



TASTE THE FUTURE

Everything important in brief



Deadlines

What	Content	Closing date
Company logo: Anuga Homepage	Logo in a size of 1200*675 px. for the homepage	15 June
Accommodation	Are you still looking for an accommodation? (Hotel booking)	15 July
Invoice dispatch	The invoice amount is due immediately upon receipt of the invoice.	Starting July
Catalogue closing	Neureuter Fair Media will send you all information about the marketing package after the stand confirmation.	17 July
Pitches: Presentation format	You have chosen the presentation format! Please send us your presentation for the daily Pitches by the end of July. Note that no sound or music can be played (presentation format 16:9).	31 July
Food Start-up Award	From June 1st onward it is possible to register for the Food Start-up Award .	01 August
Pitches: Interview format	You have chosen the interview format! Please send us your 10 questions by the beginning of September.	01 September
Company logo: Cube/ Logo wall	vectorized .EPS file.	01 September
Anuga taste Innovation Show	From June 1st onwards it is possible to register for the Anuga taste Innovation Award .	01 September



Schedule from October

As you have booked a complete stand package by participating in the Anuga Start-up Area, you will only be able to get a first impression of Anuga on the last day of construction, [Friday 04 October, 2019](#).

Opening hours Anuga 2019:

Last day of construction	04 October	10:00 am – 08:00 pm
Time for Questions For all Start-up's from Hall 7	04 October	11:00 am – 12:00 pm more information will follow
Time for Questions For all Start-up's from Hall 2, 4, 5, Boulevard	04 October	02:00pm – 03:00pm more information will follow
Anuga	05 – 09 October	Exhibitor entry: 09:00 am – 07:00 pm Visitor entry: 10:00 am – 06:00 pm
Start of dismantling	09 October	Starting at 06:00pm

Delivery of your products:

Due to the high volume of traffic to Anuga it comes to a traffic chaos around Cologne. In order to counteract to the traffic chaos on the exhibition grounds, there is a deposit regulation for all cars driving on the exhibition grounds! The deposit slip (€100) allows you to drive on the exhibition grounds for 2 hours and deposit your goods in the storage rooms. You can get the deposit slip at the Messewache Nord or Ost. More Information you will find on our [Homepage](#).

Your Company-Logo

In addition to displaying your logo on the Anuga Start-up Cube, we will be displaying your logo, #'s and company description on our [Homepage](#) from July.

Please send us your logo in two different sizes:

- Website - Logo in a size of **1200*675 pixels** (by 15 June at the latest)
- Anuga Cube/Community a **vectorized .EPS file** (by 01 September at the latest)

After the September deadline, we can no longer guarantee the placement of the logo on the cube!



Anuga Start-up Pitches

In daily pitches you have the opportunity to present yourself to the professional audience on the specialist stage.
Noticed! The pitches will be held in English. There are two presentation options. Choose one and let us know by 15 June per mail.

Presentation

Please send us your presentation for the Daily Pitches by the end of July.

Note that no sound or music can be played.

(Presentation format 16:9).

Interview

Please send us 10 questions by the beginning of September, which you will be asked by the moderator during the pitches.

Further information on the pitches you will get as soon as we have received your feedback (confirmation mail – feedback to 15 June) and the planning has progressed further!



Your Accommodation

Are you still looking for an accommodation for Anuga?
We offer you a limited contingent of inexpensive accommodation for Anuga.

Use the following link - [Hotel Booking](#) and register by **15 July** via the online portal.

Our colleague will be happy to answer any questions you may have:

Mrs. Yvonne Asbeck
Phone: +49 221 821 3857
Email: y.asbeck@koelnmesse.de



Move your Start-up more into the spotlight

and use further free participation possibilities

Anuga taste Innovation Show:

Sign up for the [Anuga taste Innovation Show Award](#).

Here you have the chance to compete against ALL participating exhibitors of Anuga. On 04 October, 2019 a jury of journalists will select the top innovations of the industry, which will be displayed during the fair at an attractive special show in the Boulevard of Inspiration. Please note that the closing date for entries is **01 September, 2019**.

Food Start-up Award:

Would you also like to stand up to your competitors in the start-up world? Go on and register for the [Food Start-up Award](#), which will be presented on Sunday, 06 October, 2019 in the new special show Anuga Horizon 2050. The award will be organized together with our partner Lebensmittel Praxis.

Please note the closing date for entries is **01 August, 2019**.



Anuga Start-up Area

Community

6-8 Start-Up's present themselves under one common name

Size:

Table out of palets (B80 T240 H100 cm) with 6-8 charis

Logo Wall:

The Community-Name, as well as every Logo of the Community participants will be shown on the Lgo wall.

Cube

Seperate Start-up's present their products infront of the international expert audience

Size:


Cube (B40 T40 H110 cm) and 1 chair.

Logo:

The Logo will be shown on the cube.

Services:

The services included in both packages can be found in the Anuga Start-up Booklet



The open design and communication within the Start-up Areas are very important to us. For this reason we would like to ask you to refrain from rollups and additional advertising material which cannot be displayed on your stand. Advertising material on the cubes must be completely removed after the fair! Nothing may be distributed outside of your stand area!

Stowage spaces

Please note that the storage space for start-up participants is limited. Your booth/storage may have to be stocked with new products every day!

Community

Storage space:

In the shared warehouse behind the Start-up Stage, each participant will find a locker for personal valuables (B180 T89 H50 cm) as well as shared refrigeration appliances/shelves (depending on trade shows).

Additional Stowage spaces:

In addition to the storage in the shared warehouse and the cube, it is also possible to store products in additional storage rooms. Here each participant has **1*1 sqm** of space at his disposal.

Trade fairground North

For Start-up's from hall 7

Trade fairground South – Restaurant Rembrandt

For Start-up's from halls 2, 4, 5, Boulevard

Cube

Storage space:

The Cube is lockable and can be used as a small storage space. In addition, the shared warehouse behind the Start-up Stage offers each participant a locker for personal valuables (B180 T89 H50 cm) as well as shared coolers/shelves (depending on trade shows).

Cooling for your products?

Our partner Gastro-Cool offers you the possibility to place your own branded mini fridge/freezer right next to your cube. All information about the rental procedure can be found in the accompanying [PDF](#) in the confirmation email.

If you are interested, the Gastro-Cool team will be happy to assist you and show you the possibilities. Your contact person is shown in the PDF file.



Your Contact



Katharina Kröger

Project assistant Anuga

Telephone: +49 221 821 3854

E-Mail: k.kroeger@koelnmesse.de

