



Messe München

Connecting Global Competence

Special Area “New Beverage Concepts”

as of: April 28, 2016

**Weltleitmesse für die Getränke-
und Liquid-Food-Industrie**

Herstellung + Abfüllung + Verpackung + Marketing

11.-15. September 2017

Messe München, drinktec.com

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Go with the flow.

Presentation contents

What drinktec has to offer you



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How do we view the initial situation?

A suitable sweetener, the right taste, an inviting color, innovative ingredients and additives with added value: These all belong to the most important tasks and challenges when developing products in the food and beverage industry.

Consumers, politics and market setting

- Growing health awareness
- Individualization of nutrition
- Rapid growth in demand
- Guidelines/limits for additives
- Highly innovative international industry
- Positive growth rates
- Shortage of resources

... Effects

- Short innovation cycles
- Great product diversity
- Products with added benefits
- Natural ingredients
- Premium vs. economy products
- Sustainability in additive production
- Clean labeling

What solutions do we offer?

The “New Beverage Concepts” special area

All-inclusive package: Your advantages as an exhibitor

- **Exclusive focus** on your expertise and innovations: That is what this special area at drinktec, the World’ Leading Trade Fair for the Beverage and Liquid Food Industry, has to offer.
- **Prominent marketing** of the NBC in the global visitor campaign for drinktec 2017. The special area is has a highly visible and central location in Hall B1.
- **Participating in the fair is uncomplicated** thanks to an attractive and sensible stand and service package.
- **More contacts thanks to interactive added value** for your customers: You can demonstrate how to use your new beverage concepts and let your customers taste them at the bar.
- **Twice the innovative strength** by combining the NBC and the Innovation Flow Lounge (IFL): Having the NBC share space with the IFL forum and communication platform guarantees even more attention for the NBC in 2017!

What solutions do we offer?

“New Beverage Concepts” success concept

- **Exhibition sectors:** All producers of sweeteners, colorings, flavors, all ingredients, additives and treatment agents as well as recipes for the beverage and liquid-food industry will be invited. Among other things, the concepts that are presented are aimed at taste, consistency, mixtures, stability, processing, health and reducing or substituting sugar.
- **Target group:** On the visitor side, it includes all of the industry’s leading decision-makers, product managers and developers, brand and innovation managers, marketing directors and buyers.
- **Location:** In keeping with its topics, the special area is located in Hall B1, which is where raw materials, treatment agents and additives are on display. It is a prominent location with excellent visibility. The middle aisle runs along the side of the special area, so along with the various entrances to the NBC, visitor traffic promises to be strong.
- **Design:** The area features an open and interactive design. The exhibitors’ stands are positioned around a “marketplace”. The bar area in the middle guarantees a communicative exchange and also serves as a tasting area for your products.
- **New Beverage Concepts + Innovation Flow Lounge:** In 2017, the NBC special area shares a joint communication and bar area with the Innovation Flow Lounge, which was successfully launched in 2013. An entire section of the bar is clearly assigned to the NBC area. The forum of the IFL will be used for presentations and discussions dealing with future issues that pertain to beverage marketing including beverage concepts and product innovations. The proximity to the IFL guarantees even more attention and visitor traffic for the NBC!

What solutions do we offer?

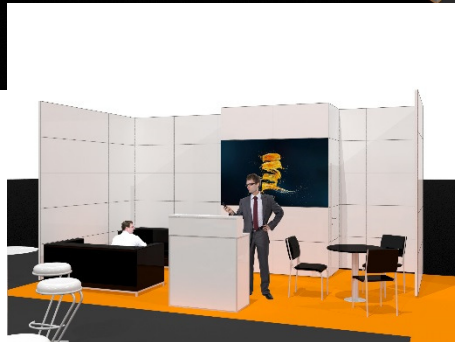
Sketch: High-profile platform



High-quality stand packages with 15 m² or 24 m² of space

Additional presentation of your innovative concepts: You can also have your guests taste beverages in a bar area tended to by a hostess.

Centrally located next to the Innovation Flow Lounge in Hall B1



What solutions do we offer?

All-inclusive package: Services for EUR 507 per m²

- ✓ **Stand space (row stand: EUR 212/m²)**
- ✓ **Complete stand-building package**
 - Rear wall and side walls, some shortened (h=3 m)
 - Closet with lockable door
 - Carpeting
 - 4 halogen spots
 - Furnishings: 1 info counter, 1 stool, 1 table, 3 chairs, 1 display hood, 1 coat rack, 1 waste basket; For 24 m²: 2 sofas (2-seaters), 1 side table
 - Graphics*
 - 1 electrical connection
 - Stand cleaning
- ✓ **Use of communication areas (bistro tables/bar area) in special area**
- ✓ **Opportunity to make product presentation at the bar (refrigeration available, tended to by a bar hostess)**
- ✓ **Promotion for special area in global visitor campaign for drinktec 2017**
- ✓ **Unlimited number of vouchers for one-day tickets for inviting your customers**
- ✓ **Name up to 10 people for our VIP program: These customers will receive a drinktec VIP ticket (includes a number of exclusive services) inviting them to drinktec 2017.**
- ✓ **Individual support from the drinktec Team**



*Branding for drinktec/NBC: Exterior of stands' rear walls and rotunda bar; Your company branding: Inside the stand on closet wall (2mx1,20m color digital print on foil), company logo on exterior of stand's rear wall, branding at the bar (front of 1 bar element)

Not included: Mandatory communication fee EUR 445, flat-rate waste disposal fee EUR 3.50/m², AUMA fee EUR 0.60/m²

How do you benefit?

Benefits for you

- **Stimulating:** High-profile presentation of your innovations—with minimal effort on your part
- **International:** Cultivate business ties and get new customers from all important markets
- **Success oriented:** Prepare and make transactions
- **Dynamic:** Cultivate/strengthen image in industry setting
- **Efficient:** Multiplication thanks to drinktec's press and marketing services

Our references

67,000 visitors from 183 countries: The entire beverage and liquid-food industry

The right visitors for your success*

- **95%** gave the ingredients/raw materials sector top marks
- **95%** view drinktec as a leading trade fair
- **84%** are decision-makers
- **90%** successfully gathered information about innovations

Exhibitors gave the fair top marks**

Ratings of good, very good or excellent:

- Quality of visitors: **92%**
- Quality of exhibitor services: **91%**
- Concluding direct transactions: **52%**
- Preparing post-fair business: **82%**

*Source: Visitor survey at drinktec 2013, TNS Infratest, **Source: Exhibitor survey at drinktec 2013, TNS Infratest

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References drinktec 2013 (excerpt)

Eat Well, Live Well.
AJINOMOTO.

BASF
The Chemical Company

beneo
connecting nutrition and health

Destilla
Flavours & Extracts

kalsec

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Cornelia Kerschbaumer, Marketing Manager, Austria Juice Group, Österreich: „Die Messe lief sehr gut. Einerseits hat sie dazu gedient, Bestandskunden zu treffen, andererseits aber auch Neukunden zu finden. Die Qualität der Besucher war hervorragend, da die drinktec traditionell der **Branchentreffpunkt** ist.“

Oliver Hoffmann, Head of Group Marketing, Döhler, Deutschland: „Die drinktec hat für uns einen herausragenden Stellenwert. Kompliment auch an die Messegesellschaft, denn die drinktec ist auch die am besten vermarktete Messe. Man trifft hier eine ganz breite **Entscheiderfront**. Inhaber und CEOs kommen mit ihrer kompletten Führungscrew. Wir behandeln keine anderen Messe mit einer derartigen Intensität und mit so großem Aufwand.“

Heinrich Sievers, Managing Director, WILD, Deutschland: „Noch nie haben wir so viele Kunden und Interessenten aus dem Mittleren Osten, Asien, Afrika und Osteuropa an unserem Stand begrüßen dürfen. Dank hochinteressanter Kontakte und Projekte haben wir unsere **Messeziele** weit übertroffen.“

Jens Böhm, Marketingmanager, BENEIO GmbH, Deutschland: „Die drinktec war ein **Riesenerfolg**. Im Innovationsbereich der „New Beverage Concepts“ haben wir günstige, gesunde und leckere Proben unserer Frühstückdrinks angeboten. Diese Methode ist sowohl bei unserem schon bestehenden Kundenstamm, als auch bei potentiellen neuen Kunden und Vertretern der internationalen Presse auf großes Interesse gestoßen. Die drinktec hat uns Kontakte auf hohem Niveau verschafft – mit klarem Fokus auf der Entwicklung innovativer, kundenorientierter Getränkelösungen.“

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Summary

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Tradition: Experience since 1951—from the industry, for the industry

Focus: The heart of the beverage and liquid-food industry—the Place To Be

International character: Leading international trade fair—a platform without limits

Flexibility: Unites all target groups under a single roof—meet the world for 5 days

Commitment: We are partners with passion—Your needs are our motivation

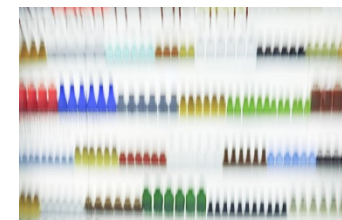
... September 11–15, 2017 in Munich

... Source of impetus and an industry gathering

... 1,600 exhibitors from more than 70 countries, 14 halls with 150,000 m²

... Perfect presentations in the “New Beverage Concepts” special area

... 11,000 m² of exhibition space exclusively for producers of ingredients/raw materials



How to proceed

To find out what makes drinktec's "Ingredients" sector unique, go to:

www.drinktec.com/ingredients

Interested? Registration forms and additional information are available at:

www.drinktec.com/nbc

Would you like to make a striking presentation on how your innovative concepts can be put to practical use in the beverage industry and **offer beverages for people to try at the bar?**

Would you also like to become a **sponsor of the Innovation Flow Lounge?**

Your contacts:



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