## Facts and Figures

<table>
<thead>
<tr>
<th>Trade fair</th>
<th>ISM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subheading</td>
<td>The world’s largest trade fair for sweets and snacks</td>
</tr>
<tr>
<td>Date of the event</td>
<td>02. – 05.02.2020</td>
</tr>
<tr>
<td>Organiser</td>
<td>Koelnmesse GmbH</td>
</tr>
<tr>
<td>Event frequency</td>
<td>Annual</td>
</tr>
<tr>
<td>Conceptual sponsor</td>
<td>Committee for the world’s largest trade fair for sweets and snacks (AISM)</td>
</tr>
<tr>
<td>Venue</td>
<td>Cologne Exhibition Center</td>
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</tbody>
</table>

### Opening hours

**For exhibitors**
Sunday – Tuesday 08:00 a.m. to 07:00 p.m.  
Wednesday 08:00 a.m. to 05:00 p.m.

**For visitors**
Sunday – Tuesday 09:00 a.m. to 06:00 p.m.  
Wednesday 09:00 a.m. to 04:00 p.m.

### Admission fees

<table>
<thead>
<tr>
<th>Subscription</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day ticket, advance sale</td>
<td>tba</td>
</tr>
<tr>
<td>Day ticket, ticket office</td>
<td>tba</td>
</tr>
<tr>
<td>2-day ticket, advance sale</td>
<td>tba</td>
</tr>
<tr>
<td>2-day ticket, ticket office</td>
<td>tba</td>
</tr>
<tr>
<td>Season ticket, advance sale</td>
<td>tba</td>
</tr>
<tr>
<td>Season ticket office</td>
<td>tba</td>
</tr>
</tbody>
</table>

### Space rate /m²:

- **For bookings until 30.04.2019**: 165.70 EUR  
- **For bookings from 01.05.2019**: 210.00 EUR **NEW**  
- **Energy costs/m²**: 9:00 EUR

### Product sections

- Chocolate, chocolate products  
- Sugar confectionery  
- Biscuits
Facts and Figures

Snack foods
Trend Snacks
Natural Sweets
Breakfast Snacks
Ice cream, deep-frozen confectionery
Other

Fair profile
The world’s leading trade fair for sweets and snacks bids you a warm welcome!
A successful combination between impulses and innovations, exciting networking, first-class exhibitors and competent visitors forms an offer that is unique around the globe.
Heart and soul: In conjunction with ProSweets Cologne, the international supplier trade fair for the sweets and snacks industry, ISM represents the entire industrial value chain. From 02. to 05.02.2020, the trade fair duo will once again turn the cathedral city into the hotspot of the industry.

Mailing of registration forms to exhibitors
February/March 2019

Hall allocation
2.2, 3.1, 3.2, 4.2, 5.2, 10.2, 11.1, 11.2, CC East

Construction and dismantling periods

Construction: 30.01.2020, 08:00 a.m. – 01.02.2020, 08:00 p.m.

Dismantling: 05.02.2020: from 4:00 p.m. NEW consistently to 06.02.2018 midnight 07.02.2020, 07:00 a.m. – 06:00 p.m.

From 06.02.2020 midnight till 07.02.2018,
## Facts and Figures

### 07:00 a.m. dismantling is not possible!

<table>
<thead>
<tr>
<th>Access rights</th>
<th>Trade visitors only</th>
</tr>
</thead>
</table>

### Target groups exhibitors

Manufacturers and distributors of sweets and snacks ready packed for retail sale under the following headings:
- Chocolate, chocolate products
- Sugar confectionery
- Biscuits
- Snack foods
- Trend Snacks
- Natural Sweets
- Breakfast snacks
- Ice cream, deep-frozen confectionery
- Other

### Target groups visitors

Buyers of the following retail and wholesale will be admitted:
- Confectionery, food and beverage wholesale import and purchasing associations
- Trade chains and their regional branches
- Filling stations-chains - central/local administration
- Hypermärkte
- Suppliers for foodservice
- Retail confectionery trade
- Pastry shops, cafés, bakeries, confectioneries
- Cash & carry operations
- Bakery requirement wholesale
- Health food wholesalers
- Drugstore chains
- Department stores
- Online-food retailers
- Vending machine operators
- Nutrition scientists
- Food chemists
- Producers of sweets and snacks according to the list of products

<table>
<thead>
<tr>
<th>Figures of the previous event (2019)</th>
<th></th>
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<tbody>
<tr>
<td>Exhibitors</td>
<td>1,661</td>
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<tr>
<td>Gross exhibition space</td>
<td>120,000 m²</td>
</tr>
<tr>
<td>Visitors</td>
<td>38,414</td>
</tr>
<tr>
<td>Project Management</td>
<td>Sabine Schommer</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:s.schommer@koelnmesse.de">s.schommer@koelnmesse.de</a></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.ism-cologne.com">www.ism-cologne.com</a></td>
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