IFA Innovation For All

Messe Berlin

a project of
GLOBALFAIRS
Exhibitions for Future



Reseller Park | HUB27

in cooperation
with our fair constructor

standPunkt

SUSTAINABLE
FAIR CONSTRUCTION & CATERING!

MESSEBAU
FAIR CONSTRUCTION

AUSSTELLERMAPPE
SERVICE CATALOGUE

WELCOME!

Global Fairs TT-Messe, long-time organizer of the **Reseller Park at IFA** in Berlin, is pleased that you have decided to participate. We sincerely welcome you to a successful cooperation.

We have prepared this exhibitor folder for your comprehensive information on sustainable trade fair construction.
Your contact for trade fair construction is the team from **standPunkt Messebau GmbH**.
Your logos and wall graphic print files will be accepted by Mr. Markus Piela from **morg*n Medienproduktion**.
For all organizational questions concerning your stand, please contact the team of **Global Fairs TT-Messe**.

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A. STAND CONSTRUCTION

Global Fairs TT-Messe together with the established stand construction company **standPunkt Messebau GmbH** has developed a concept that fulfills the goal of a sustainable event.

1. Stand construction variants

1.1 Full fair construction

- complete stand equipment with walls, flooring, electricity, lighting and furniture
- which furniture is intended for which stand size, see following pages

1.2 Individual stands

- intended for exhibitors with larger stands (40 m^2 or more)
- include electricity, without stand construction
- only **sustainable stand construction by our stand construction partner**
- for planning your individual stand please make an appointment directly with **standPunkt Messebau GmbH**

2. Stand equipment

2.1 Standard equipment (included service, depending on booking)

The included equipment of your exhibition stand depends on the size (m^2) and the booked equipment package (full fair construction or individual stand).

Before the exhibition begins, our stand builder will provide you with **a visual layout of your stand**, including the stand equipment, electrical connections, and the exact wall dimensions in millimeters (including bleed) for the creation of the wall graphics. Please refer to the following pages for the specifications for creating print-ready wall graphic files.

☞ **Important note –** when discussing the individual stand plan with the stand builder:

- Please indicate if you require a higher electricity capacity. (**Each stand is supplied with a power strip with 300 W as standard.**)
- If required, please order **shelves and/or blister walls** immediately and indicate whether these should replace the wall graphics or be added in addition to the wall graphics (additional costs will apply).
- Please cancel any furniture that is not required. (Cancellations and changes to furniture that are not received at least **4 weeks before the start of the exhibition** cannot be considered. If change requests are submitted within the last 4 weeks, late surcharges will apply.)
- Any special requests for your stand design

2.2 Stand equipment of full fair construction booths

6 to 8 m² full fair construction stand
- 1 high table + 4 barstools
- 1 information desk
- 1 lockable cabinet
- 1 literature display stand
- 1 coat rack, 1 waste bin

9 to 15 m² full fair construction stand
- 1 table + 4 chairs
- 1 lockable information desk + 1 barstool
- 1 lockable cabinet
- 1 literature display stand
- 1 coat rack, 1 waste bin



16 to 20 m² full fair construction stand
- 2 tables + 8 chairs
- 1 lockable information desk + 1 barstool
- 1 lockable cabinet
- 1 literature display stand
- 1 coat rack, 1 waste bin

21 to 30 m² full fair construction stand
- 3 tables + 12 chairs
- 1 lockable information desk + 2 barstools
- 1 lockable cabinet
- 1 literature display stand
- 1 coat rack, 1 waste bin

In the case of full fair construction stands of 30 m² or more, the furniture will be appropriately allocated to the respective stand size.

Note:
Conference and storage cabins are not included in the stand construction package and will be invoiced separately by our stand builder.
Only the wall meters that need to be constructed **additionally** will be charged, as follows:
(The standard wall height is 2.50 m.)

€85 per linear meter white wall

€105 per linear meter glass wall

Conference cabins include the following furniture:
- 1 meeting table with 4 chairs
- 1 lockable filing cabinet
- 1 coat rack
- 1 waste bin



Example image of a conference booth with glass walls

2.3 Service offer of the stand construction partner

- **Small manual services at the trade fair stand** (as long as they relate to the general set-up) will be provided free of charge up to and including 12 noon on the first day of the trade fair. Less complex work, such as correcting lighting conditions or replacing defective stand equipment, will not be invoiced.

- **On-site special services**, e.g. last-minute changes, installation of screens, removal of furniture or installation of additional furniture/exhibits **65 €** excl. VAT/hr.

- Rental and installation of **screens** – please contact our exhibition stand construction partner if required! (including installation) from **600 €** excl. VAT

Please always clarify the costs for special services in advance!

For a smooth process: for individually requested additional services and/or services (especially on the last day of set-up and the first day of the trade fair), **advance booking** with our trade fair construction partner is **absolutely necessary**!

2.4 Electrical supply

Electrical connections and consumption are free of charge for all co-exhibitors as part of the theme park concept services. Please inform our stand construction partner of your desired position for the electrical connections using the stand plan sent to you.
Each stand is provided with a 300 W power strip as standard.

In case of planned connection of devices with higher power consumption, please inform our stand construction partner about the required kW number!

2.5 Service offer from the graphic service provider

Storage and reinstallation of graphics:
(**please be sure to notify the graphic service provider BEFORE the end of the fair if this is required!)**
The costs for storage and reinstallation of graphics will be invoiced by our graphic service provider; please enquire directly with him:

morg*n medienproduktion
Markus Piela
Tel.: +49 511 459459-1
Mob.: +49 170 3036 535
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-> please note that it only makes sense to have the graphics stored if you will have exactly the same stand dimensions in the following year and a timeless design.

3. Logo presentation

The wall graphics or alternatively partially wood-decorated walls are an **obligatory part** of the registration. The joint stand should be communicated to the public as a sustainably organized project. How many wall meters are to be used as environmentally friendly wall graphics or as wood decor, blister wall or shelf wall (m^2 prices are the same) is decided by each co-exhibitor himself in consultation with the stand builder.

3.1 On-top logo panel wood decor (mandatory) 1

- horizontally above, across the entire horizontal width of the stand
- format: **0.5 m high x running front meter**
- price including print**: 85,00 Euro** excl. VAT per running front meter
- material: wood decor*
- representation: desired (company/brand) logos (our recommendation: please present the requested logo in black, as this provides a better contrast with the wood decor)
- depending on available space, several logos can be displayed (without surcharge)



* consisting of certified material from sustainable forest management

3.2 Side logo panel wood decor (mandatory) 2

- on the last vertical meter of both stand sides; logo starting at 1 meter high up to 2,5 m high
- format: **2.5 m high x 1 m wide**
- price including print: **165,00 Euro** excl. VAT per side
- material: wood décor*
- presentation: desired (brand) logos attached (our recommendation: please present the requested logo in black, as this provides a better contrast with the wood decor)
- at the very top, the Reseller Park logo is additionally displayed in horizontal letters

3.3 Wall graphics/wood decor (mandatory) 3

- full-surface graphic stretched in an aluminum frame, therefore basically reusable - Condition for reuse in the Reseller Park: exactly the same stand size in the following project, timeless graphic design, and acceptable level of soiling/damage
  You are also welcome to take the graphics with you.
- material: environmentally friendly textiles – alternatively: walls in wood décor*
- format: **2,5 m high x running side and back wall meter**
- price (including print for wall graphics): **165,00 Euro** excl. VAT per running side and back wall meter

3.4 Blister walls/retail displays with hooks as well as wall with screwed shelves

- Available on request and invoiced via our stand construction partner
- Can be combined with wall graphics;



Example: Blister wall



Example: Shelves on white wall



Example: Shelves on graphic

3.5 Specifications for creating printable wall graphic files

Please create a seperate print file for each wall.
When creating the print files, please note the following:

Acceptable file formats:	- PDF (**single pages, embed fonts**), - jpg files, tif files (**reduce to background layer, no alpha channels, no clipping paths**)
Unacceptable file format:	- open data of all programs Microsoft Office, Adobe InDesign (indd), Adobe Illustrator (ai), Corel-Draw (cdr) are not accepted
Colors:	- all files must be output as **CMYK** when exported - spot colors must be converted to CMYK - gray tones also as CMYK tone and not only as gradation from black
Resolution:	- create all print data with **300 dpi** in final format - for scaled data, multiply pixels per inch by scaling factor and use ZIP for compression (e.g. file created 1:10, output with 3000 dpi instead of 300 dpi)
Bleed:	- **please create a circumferential bleed of 20 mm** (already define in layout program under "Document setup") - **do not use crop marks**
Fonts:	- embed or provide fonts as well
Data transfer:	- e-mail (up to 10 MB) or via WeTransfer, Dropbox, Cloud-Link.

All artwork and print files must be received eight weeks (07/10/2026) before the start of the trade show!

Attention: Unsuitable graphic templates mean a **loss of quality** and may not be printed! **A data transfer/verification fee of 35.00 Euro excl. VAT will be charged per booth if it is found that the artwork is not suitable - i.e. must be requested again.**

Please send your data to our **printing partner**, who will then take care of the production and application of your wall graphic:

morg*n media production
Markus Piela
t. +49 511 459459-1
m. +49 170 3036535
ifa@morgen-print.de

All graphics become your property after the trade fair and can be used by you elsewhere.
Please take the graphics with you directly from the trade fair or arrange with our trade fair construction partner for storage at a charge.

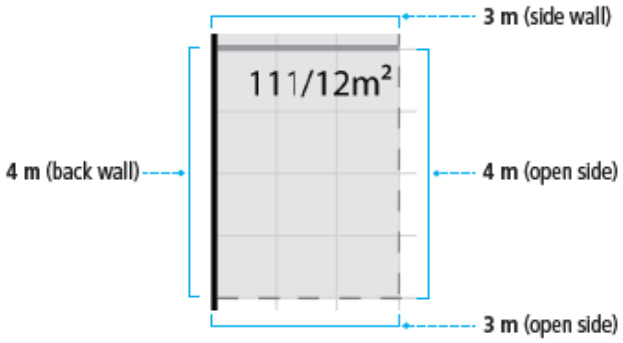
Condition for reuse in the Reseller Park: exactly the same stand size in the following project, timeless graphic design and acceptable level of soiling/damage.

3.6 Example calculation for wall graphics/wood decor & on-top logo panel

The indicated stand sizes are only examples - you will find your individual stand size on the stand plan.

1 CORNER BOOTH – 2 sides open (here: 12 m²):

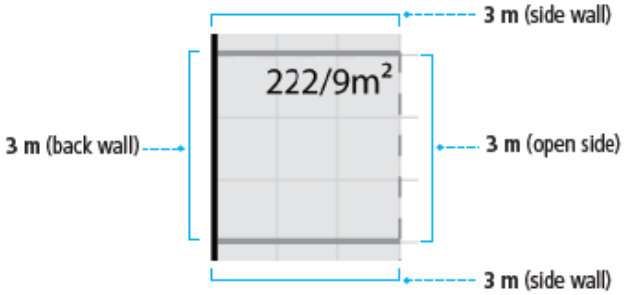
(booth outside the main area on the hall wall)



Running front meter: 4 m + 3 m = 7 m
Running wall meter: 4 m + 3 m = 7 m

2 1 OPEN SIDE BOOTH (here: 9 m²)

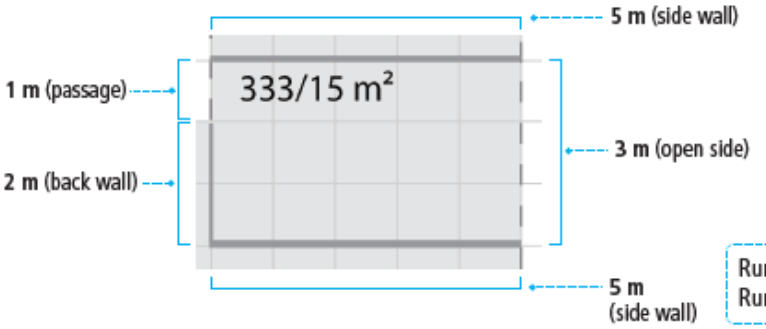
(booth outside the main area on the hall wall)



Running front meter: 3 m
Running wall meter: 3 m + 3 m + 3 m = 9 m

3 1 OPEN SIDE BOOTH (here: 15 m²) WITH PASSAGE to the the lounge (1 m)

(booth in the main area with 1m entrance to the lounge)



Running front meter: 3 m
Running wall meter: 5 m + 2 m + 5 m = 12 m

4. Stand acceptance

A stand acceptance before the start of the trade fair and the consideration of change requests (special requests should be discussed with the stand builder as far in advance as possible) can only take place if your contact persons responsible for the stand construction arrive in good time:

- → **for stands with a lot of customization:**
  Arrival up to 2 days before the start of the fair
- → **for medium-sized stands (approx. 12-25 m²) with individualizations:**
  Arrival on the last set-up day in the morning
- → **for small stands with standard equipment:**
  Arrival on the last set-up day until 16:00 hrs.

Please inform us at the latest 1 week before the start of the exhibition when the contact person responsible for stand construction will be on site (date, approx. time and cell phone number). In case of delays, the contact person should inform us. In case the above mentioned deadlines are not met due to the late arrival, changes to the stand can no longer be made.

standPunkt Messebau GmbH is the "general stand builder" commissioned by Global Fairs, therefore all points relevant to stand construction must be coordinated with standPunkt.

B. FURNITURE LIST

No costs for co-exhibitors, as furniture according to point 1 of the exhibitor folder is already included in the m² price. Surcharges (for exchange) and additional orders will only be charged in case of additional orders beyond standard equipment. When exchanging furniture, you will only be charged for the difference between the item you no longer require and the alternative item you have requested.

Any changes to the standard furniture package requested by the exhibitor are generally **only possible up to 4 weeks before the fair begins**. If a co-exhibitor still requests changes within the last 4 weeks before the fair begins, the stand builder will charge a **late surcharge**.

Chairs		
	**Chair Bonni** black/chrome seat and backrest: fabric, frame: chrome-plated width: 48 cm; height: 75 cm; depth: 52 cm (standard up to 12 m²)	€ 33,00
	**Chair Kuadra** white / various colors seat and backrest: 100% recycled plastic frame: chrome plated width: 46 cm; height: 53 cm; depth: 53 cm (standard from 15 m²)	€ 46,00
Bar stools		
	**Bar stool Kuadra** white seat and backrest: plastic frame: chrome-plated width: 54 cm; height: 105 cm; depth: 50 cm (standard at the counter on all stands from 12 m²)	€ 42,00
	**Bar stool LEM** white or black seat and back: lacquered wood frame: chrome, matt width: 37 cm; height: 79-87 cm; depth: 42 cm (can be ordered alternatively)	€ 90,00
	**Bar stool ZETA** black, grey or white seat: imitation leather frame: chromed (standard at the counter on all stands up to 15m²)	€ 27,00

Tables		
	**Seating table Elliot** black or white table top: plastic frame: powder coated diameter: 70 cm height: 73 cm (standard on all stands)	€ 72,00
	**Seating table Luca** black or white table top: plastic frame: powder coated diameter: 70/80 cm height: 75 cm (can be ordered alternatively)	€ 72,00
High tables		
	**High table Elliot** black or white table top: plastic frame: powder coated diameter: 60 cm height: 108 cm (standard on all stands)	€ 75,00
	**High table Luca** black or white table top: plastic frame: powder coated diameter: 60 cm height: 110 cm (can be ordered alternatively)	€ 75,00

Counter & showcases		
	**Sideboard** white or black lockable width: 80 cm; depth: 40 cm; height: 80 cm (standard on all stands)	€ 100,00
	**Information counter Marco 110** white or black lockable width: 80 cm; depth: 40 cm; height: 110 cm ☐ with shelf compartment ☐ without shelf compartment (standard from 12 m^2)	€ 140,00
	**Information counter with glass top** white lockable width: 80 cm; depth: 40 cm; height incl. glass top: 97 cm Glass top on spacer (can be ordered alternatively, limited quantity)	€ 160,00
	**Information counter black** Frame: Meroform Building system: 22M12 width: 55 cm; height: 108 cm; depth: 55 cm (standard up to 12 m^2)	€ 60,00

Other items		
	**Coat rack** Frame: white aluminum Height: 180 cm (standard on all stands)	€ 25,00
	**Waste garbage can** plastic gray, garbage bag included filling capacity: 18L (standard on all stands)	€ 8,00
	**Brochure stand Tito** silber metal coated width: 28 cm; depth: 48 cm; height: 116 cm (standard on all stands)	€ 75,00

	**Brochure stand Ricci** silver aluminum width: 26 cm; depth: 40 cm; height: 125cm (optional)	€ 95,00
	**Column showcase Leonardo** Frame: Aluminium Illuminated lockable colour:: silver width: 40 cm; height: 200 cm; depth: 40 cm (optional)	€ 300,00
	**Cabinet display case Leonardo** Frame: Aluminium Illuminated lockable colour:: silver width: 100 cm; height: 200 cm; depth: 40 cm (optional)	€ 370,00
	**Standing table Mattia Grande** width: ☐ 120 cm, ☐ 130cm, ☐ 170cm, ☐ 200cm depth: 60 cm height: 110 cm material: laminated wood (optional)	**120** = €200,00 **130** = €220,00 **170** = €250,00 **200** = €280,00

optional furniture		
	**Chair Catifa** white or white with various colored backrest width: 55cm depth: 51cm height: 80cm seat: polypropylene frame: chrome	€ 52,00 Surcharge for armrest € 16,00

	**Armchair Kursal, black** Seat: ECO leather back: ECO leather frame: metal, lacquered width: 70 cm depth: 58 cm Height: 79 cm (can be ordered alternatively)	€ 180,00
	**2-seater sofa Kursal, black** Seat: ECO leather back: ECO leather frame: metal, lacquered width: 141 cm depth: 73 cm Height: 82 cm (can be ordered alternatively)	€ 260,00
	**3-seater sofa Kursal, black** Seat: ECO leather back: ECO leather frame: metal, lacquered width: 195 cm depth: 73 cm Height: 82 cm (can be ordered alternatively)	€ 300,00
	**about a lounge 1er** light gray width: 76cm depth: 73cm height: 81cm seat: fabric frame: natural oak, soaped	€ 195,00

	**about a lounge 2er** light gray width: 150cm depth: 73cm height: 81cm seat: fabric frame: natural oak, soaped	€ 385,00
	**about a lounge 1er black leather** black width: 76cm depth: 73cm height: 81cm seat: fabric frame: oak black	€ 255,00
	**about a lounge 1er black leather** black width: 150cm depth: 73cm height: 81cm seat: fabric frame: oak black	€ 415,00
	**Cube seat** black seat: ECO leather width: 40 cm depth: 40 cm Height: 40 cm (can be ordered alternatively)	€ 55,00

	**Cocktailseat** seat: ECO-leather back: ECO-leather width: 7 cm depth: 58 cm height: 79 cm (alternatively orderable)	€ 85,00
	**Armchair Qubo 1er** black Seat: ECO leather back: ECO leather width: 70 cm Depth: 70 cm Height: 70 cm seat height: 48cm (can be ordered alternatively)	€ 125,00
	**2 seater sofa Qubo** black Seat: ECO leather back: ECO leather width: 125 cm Depth: 70 cm Height: 70 cm seat height: 48cm (can be ordered alternatively)	€ 230,00
	**2-seater sofa Open** seat: ECO leather back: ECO leather frame: metal,coated width: 160 cm depth: 76 cm height: 77 cm (can be ordered alternatively)	€ 430,00