

TRADE FAIR FOR HOSPITALITY  
INDUSTRY, BUTCHERS AND BAKERS

**LEIPZIGER  
MESSE**

**ISS  
GUT!**



**NOVEMBER 5 – 7, 2023**

**ALL INFORMATION  
AT A GLANCE**

**ISS GUT!** is the leading trade fair for the entire away-from-home market in the eastern federal states of Germany. With 87 % of all visitors being professionals, it is the ideal platform for presenting your entire range of products and services. Leverage this opportunity as an exhibitor at **ISS GUT!** to approach and meet knowledgeable visitors who are willing to invest.

### IMPORTANT DATES FOR YOU



<b>EARLY BOOKING DISCOUNT</b>	till April 30, 2023
<b>START OF LAYOUT PLANNING</b>	as of May 2023
<b>MAILING OF STAND ASSIGNMENT</b>	as of June 2023

### STAND PRICES TO HELP YOU PLAN

Prices for floor space only

plus advertising package € 190.00 (unlimited requesting of customer invitations, without subsequent billing of the redeemed invitations), media fee € 200.00 (mandatory entry in the exhibitor database and the app), AUMA fee € 0.60 /m<sup>2</sup> and VAT

	<b>EARLY BOOKING DISCOUNT TILL APR. 30, 2023</b>	<b>PRICES AS OF MAY 1, 2023</b>
<b>ROW STAND</b>	€ 125.00 /m <sup>2</sup>	€ 155.00 /m <sup>2</sup>
<b>CORNER STAND</b>	€ 135.00 /m <sup>2</sup>	€ 165.00 /m <sup>2</sup>
<b>HEAD STAND</b>	€ 140.00 /m <sup>2</sup>	€ 170.00 /m <sup>2</sup>
<b>BLOCK STAND</b>	€ 145.00 /m <sup>2</sup>	€ 175.00 /m <sup>2</sup>

### ISS GUT! COMPACT: OFFER FOR SMALL COMPANIES

incl. stand construction, advertising package and media fee  
plus AUMA fee € 0.60/m<sup>2</sup> and VAT

	<b>EARLY BOOKING DISCOUNT TILL APR. 30, 2023</b>	<b>PRICES AS OF MAY 1, 2023</b>
<b>9 m<sup>2</sup> FLOOR SPACE</b>	€ 1,999.00	€ 2,299.00

### MARKETPLACE FOR REGIONAL PRODUCTS: OFFER FOR REGIONAL PRODUCERS

incl. stand construction, advertising package and media fee  
plus AUMA fee € 0.60/m<sup>2</sup> and VAT



	<b>EARLY BOOKING DISCOUNT TILL APR. 30, 2023</b>	<b>PRICES AS OF MAY 1, 2023</b>
<b>6 m<sup>2</sup> FLOOR SPACE</b>	€ 960.00	€ 1,060.00

# 6 GOOD REASONS TO BE AN EXHIBITOR AT ISS GUT!



- 1 Unique**  
ISS GUT! is the **leading industry trade fair** for the growing gastronomy, hotel, catering and food service industry in the eastern federal states of Germany.
- 2 Focused: High-level decision-makers at one table**  
Those who attend ISS GUT! want to try things, decide and buy. More than half of the visitors are **high-level decision-makers**.
- 3 Growing demand: Food away from home**  
ISS GUT! takes place in a **booming region**. Here industry, trade and tourism are flourishing sustainably and as a result the demand for food-away-from-home services as well.
- 4 Growth to go: The snack segment**  
Sales in the snack segment are increasing, demand is changing and sustainability is absolutely necessary. And whoever grows, also invests.
- 5 Only trade visitors: The right target group on hand**  
With **trade visitors making up almost 90 %**, you will definitely meet experts representing gastronomy, hotel, catering and food service industry.
- 6 Leipzig: Attractive trade fair city**  
Perfect combination: **Outstanding infrastructure and excellent service!** ISS GUT! takes place in Leipzig – one of the most attractive trade fair cities in the world.

## VISITORS FROM THE FOLLOWING INDUSTRIES ARE ON HAND AT ISS GUT!

[www.iss-gut-leipzig.de/visitor-target-groups](http://www.iss-gut-leipzig.de/visitor-target-groups)

**54%**

### **GASTRONOMY**

(includes gastronomy, food service industry, catering / party service, system catering, food and snack stands)

**9%**

### **BAKERIES AND BUTCHER SHOPS**

**22%**

### **OTHER**

(includes, among others, specialized wholesale trade, food retailers, discos, nightclubs and bars)

**15%**

### **HOTEL INDUSTRY**

**REGISTER BEFORE  
APRIL 30, 2023 AND  
REAP THE ADVANTAGES!  
EARLY BOOKING BONUS  
OF € 30 /m<sup>2</sup>**



**REGISTER NOW FOR ISS GUT! 2023:**

[www.iss-gut-leipzig.de/registration](http://www.iss-gut-leipzig.de/registration)

## YOUR CONTACTS

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