



Would you like to be part of the unique ISM trade fair concept, but your time is limited? Are you looking for an easy way to try out ISM for your company?

02.02.-05.02.2020

Then our ISM NEWCOMER AREA is just what you are looking for!

The ISM Newcomer Area has been a special separate location since 2013. Here, visitors can see and experience “Newcomers” at ISM - in other words, those which are just new at ISM. Don’t miss this opportunity! Secure your stand space in this attention grabbing area today. The only prerequisite is that you have not exhibited at ISM before.

Nowhere else will you open up new markets and reach new target groups so easily and so quickly.

With very little effort you can have a presence at the fair with your **own 6 m² stand** and benefit from the attention of about 38,000 decision-makers from the sweets and snacks sector.

Koelnmesse will **do all of the preparation work** for you. From planning and stand construction to full service support - a one stop shop for your “turnkey” trade fair presence!

Take advantage of the **exclusive cost/benefit ratio** of our complete package (you find details in form 1.10a Newcomer), on offer at a set price and enjoy a somewhat different kind of attention generated by the **high-quality design of your stand area and the good location** in Hall 11. And of course, this special area will receive **special mention** in our press releases as well as in our visitor promotion.

**COST:
EURO 3,899.00 PLUS V.A.T.**

You are interested?

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