



THE PERFECT VENUE FOR YOUR EVENT

A STRONG PARTNER RIGHT AT THE HEART OF GERMANY





10 REASONS

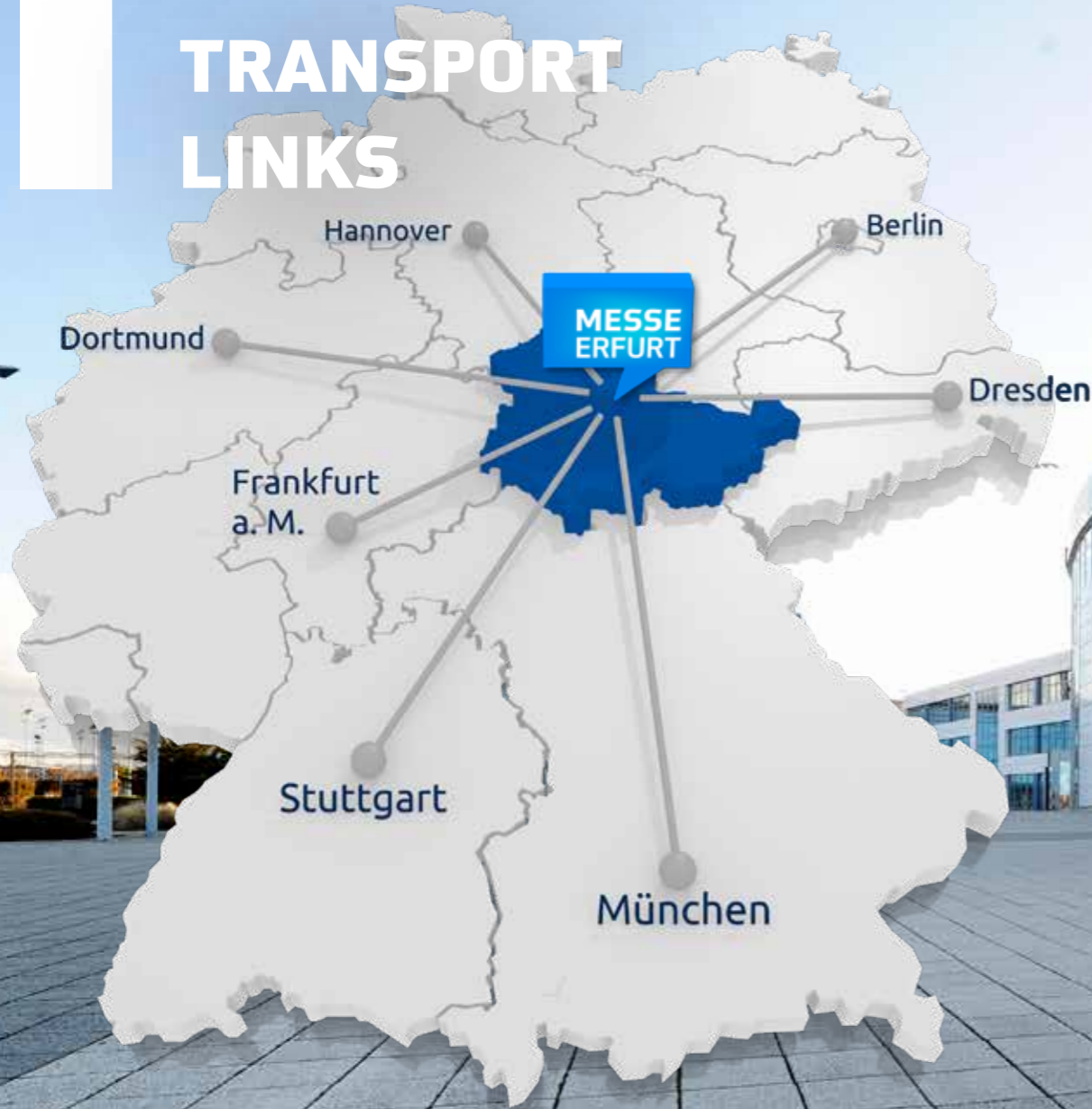
to host your event at Messe Erfurt

As the second largest trade show site in the former East German states, Messe Erfurt is right at the heart of Germany and has established itself as a forum for businesses, scientists, doctors, trade unions and many other institutions. Each year, Messe Erfurt's 25,070 m² of indoor exhibition halls and 21,600 m² of outdoor space host more than 220 events, conventions, conferences, trade fairs, exhibitions, corporate events and concerts, attracting over 650,000 visitors.



1

TRANSPORT LINKS




ICE-CITY ERFURT

TRAVEL	TIMES
Berlin <--> Erfurt	1 h 45 mins
Munich <--> Erfurt	2 h 30 mins
Dresden <--> Erfurt	1 h 50 mins
Frankfurt a. M. <--> Erfurt	2 h 10 mins

You can travel to Erfurt by car, train or plane, and its central location makes it easily accessible for your attendees. The new ICE high-speed train link means visitors can travel from all major German cities to the Thuringian capital in record time.

2

FLEXIBILITY

A large indoor arena with blue seats and a stage area. The stage is equipped with lighting rigs and scaffolding. The arena is filled with rows of blue seats, and the stage area is visible in the background.

Exhibition halls 1, 2 and 3 and the adjacent Congress Center with its six dividable conference rooms, Panorama room and generous outdoor terrace provide you with plenty of options to create your ideal event. The spacious foyers are full of light and are perfect for exhibitions and catering.

Need more space? Your wish is our command. We can customise room size, seating and equipment to suit your individual needs.

DIMENSIONS

Exhibition areas	Length/Width/Height	Floor Area*
Hall 1 (multi-purpose hall)	74/74/12 m	5,600 m ²
Hall 1 (twin-level foyer)		2,500 m ²
Hall 2	84/84/8 m	7,000 m ²
Hall 2 (foyer)		900 m ²
Hall 3	84/84/8 m	7,000 m ²
Hall 3 (foyer)		600 m ²
Glass hall		520 m ²
Congress Center (foyer)		700 m ²
Service Center (foyer)		250 m ²
Halls and foyers (combined)		25,070 m ²
Outdoor space		21,600 m ²
Total		46,670 m ²

*Total area



CONGRESS CENTER



The Congress Center boasts an extensive selection of rooms across four floors.

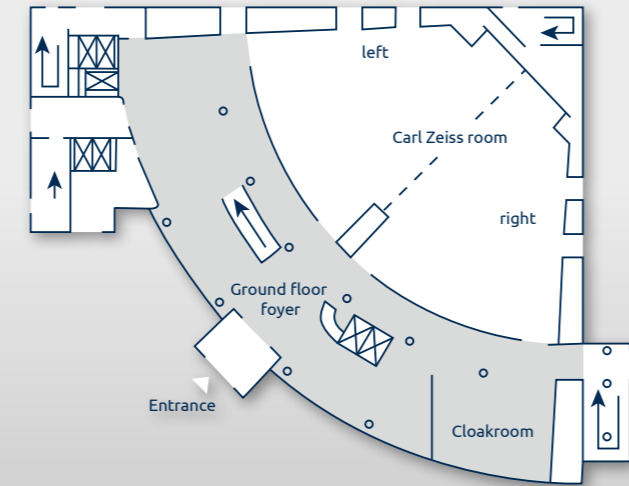
Conference room	Floor	Area	Seating capacity		
			Rows	Class-room-style	Gala
Carl Zeiss room	G	585 m ²	726	526**	248
Carl Zeiss room left	G	292 m ²	364	134	120
Carl Zeiss room right	G	292 m ²	347	134	120
H. Erhardt	1	83 m ²	96	46	48
H. Erhardt left	1	32 m ²	30	16	16
H. Erhardt right	1	50 m ²	53	28	24
J. Meyer	2	56 m ²	53	30	32
A. Ries	2	69 m ²	66	40	32
E. Abbe	2	80 m ²	86	44	48
E. Abbe left	2	50 m ²	58	26	32
E. Abbe right	2	30 m ²	25	10	16
Ch. Reichart	2	223 m ²	261	136	136
Ch. Reichart left	2	85 m ²	88	34	48
Ch. Reichart centre	2	60 m ²	64	24	24
Ch. Reichart right	2	78 m ²	86	52	48
Ch. Reichart left + centre	2	145 m ²	152	58	72
Ch. Reichart right + centre	2	138 m ²	150	76	72
Panorama room	3	554 m ²	380	212	272
Exhibition foyer	G-2	700 m ²			
Conference office and rooms, Service Center foyer		250 m ²			

**362 seats in a classroom-style layout with desks on the ground floor / 164 seats in rows in the gallery on the 1st floor

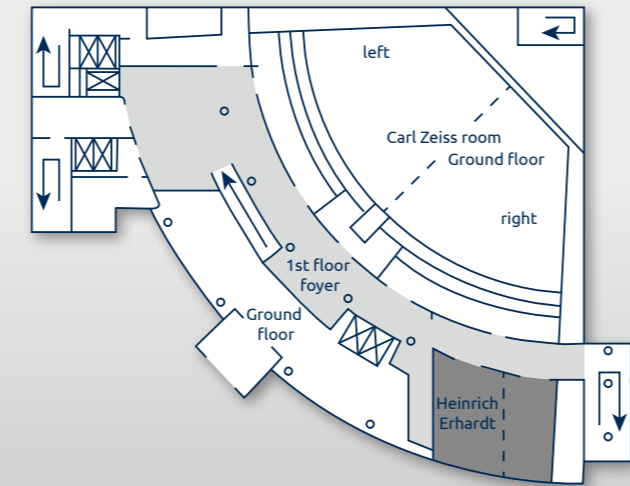
CONGRESS CENTER

Customisable rooms across 4 levels give your conference the feel-good factor

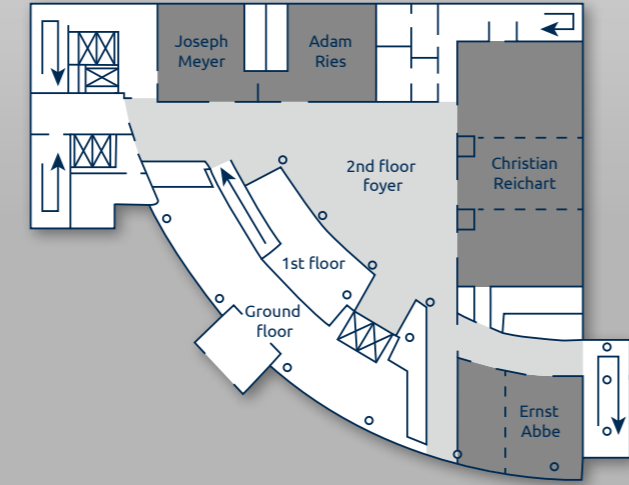
GROUND FLOOR



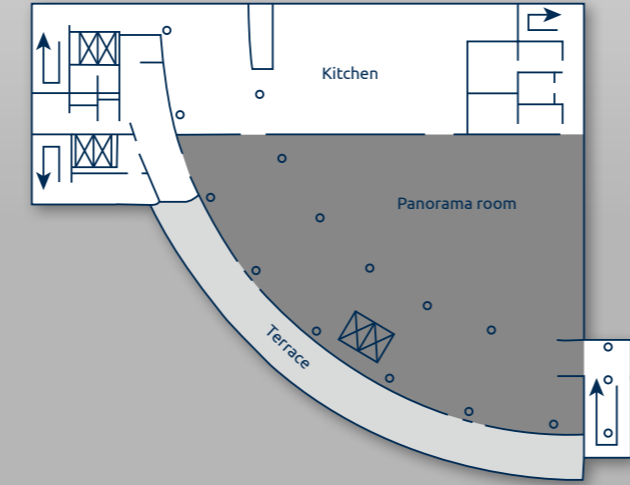
1ST FLOOR



2ND FLOOR

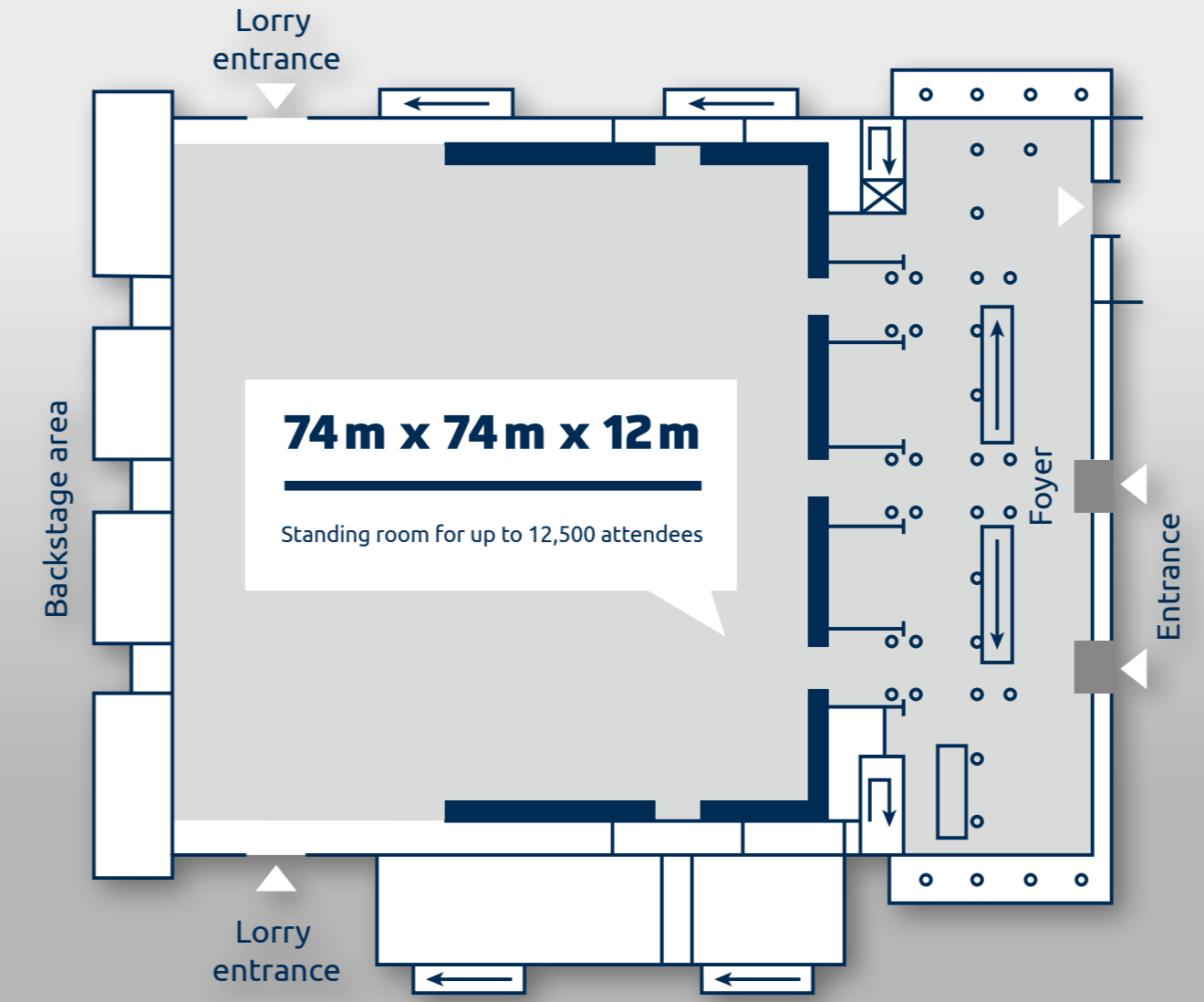


3RD FLOOR



EXHIBITION HALL 1

Max. seating capacity		
Rows	Class-room-style	Gala
6,000	2,068	2,417



Halls 2 and 3 have separate entrances and can be used either together or separately for trade fairs, exhibitions and events.

EVENT: MARY KAY



EXHIBITION HALLS 2+3

OUR TWO IDENTICAL MULTI-PURPOSE HALLS each have 7,000 m² of gross floor space and are connected to Hall 1 (multi-purpose hall) and Messe Erfurt's outdoor space via a light and airy foyer. The 25 metre express route connecting Hall 2 to the Congress Center allows you to reach even large accompanying exhibitions via a direct, covered walkway.



EVENT: GERMAN TRAVEL MART

THE MESSE ERFURT SITE



3

SPACE FOR INNOVATIVE CONCEPTS

The short links between the site buildings and their extensive range of rooms provide the perfect setting for the latest concepts. We can easily host anything from a convention with exhibitions, meetings and seminars to corporate events and even hybrid event formats.

YOU PROVIDE THE CONCEPT, WE PROVIDE THE PERFECT SPACE

Looking for the right venue for your event? Planning a conference, a corporate event, a convention or an exhibition and want to welcome your guests into a truly unique space?

That's where we come in! A warm welcome to Messe Erfurt, a venue right at the heart of Germany.

We support the planning and delivery of your event from the very beginning, with a constant focus on your needs. Our seminar and event rooms in the Congress Center and all of the exhibition halls and foyers are light and airy and equipped with the latest technology to ensure you have the perfect atmosphere for an unforgettable event.

You can rely on our professional support at every stage; your wish is our command.



4

EVERYTHING IN ONE PLACE

Whether you're looking for an individual or package booking, the decision is yours! You will be assigned a personal event coordinator who will in turn be supported by a team of dedicated and experienced colleagues in our organisational and technical departments. Together with our service providers, we will make sure that your event is a success.

OUR SERVICE NETWORK – COMMITTED TO YOUR SUCCESS

TECHNOLOGY / STAND CONSTRUCTION / LOGISTICS:

- Electronic visitor registration
- Online booking system
- Stand construction systems
- Furnishings, equipment and crockery hire
- Flooring
- Electrical installation
- Water supply, vacuum and compressed air connections
- Suspension of displays from hall ceilings
- Stand supervision
- Cleaning, waste disposal
- Telecommunications and accessories
- Transportation services
- Digital visitor guidance and information system

MARKETING SERVICE

- Electronic advertising in halls and on-site*
- Photography service
- Exhibition staff
- Press and PR work
- Online marketing



CATERING, EVENT AND VISITOR SERVICES

- Stand catering and delivery service
- Banquet and conference catering
- Event organisation
- Hotel and travel service
- Online ticket service
- Cube multi-purpose restaurant

*WE INCREASE YOUR VISIBILITY TO VISITORS

Make your event even more successful by using the exhibition centre's state-of-the-art advertising facilities. 32 LCD and LED screens will ensure your message reaches all site visitors.

5

MODERN EQUIPMENT

We are proud to offer state-of-the-art technology for your event. The conference and seminar rooms and Panorama room in the Congress Center all have generous windows and full air conditioning. All rooms are also fully accessible and can be reached via the glass lift in the Center foyer. You also have access to our interpreting booths and outstanding event catering services right on site.

**MODERN TECHNOLOGY
+ GOOD SERVICE
= MESSE ERFURT**

We lay out our seminar and conference rooms to suit your requirements. Would you prefer row seating, classroom-style, or in a block? Would you like a cutting edge projector, a PA system or a complete technical setup? No problem – we make sure every seminar room meets your individual needs.



6

EXCELLENT LOGISTICS INFRASTRUCTURE

We have

3,500

parking spaces for visitors



DIRECT DELIVERIES

Our direct connection to the local tram network means you can be in the centre of Erfurt within 10 minutes. We also have 3,500 visitor parking spaces on-site. Deliveries can be made to every door.

Materials for conferences, conventions and trade fairs can be delivered to all of our exhibition halls via our trade access road. Production vehicles with axle loads of up to 10 tonnes can be unloaded inside the halls themselves. The hall entrances have 4.75 m x 4.65 m of clearance, making them suitable for most lorries and transport vehicles.

7

HOTEL CAPACITY AND SOCIAL/ CULTURAL PROGRAMMES

Erfurt and its environs have a wide range of accommodation options to suit every budget. Cultural highlights such as the open-air theatre festival on the steps of St Mary's Cathedral, comedy events at Messe Erfurt itself and concerts in the city centre provide an excellent range of options for social programmes based in the state capital of Erfurt. And the excellent tramline link makes it easy for every guest to take advantage of them. You will also want to sample Erfurt's diverse and world-class food scene.

CUBE RESTAURANT

Our in-house restaurant, Cube, provides versatile catering services for any event. Use it as a business lounge, restaurant or conference room.

Cube underwent a complete renovation in 2013. Glass artworks by Rudi Fielitz now provide a sense of inspiration and add that special finishing touch to any event.

Be inspired by the room's extraordinary design and sophisticated fittings, and enjoy the flair that makes the Cube so unique.



8

GREEN GLOBE CERTIFIED

Thuringia's largest exhibition centre was awarded the Green Globe international sustainability certificate in 2014. When we plan and host events, our aim is to be forward looking, modern and sustainable. Messe Erfurt also houses a number of bee colonies on its roof. Our own-brand Messegold honey makes the perfect gift for your guests.



**ERFURTER
MESSEGOLD**

In-house honey



9

ERFURT'S MAGNIFICENT MEDIEVAL BACKDROP



“Erfurt

is in the best location. There simply has to be a city here.”

Martin Luther (lived in Erfurt from 1501–1511), preacher and reformer



Be astounded by Erfurt's historical architecture and labyrinthine passageways. Discover St Mary's Cathedral, the oldest and most important church in the city, and Europe's longest continuously inhabited bridge, the Krämerbrücke. Explore somewhere new and uncover the city's exciting combination of medieval flair and a modern, free-thinking spirit.

THE SIGHTS OF ERFURT



The Krämerbrücke



The Wenigemarkt market

10

SUCCESSFUL BUSINESS DESTINATION



**EVENT:
RAPID.TECH + FABCON 3.D**

The Erfurt region has established itself as a major business centre over the past 20 years. Logistics companies, information and biotechnology firms and optoelectronics specialists in particular have taken advantage of its outstanding location and infrastructure. The mechanical engineering, automotive supplier and plastics industries, too, are very important to the city's economy. As the state capital of Thuringia, Erfurt is also home to a number of public authorities, ministries, and the Federal Labour Court.

140,000 employees,
14,000 companies
from a range of sectors,
14 business parks in
and around Erfurt

TESTIMONIALS AND CUSTOMER STATEMENTS

MARY KAY®

Dirk Auer

Sales Force Events Supervisor, Mary Kay Cosmetics GmbH

"We have held one of our larger events here every year since 2010, and have enjoyed great success with it. We have been delighted to see our visitor numbers rising every time we return. The warm hospitality and Messe Erfurt's incredibly effective and highly flexible team make it a fantastic place to host our events, which can attract up to 5,000 attendees. Messe Erfurt, perfectly situated in the heart of Germany, is a very attractive destination for our visitors thanks to its wonderful old town and good range of hotels at different price points. Plus, getting here is now even quicker with the new ICE high-speed train link. The feedback we receive from visitors on the location, and its attractiveness and value for money, has been very good, and they are all always more than happy to come back."

Dr. oec. Cathrin Becker

Executive Board Member, Head of Information and Events Management, German Medical Association

"After five years of preparation, the 121st meeting of German medical professionals, the German Medical Assembly, took place in Erfurt from 8 to 11 May 2018. Aside from the new Steigerwald stadium where we held the opening ceremony, Messe Erfurt was the main location for the event, which attracted around 800 attendees including 80 international guests and more than 70 journalists. The ever-increasing technical requirements of our event, such as being able to work completely electronically, were met perfectly by Messe Erfurt's modern fibre optic technology. Our attendees also praised both how friendly and willing to help the staff were and the flexibility of all of the service providers.

The rooms in the Congress Center, the flexible options for partitioning rooms and the additional use of the foyer were the perfect complement to our event in the exhibition hall, which was also configured entirely according to our needs, and actually made the whole event possible. Having the support of a project coordinator was also very useful. We would definitely recommend Messe Erfurt as an event location."

Jana Goethel

Leipzig Office Head, Semmel Concerts Entertainment GmbH

"Messe Erfurt has been a partner of ours for many years, and we host a number of concerts and shows at the site throughout the year. We have always found the team very professional and reliable to work with, and communicating with them is very easy."





Eberhard Kreuser

CEO, RAM Regio Ausstellungs GmbH

“RAM Regio Ausstellungs GmbH has been a professional service provider for trade fairs and exhibitions in Thuringia and Rhineland-Palatinate for more than 25 years. The perfect venue to work with? Messe Erfurt. We have organised the Thüringen Ausstellung, the state’s largest trade fair, here since 1997. Each year it attracts around 750 exhibitors and 70,000 visitors. And as Messe Erfurt is always so good at taking our special requirements for the halls into account, we have been able to integrate the “Hochzeit & Feste” and “Thüringer GesundheitsMesse” wedding and healthcare trade fairs into the event. Messe Erfurt is also perfect for the famous tourism trade fair “Reisen & Caravan” – the facilities at the site are ideal. Here, we are able to cater to specific exhibitor requests and plan the halls by theme. And we can always count on a good working relationship with the Messe Erfurt team! In a nutshell, Messe Erfurt is a key partner for RAM Regio Ausstellungs GmbH, and one that provides us with the perfect foundation on which to build our events.”



Ass. Jur. Henning Neukötter

CEO, Thuringian State Dental Association

“Messe Erfurt has been our event partner for many years. Three things that really stand out for us are the professional support we receive with hosting our convention, the central location, and the extensive and versatile range of rooms and spaces. For us, there is no alternative to Messe Erfurt in Thuringia as a venue for our event. Its central location in the heart of the state, which makes it so easy to get to, is very important not only to our participants and speakers, who often come from all over Germany and sometimes other European countries, but also to the companies presenting at our dental exhibition. For us as an organiser, the fact that the site is in Erfurt is also beneficial, as our administrative offices are very close by. This makes logistics much easier.”



Martin Wiederhold

Lawyer and CEO, Steuerakademie – the Steuerberaterverband Thüringen e. V. training centre – & Steuerberaterverband Thüringen e. V. tax consultants’ association

“We have been using Messe Erfurt for our annual kick-off event for the Steuerakademie Thüringen (Thuringia Tax Academy) for many years. We like the spaciousness of the exhibition halls and how the light and airy foyer provides a welcoming and fresh space for our accompanying exhibition. The events department, technicians and caterers are all very professional to work with. We feel well looked after as a customer and always get the sense that everyone involved is committed to making our event a success. It’s not something you see every day in this business, so it’s always a wonderful surprise.”



Anja Klaucke

Central-East Works Council Chair, Deutsche Telekom Service GmbH

“With regard to the events we have worked on together recently, I would like to thank Messe Erfurt for its great collaboration over the years. We have been holding our works meetings here at Messe Erfurt twice a year for almost a decade now, with around 1,500 – 2,000 employees in attendance each time. The events have always been a great success. Whether we need help with identifying a date, use of the parking spaces, additional equipment requirements, adapting the seating to our needs, catering, technology or even organising fire and ambulance services – the support from Messe Erfurt has always been outstanding. We are also very happy with the personalised attention we receive and the atmosphere on site. We can wholeheartedly recommend Messe Erfurt and look forward to hosting more events here in future.”

GET IN TOUCH.

And we'll take care of the rest.

MESSE ERFURT GMBH

Gothaer Straße 34
99094 Erfurt Germany

Tel.: +49 361 400-0

Fax: +49 361 400-1111

Email: info@messe-erfurt.de

www.messe-erfurt.de

Publisher: Messe Erfurt GmbH | Editor: Karsten Wolff | Photos and sources:
Messe Erfurt GmbH; Barbara Neumann; Christian Seeling; City of Erfurt –
www.erfurt.de; ©fotolia/arsdigital, nokturnal, pure-life-pictures | Design
and production: Blueline Agentur für Kommunikation