ Court

INTERNORGA on fire. The best ideas. The latest equipment. The tastiest ingredients. Thrilling live demonstrations showcase new sources of revenue.

Pink Cube

The renowned trend researcher Karin Tischer provides interesting insights into food-service trends and news from around the world. A unique eye-opener for any visitor.

Craft Beer Arena

Craft brewers have enriched the market and provided the food-service industry with fresh impetus in recent years. Their innovative specialities and branding concepts can be admired here.

Craft Spirit Lounge

An impressive presentation of handmade spirits, showing the love and passion that are poured into them in a relaxed setting. For the creative highlights on any drinks menu.



Impressions of specials

The ability to hold in-depth discussions with both existing and new clients in an incredibly short space of time makes INTERNORGA unique.



I'm always impressed by the passion of everyone who enters the Next Chef Award contest. In my opinion, this is the best competition for up-and-coming chefs in Germany.

Johann Lafer, celebrity chef

Klaus Rödel, Managing Director, Dallmayr Gastronomie Service GmbH & Co. KG



Careers are launched here.

INTERNORGA is the benchmark for a whole industry – and, sometimes, a launch pad for brilliant careers. We connect exceptionally talented people with patrons and bring together new topics and ideas with the opinion shapers, movers and shakers needed for future sources of revenue. All of this is translated into a varied programme, exciting live formats and special areas for key industry topics.

Deutscher Gastro-Gründerpreis

The most creative ideas, concepts and start-up founders compete for this award in a thrilling live pitch presented by Tim Mälzer. This unique competition is made possible by INTERNORGA, Leaders Club and orderbird. The contest is an ideal showcase and contact-generating platform for young start-up founders from all segments of the food-service industry.

INTERNORGA Future Award

Seminal issues such as sustainability, ethics and social responsibility will define the near future. This is both extremely important and a source of profitable business opportunities. With its widely regarded Future Award, INTERNORGA honours exceptionally forward-looking, innovative and sustainable concepts. That makes entering the competition twice as worthwhile.

Next Chef Award

Johann Lafer has been presenting this innovative cookery competition for many years. In a thrilling live format, talented youngsters set out to impress the top-notch jury with their creativity and skill. Entrants have to identify and recreate culinary highlights in live challenges – with impressive and inspiring results! The event has long since become a popular meeting point for restaurateurs and chefs.



We are very pleased with the orders that we were able to generate during the trade show. It's a great fair with an outstanding atmosphere.

Werner-Ulrich Lange, Head of Sales and Technical Customer Service (Central Europe), Melitta Professional Coffee Solutions GmbH & Co. KG



INTERNORGA has always been the highlight of the year for us. How the trade show goes serves as an indicator of how the rest of the year will go.

Jürgen Winterhalter, Managing Director, Winterhalter Gastronom GmbH





**Expertise
is generated
here.**

Industry congresses

The top-notch industry congresses will once again be a prime attraction for decision makers from around the world in 2020. Well-known speakers from both Germany and abroad will address more than 3,000 delegates, who will then discuss the latest seminal and pressing issues at the highest level.

The congresses will be held for the 40th time in partnership with INTERNORGA and the leading trade magazines foodservice and FoodService Europe & Middle East, published by dfv Mediengruppe, Frankfurt am Main, Germany.

International Foodservice-Forum

Offering plenty of food for thought, this networking event is Europe's largest congress for restaurateurs. It attracts over 2,000 national and international delegates, making it THE meeting place for food-service professionals and a who's who of the industry.

German catering congress

The focus here is on customers' current and future needs. This is the most important annual get-together for professionals from company/student canteens and the catering sector. Interesting topics and impressive outcomes will be on the menu again in 2020.

Forum School Catering

Catering for childcare settings and schools is a hot topic which calls for innovative concepts. Leading experts present the latest trends, issues and ideas at this top industry event.

Masterclass for International Growth & Franchising

The latest event highlight to be added premiered in 2019 and was an instant hit. INTERNORGA will be holding this masterclass again in 2020 – perfect for companies that want to grow with their concept. International experts provide concrete advice, talk about aspects to bear in mind when expanding, for instance, and explain franchising mechanisms.

Life pulsates here.

The diverse city of Hamburg thrives on contrasts. This water-side city is packed with variety and inspiration at any time of the day or night. It can boast a wide range of culinary delights, countless food-service outlets, and exciting hotel and accommodation concepts.

Trend tours

INTERNORGA is held at a prime central location, making it the ideal starting point for a tour of Hamburg's food-service and hotel hotspots. Those who choose to go on this inspiring tour of the city's food scene will find enthusiastic, creative newcomers on every corner.



Contacts are made here.

We will reach your potential customers – both at home and abroad – with our comprehensive, targeted, multimedia campaign.

Presence

- Campaign in all relevant trade publications
- Media partnerships
- Online campaign
- Newsletter sent to more than 97,000 national and international subscribers
- Cooperation with the North German regional associations of the DEHOGA organisation for the Horeca industry
- Intensive PR, including visits to editorial offices, round tables and blogger events
- Mailings which appeal to specific target groups
- App with paths on specific topics
- First-rate specials in selected media
- International partnerships with associations and media
- More than 700 accredited journalists

Social media

Active social media work and presence via regular

- Posts
- Live streams
- Content ads

You think ahead here.

Prices for exhibitors, 2020

Booth types	Net prices per m ²
Linear booth (one side open)	€201.00
Corner booth (two sides open)	€213.00
Peninsula booth (three sides open)	€219.00
Island booth (four sides open)	€225.00
Outside	€119.00

Charges	Net prices
Compulsory listing per main exhibitor	€300.00
Compulsory listing per co-exhibitor	€300.00
Co-exhibitor fee per co-exhibitor	€495.00
AUMA fee per m ²	€0.60
Minimum size: 12 m ² of exhibition space	

Complete booth packages	Net prices per m ²
Complete booth package, standard	€328.00
Complete booth package, premium	€398.00

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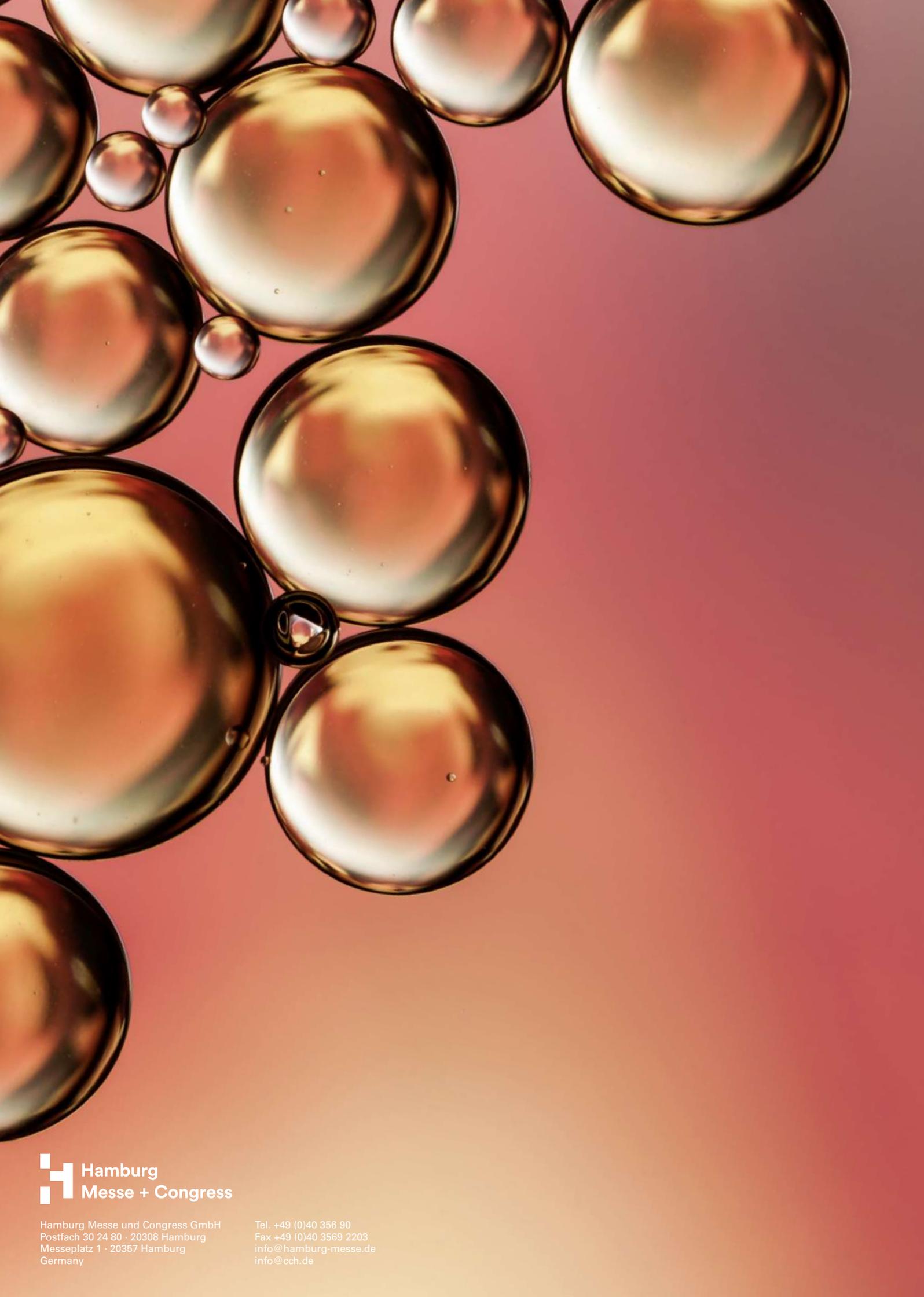
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**Once again, INTERNORGA
more than lived up to its
reputation as a forward-
looking platform and a
source of new recipes
and ideas.**

Robert Maaßen, Country Commercial Manager,
Vandemoortele Germany

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now!**
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