

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



EARLY BOOKING DISCOUNT	till April 30, 2023
START OF LAYOUT PLANNING	as of May 2023
MAILING OF STAND ASSIGNMENT	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 /m² and VAT

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

ISS GUT! COMPACT: OFFER FOR SMALL COMPANIES

incl. stand construction, advertising package and media fee plus AUMA fee € 0.60/m² and VAT

	EARLY BOOKING DISCOUNT TILL APR. 30, 2023	PRICES AS OF MAY 1, 2023
9 m² FLOOR SPACE	€ 1,990.00	€ 2,299.00

MARKETPLACE FOR REGIONAL PRODUCTS: OFFER FOR REGIONAL PRODUCERS

incl. stand construction, advertising package and media fee plus AUMA fee € 0.60/m² and VAT



	EARLY BOOKING DISCOUNT TILL APR. 30, 2023	PRICES AS OF MAY 1, 2023
6 m² FLOOR SPACE	€ 990.00	€ 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

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 /m²



REGISTER NOW FOR ISS GUT! 2023:

www.iss-gut-leipzig.de/registration

YOUR CONTACTS

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