



EXHIBITOR INFORMATION FRESHCONEX 2012

Dear Exhibitors,

We would like to take this opportunity to wish you a healthy and prosperous New Year!

FRESHCONEX 2012 will take place in just a few weeks. In order to ensure trouble-free stand construction and dismantling phases, as well as smooth operations during the trade fair itself, we have listed the most important details below. Please pay close attention to this information and pass it on to your stand construction crew and any other companies or agencies involved in the exhibition.

FRESHCONEX 2012 will be staged in **Halls 7.2b and 7.2c** with direct access via the **FRESHCONEX Entrance Hall 7**.

Please note: exhibitors with exhibitor passes will be admitted to the exhibition grounds from 8.00 a.m. to 7.00 p.m. Those who have a FRESHCONEX trade visitor 1-day ticket or permanent pass will be admitted daily from 9.00 a.m. to 6.00 p.m. through the FRESHCONEX Entrance Hall 7 or Entrance North and Entrance South.

Berliner Tafel

Once again in 2012, representatives from the Berliner Tafel e.V. (charitable organisation) will gladly collect leftover fruit and vegetables on the final day of the trade fair. This food will be immediately distributed to homeless shelters and other needy causes.

Please contact Mr Hedram, Tel: +49 (0)176-96506022.

Cash Points

Cash points (ATM): passageway between Halls 1.2 / 2.2, Hall 19, passageway between Halls 20 / 21 and in the ICC Berlin entrance foyer.

Catalogue

The FRESHCONEX Catalogue is free of charge and available from 06.02.2012 in the trade fair management office, and from 07.02.2012 at the information counter located in the FRESHCONEX Entrance Hall 7.

Construction

Stand construction starts on Friday, 03.02.2012 at **7.00 a.m.**

+++New+++

All contractors delivering supplies to exhibitors on the Messe Berlin exhibition grounds, who order services from the Messe Berlin's official Logistic Service Providers (Schenker or Agility) such as loading and unloading with forklift trucks can take advantage of this online booking system. For detailed information please visit www.freshconex.com / Exhibitor Service / Traffic information for forwarding companies, suppliers and exhibitors

Construction and Dismantling Passes

During the construction/dismantling phase, passes have to be worn clearly visible and filled in completely at all times. Additional passes can be requested by sending a fax to the following number: +49 (0)30 3038-2063.

Dismantling

Dismantling starts on Friday, 10.02.2012 at **6.00 p.m.** In the interest of our trade fair visitors, we would like to remind you that, according to paragraph 2 of the exhibition terms and conditions, all exhibition stands must be staffed and **remain open until 6.00 p.m.** **Dismantling may not commence before this time!** Violations of this rule may result in a contractual penalty of up to 5,000 EUR. Please follow the instructions in the official Traffic Guide for vehicles accessing the exhibition grounds.

Stand dismantling (incl. removal) must be completed by 10.00 p.m. on Monday, 13.02.2012.

Delivery Address Berlin Exhibition Grounds

Any shipments/express mail services to your stand should be addressed to:

Your company name + hall + stand no. + contact person + phone

c/o Messengelände der Messe Berlin GmbH
FRESHCONEX
Messedamm 22
14055 Berlin
GERMANY

Exhibition hall doors for construction/dismantling

The large doors used for construction/dismantling operations will be closed as of **12.00 noon on Tuesday, 08.02.2011**. Please ensure that the transport of all large items, equipment etc. is completed before this time.

Exhibitor Service Center - Business Center, already open at 03.02.2012

Photocopies, fax, telephone, internet, PCs, scanners, printers, notebook connections, business cards, prepaid phone cards, SIM-cards, battery chargers for mobile phones, international electricity adapter **in Hall 7, Level 2:**

Tel: +49 (0)30 3038-2861, Fax: +49 (0)30 3038-2862

open from 03. – 10.02.2012, 8.00 a.m. – 6.00 p.m., 11.02.2012, 8.00 a.m. – 4.00 p.m.

in the passageway between Halls 20/21:

Tel: +49 (0)30 3038-6395, Fax: +49 (0)30 3038-6075

open from 07. – 10.02.2012, 8.00 a.m. – 6.00 p.m.

Exhibitor Service Center – Stand Construction and Equipment

Service Center Hall 7, Level 2

Tel: +49 (0)30 3067-2052, 2053

Service hours: Sun.	05.02.2012	10.00 a.m. – 5.00 p.m.
Mon.	06.02.2012	9.00 a.m. – 6.00 p.m.
Tue.	07.02.2012	8.00 a.m. – 8.00 p.m.
Wed.	08.02.2012	8.00 a.m. – 6.00 p.m.
Thur.+ Fri.	09. + 10.02.2012	9.00 a.m. – 6.00 p.m.

Ms Lehmann and her team will gladly assist you.

Exhibitor Service Center – Technical Services/Installations & Communications Equipment

Service Center Halle 7, Level 2

Tel: +49 (0)30 3038-1462, 1400, 1461

Service hours: Sun.	05.02.2012	9.00 a.m. – 6.00 p.m.
Mon.	06.02.2012	9.00 a.m. – 6.00 p.m.
Tue.	07.02.2012	8.00 a.m. – 8.00 p.m.
Wed.	08.02.2012	8.00 a.m. – 6.00 p.m.
Thur. + Fri.	09. + 10.02.2012	9.00 a.m. – 6.00 p.m.

Ms Brabant and her team will gladly assist you.

First Aid

The telephone number for medical emergencies is +49 (0)30 3038-2222. First aid stations are located in the following exhibition halls: 2.1, 3.2, passageway between Halls 20/21, Kleiner Stern.

Food Services for Stand Construction Crews

during construction:

Passageway between Halls 3.2/4.2:	Bistro Curry 22
Passageway between Halls 21/22:	Snack Bar
Passageway between Halls 10.2/11.2:	Großer Stern Bistro
Passageway between Halls 1.1/2.1:	Pizzeria

Opening hours:

Sat./Sun.	04. + 05.02.2012	11.00 a.m. – 6.00 p.m.
Mon./Tue.	06. + 07.02.2012	9.00 a.m. – 7.00 p.m.

Hall 7.3 – Messe Berlin Cafeteria Casino
open Monday to Friday from 8.30 – 11.30 a.m. and from 1.00 – 3.00 p.m.

Food Services for Stand Construction Crews

during dismantling:

Passageway between Halls 3.2/4.2:	Bistro Curry 22
Passageway between Halls 21/22:	Snack Bar
Passageway between Halls 10.2/11.2:	Großer Stern Bistro

Opening hours:

Sat. 12.02.2011 from 9.00 a.m. – 5.00 p.m.

Food Services during the Trade Fair

Please visit our **FRESHCONEX Convenience Bar in Hall 7.2c**, our **FRUIT LOGISTICA Restaurants** in **halls 5.1, 26 as well as in the Palais am Funkturm**.

Telephone for reservation: +49 (0)30 3038-3950, Ms Westermann.

The **Funkturm Restaurant/Radio Tower Restaurant**, Tel: +49 (0)30 3038-2996, is also available for you and your guests.

Hall Inspector

The hall inspector, Mr Rauschenberger, is available to answer your questions at: Tel: +49 (0)30 3038-1344

Noise Levels

The volume level for product presentations must be kept to a minimum to ensure that exhibitors at adjacent stands are not disturbed. To ensure that FRESHCONEX exhibitors can hold business discussions without being disturbed, presentations at the stand (music, shows, panel discussions, etc.) are only permitted after 5.30 p.m. Events taking place at the stand (receptions, etc.) must be authorised in advance. This also applies to events taking place outside the normal operating hours (see form "Shows and Events" at www.freshconex.com / Exhibitor Service / Exhibitor Service Manual / List of Order Forms / Key order forms for the exhibition).

Parking Vouchers/Permanent Ticket Company Representative

Pre-ordered parking vouchers can be collected from the Service Center in Hall 7, foyer. You may also purchase parking vouchers here (subject to availability). Permanent tickets for company representatives can also be purchased here or from 07.02.2012 at 12.00 noon at the ticket counters located at the FRESHCONEX Entrance Hall 7.

Press Centre

The Press Centre is located in Hall 6.3.

Shuttle Bus Service (Airport – Exhibition Grounds – Airport)

From 07. – 10.02.2012 a free shuttle bus service will be provided at 30-minute intervals daily from 8.00 a.m. to 7.00 p.m. Buses depart from the main terminal/bus terminal at **Tegel Airport** and **Schönefeld Airport** and travel to Entrance North and Entrance South at the exhibition grounds.

Shuttle Bus Service - Hotel

FRESHCONEX offers free hotel bus shuttle services to and from hotels located in the western city centre. For details, please check the timetable on our website: www.freshconex.com / Hotel & Travel / Shuttle Services.

Shuttle Bus Service on the exhibition grounds

For added convenience, a free shuttle bus service is provided on the exhibition grounds for the duration of the trade fair. The routes are marked on the sitemap.

Shuttle Bus to the 31st Fresh Produce Forum on 07.02.2012

Departs from Entrance South to ICC Berlin: 2.30, 2.45, 3.00 p.m.
The event starts at 3.30 p.m. in the ICC Berlin, Saal 15.2

Shuttle Bus to the Opening Reception on 07.02.2012

Departs from Entrance South to ICC Berlin: 6.15, 6.30, 6.45, 7.00 p.m.
The event starts at 7.00 p.m. in the ICC Berlin, Main Lobby

Security – Preventing Theft

It is important to protect your exhibit items and personal property at the exhibition stand. We provide lockers for hire with four **lockable compartments** (www.freshconex.com / Exhibitor Service / Exhibitor Service Manual / List of Order Forms / Stand construction and equipment / Furniture for hire, page 3, order no. 50402). Other useful security items, including cable locks for notebook computers and padlocks, can be purchased at the Messe Shop (Hall 6.2).

We advise you to arrange insurance cover for your exhibits. Request information from your insurance company or fill in the application form for exhibit insurance.

If any exhibits have been stolen please report this immediately to the relevant police office.

Filing of complaints: police station at Service Center, Hall 7, Tel: +49 (0)30 4664-200760.

Any damaged or lost items should be reported immediately to the relevant insurance.

Taxi Service

Taxis are available at Entrance North and Entrance South. You can also order a cab by calling one of the following numbers:

Funk Taxi Berlin	Tel: +49 (0)30 261026
Taxi-Ruf City-Funk	Tel: +49 (0)30 443322
Würfelfunk	Tel: +49 (0)30 210101

Ticket/Registration Counters

The ticket / registration counters located at the FRESHCONEX Entrance Hall 7 as well as at the Entrances North and South are open from 07.02.2012 at 12.00 noon.

Trade Fair Management

The trade fair management is located from 03.02.2012 in Hall 6.3 and is available at Tel: +49 (0)30 3038-2318.

Sundries/Messe Shop

Hall 6.2 (across from Marshallhaus), Tel/Fax: +49 (0)30 3038-5738
Opening hours: 04. – 10.02.2012 from 9.00 a.m. – 6.00 p.m.

Traffic Guide

For arrival and departure at the exhibition grounds, please follow the instructions in the Traffic Guide. A refundable **deposit of 100.00 EUR** will be charged for vehicles entering the exhibition grounds.

Vouchers for Clients

Please use the possibility to order vouchers for your customers at www.freshconex.com / Exhibitor Service / Exhibitor Service Manual / List of order forms / Key order forms for the exhibition / Vouchers for clients. Please be sure to inform your clients that they have the possibility to redeem their voucher(s) on the internet and print out their FRESHCONEX ticket(s) by themselves prior to the trade fair visit.

On our website www.freshconex.com at Exhibitor Service you can find:
Important Information and Dates for Exhibitors including a list of the most important contacts and phone numbers, the Traffic Guide as well as all order forms.

We wish you lots of success in your trade fair preparations!

Your FRESHCONEX Team

Berlin, 13.01.2012 Subject to change