



Modular Concept Stands Booklet



September 23 & 24, 2020, Cologne

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



With the special participation of
the Circle of Online Marketers (OVK)





Modular Concept Stand

The all-around 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 harmonizes 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 panel, signal grey, stele* and edges dark grey
- Rep quality carpeting, charcoal
- 1 exhibitor sign per open aisle side including logo (colored) 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.

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

Deadline for the delivery of all graphical data is July 18, 2020

Instance of standard concept stand





Calculation - An Example

Early Bird Price

<u>Modular Concept Stand in sqm</u>		<u>20 sqm</u>
<u>Stand Space</u>		
Modular Concept Stand per sqm	€437.00	€ 8,740.00
<u>Stand Form Surcharges</u>		
Corner 2 sides open per sqm	€ 10.00	€ 200.00
<u>Additional Costs</u>		
Marketing-Package per sqm	€110.00	€ 2,200.00
AUMA-Fee per sqm	€ 0.60	€ 12.00
Energy Cost Flat Rate per sqm	€ 11.00	€ 220.00
Down Payment for Services*		
<u>Total</u>		€11,372.00
VAT 19%		€ 2,160.68
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Total Modular Concept Stand		€13,532.68
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<u>Additional Fittings / Services (by way of example)</u>		
Branding of the walls, the counter, and the stele		€ 3,938.00
1 x 40" LCD screen with wall bracket and assembly		€ 600.00
Lockable cabine 1m x 1m		€ 543.00
<u>Total</u>		€ 5,081.00
VAT 19%		€ 965.39
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Total Sum With Additional Fittings (incl. VAT)		€19,579.07
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*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 in DMEXCO 2019 is €47,00 net per sqm.



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Examples with Additional Fittings

