



**Successful together!**





With over six million overnight stays, the "City of Lake Constance" boasts an excellent tourism infrastructure. The ambiance of the lake, its majestic mountain backdrop and the flair of historical towns offer endless scope for staging very moving events.

Whatever the occasion – whether it's a company event, trade fair, public exhibition, rock concert or TV production – at Friedrichshafen you can be sure of getting right to the heart! Plus, Friedrichshafen is also the ideal place for hosting unforgettable fringe events.

# Messe Friedrichshafen



The Friedrichshafen trade fair site offers an alluring combination of architectural elegance, well thought-out infrastructure and cutting-edge technology. Thanks to the compact layout of the halls, Messe Friedrichshafen really does live up to its reputation as "The exhibition of short distances".

85,000 square meters of state-of-the-art exhibition area (distributed over 12 halls), two open air grounds, two multipurpose foyers and countless conference rooms and meeting rooms are available for all kinds of events. These venues are all naturally fitted out with the relevant technical equipment for convenient plug & play operation.



The transparent architecture with copious glass and wood offers an ambiance with a high feel-good factor. The large trade fair lake and the atrium can also be used for relaxation or as demo areas.

Over 6,500 exhibitor and visitor parking spaces are available directly on the trade fair grounds. Public transport connections via ship, train and bus ensure the trade fair is ideally networked with the region and its transport hubs.

# Successful guest events: Trade fairs & public exhibitions



Bring your event to Friedrichshafen. Our modern trade fair grounds, our many years of experience and our exceptional attitude towards service provision make us the ideal partner for every guest organizer.

Intact markets combined with the local surroundings and Friedrichshafen's trade fair site and team: these are the success factors on which increasing numbers of event organizers are building. Our guest organizer department looks after over 50 trade fairs and events per year.



We have excellent relationships with the media. Our press center accredits over 6,000 journalists per year. This network is also to your benefit when it comes to reporting and marketing.

Whether international trade fairs such as FAKUMA or public events like Faszination Modellbau or AQUAFISCH, the event's success gives our guest event organizers confirmation that they chose the right venue. A highly motivated and competent guest event team awaits you in Friedrichshafen, ready to put their whole heart into your event.

# Successful guest events: Top-class company events



Messe Friedrichshafen offers a wealth of possibilities for corporate events, product presentations and other company occasions. The entrance lobbies and exhibition halls can be effectively adapted to suit your individual wishes and ideas. Every event, ranging from company parties to the annual general meeting or from 50 to 10,000 persons, can be perfectly realized here.

The multifunctional East and West Foyers, the neighboring halls, the spacious open air grounds, the versatile atrium and the attractive trade fair lake all provide the optimum locations for your company event.

Our service partners and our trade fair team put their entire expertise at your disposal for the implementation of your concept, for its organization and design.



Whether it's catering, lighting engineering, sound engineering, cloakroom services, car-park services, child care, security or hostess service: we help your event to be a perfectly successful experience.

**Ralf Torresin (Head of Advertising/PR at Hymer AG):**  
 "Our search for 2,000 caravan and motor-home parking spaces and for a suitable event hall for up to 5,500 guests per evening event soon led us to the Friedrichshafen trade fair site. It was the right choice! The trade fair's well drilled team and smooth cooperation made our "50 years of Hymer" an unforgettable event!"

# Successful guest events: Exciting shows & concerts



The 10,000 square meters Rothaus Hall/A1 offers unlimited possibilities. Combinable with the multipurpose West Foyer and Hall A2, which can be divided into three segments, Hall A1 offers a suitable framework for show events of all kinds. Thanks to the impressive timber roof construction with a ceiling height of 26 meters, audiences for concerts, TV productions and other events are led to expect a special atmosphere as soon as they set foot on the trade fair premises.

With its own entrance lobby, stand seating for over 2,000, a rapid black-out facility, artists dressing rooms, countless production rooms and large entrance gates, Hall A1 is predestined for hosting all kinds of events smoothly and efficiently.

Concert organizers for big names such as Bryan Adams, P!NK, Anastacia and Herbert Grönemeier and for TV productions like "The Dome", "Wetten, dass..?" and "Verstehen Sie Spaß?" (the latter two akin to Britain's



"You bet!" and "Game for a laugh?") are very enthusiastic about Messe Friedrichshafen.

**Gerhard Hoffmann (Head of Production/SWR):**

"To be able to put on a show like "Verstehen Sie Spaß?", important prerequisites must first be met. It is imperative that the studio venue satisfies certain stress requirements, such as having sufficient ceiling and floor load capacities. Plus the location of the venue also has to be suitable from the logistics point of view, e.g. with parking areas

for trailers and broadcasting vehicles. All this – and most importantly the teamwork with the personnel – is ideal with Messe Friedrichshafen. The reliable on-site crew and perfect management, paired with technical expertise, enable the SWR personnel to put on the show with ease and this naturally carries over to the studio audience, putting them at ease too."

# The exhibition of short distances



12 halls, 85,000 square meters of exhibition area, two large foyers, two open air grounds and an atrium all go to make Messe Friedrichshafen one of the most advanced trade fair sites in Europe.

By having entrances both east and west, a balanced flow of visitors is ensured. Indoor and outdoor adjoining walkways provide optimum connections between the halls and enable good orientation.

## Open air grounds

Messe Friedrichshafen features two centrally located open air grounds that form a perfect unity with the surrounding halls. The west and east open air grounds, at 12,000 and 2,500 square meters respectively, offer highly diverse usage possibilities together with their perimeter arcades. The large static display area south of the A-axis provides 20,000 square meters for events requiring large open air grounds (e.g. driving circuits).



**Service center, exhibitor service, project management**

All the important service facilities are located within the West Foyer and East Foyer buildings.

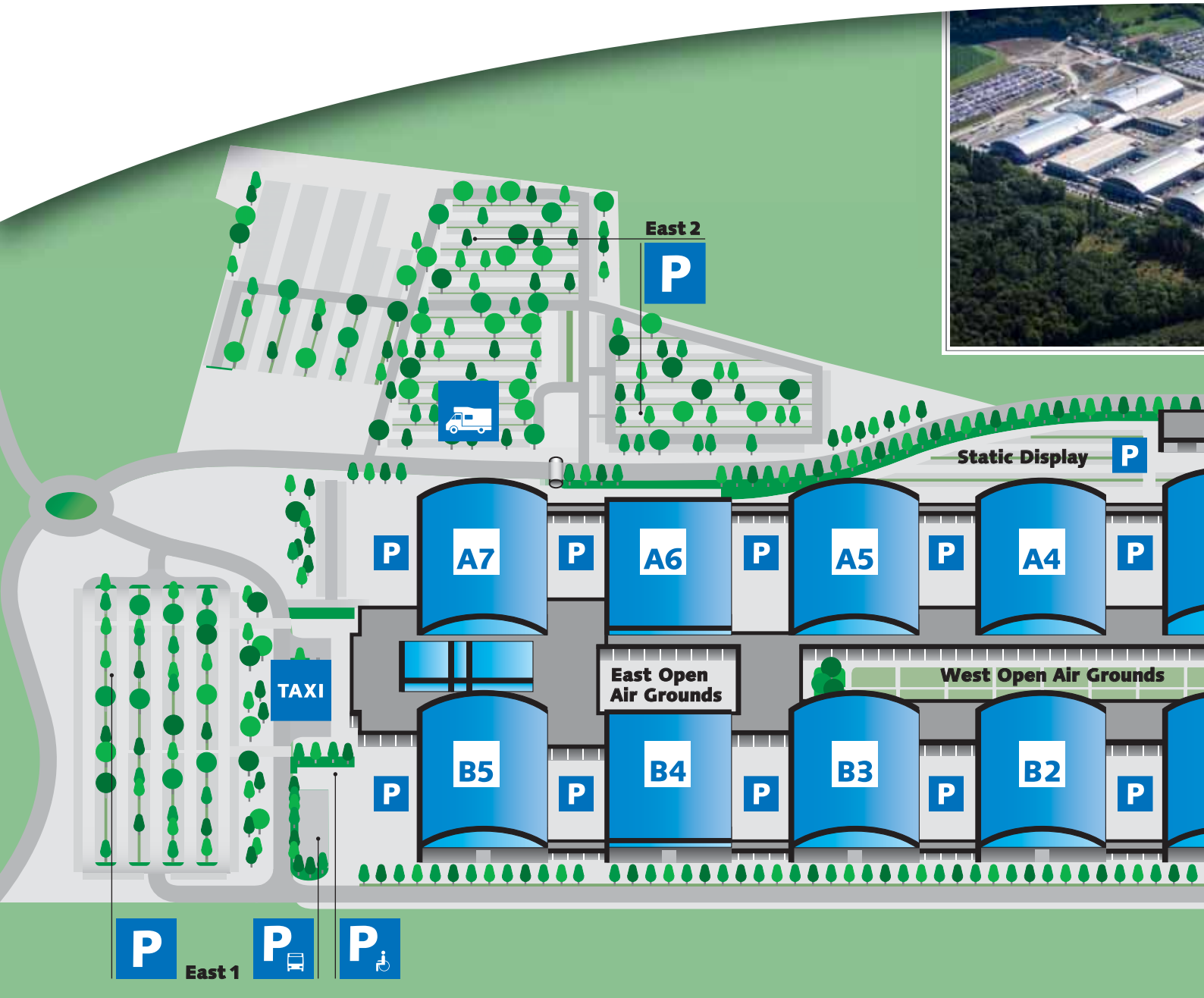
**Congresses, conferences**

The conference center on the top floor of the West Foyer offers congress and conference rooms for up to 500 people. Further meeting rooms are located on the 5th floor of the administration building. Three large lecture rooms and over 10 meeting rooms are situated on the 3rd floor of the new East Foyer.

**Catering, restaurants**

A large trade fair restaurant on the top floor of the West Foyer, five bistros between the halls and two floor restaurants in the East Foyer ensure comprehensive catering provision for all areas. If necessary, the caterers can also service the hall areas using flexible catering stations.

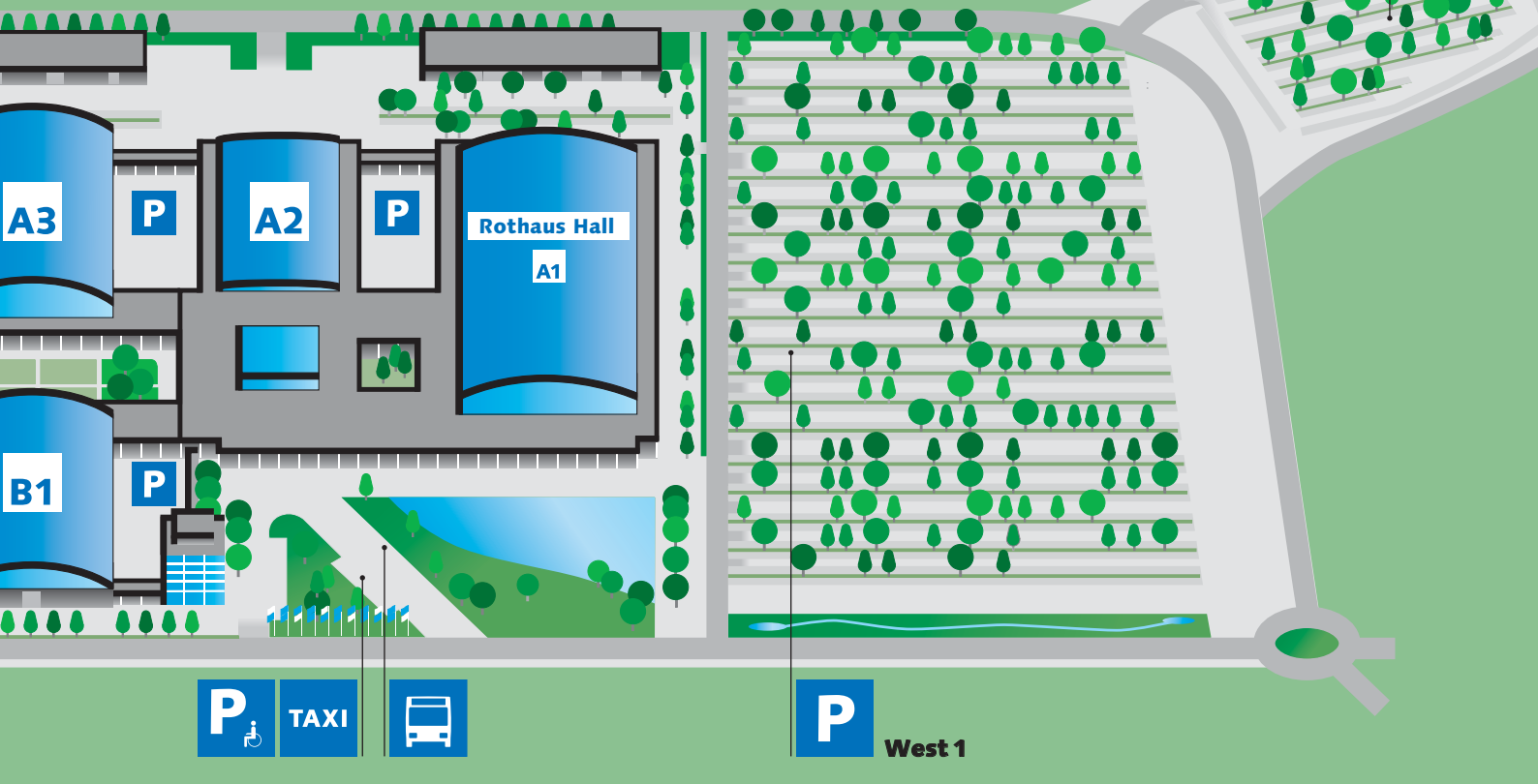
# Parking right on the doorstep



## Car parks

Parking at Friedrichshafen is very convenient with car parks located right next to or on the trade fair grounds.

|                           |                     |              |
|---------------------------|---------------------|--------------|
| <b>P West 1</b>           | (visitors)          | 2.300 spaces |
| <b>P West 2</b>           | (visitors)          | 600 spaces   |
| <b>P East 1</b>           | (visitors)          | 800 spaces   |
| <b>P East 2</b>           | (visitors)          | 1.500 spaces |
| <b>P East 2</b>           | (motor-homes)       | 150 spaces   |
| <b>P Open Air Grounds</b> | (exhibitors, press) | 1.300 spaces |



Additional large car parks with shuttle bus connection are available for trade fairs with very high visitor figures.



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