



BECKER



MESSE-PRO

Brand Experience –
Always Fair.

WE DEVELOP

TANGIBLE DISPLAYS.

SUCCESSFUL BRAND COMMUNICATION.

The right focus and successful branding make your trade fair appearance a lasting success. Messe-Pro has been a competent partner for consulting, development and implementation in the field of national and international trade fair appearances since 1990.





FLEXIBLE DESIGNS.

The right solution for every stand size and type: our trade fair design includes a variety of concepts in line with particular needs – system stands, lightweight construction, conventional exhibition stands or a clever combination of all design types.

BRAND EXPERIENCE – ALWAYS FAIR.

We integrate your corporate values into your brand image through innovative space concepts and design know-how.



We turn your company presentation into a brand experience by planning and realizing extraordinary trade fair appearances based on years of tradition and experience. As your flexible and responsible trade fair partner, we provide a qualified team who develops a comprehensive overall concept for you and helps you stage your brand. From Frankfurt am Main to Shanghai, we develop trade fair stands of up to 4,000 m² with system, mixed or conventional designs, and we are also happy to take on the overall budget responsibility. With a strong team of over 110 employees and our own fleet, we place tremendous value on sustainable and environmentally-conscious project implementation.

FACETS OF TRADE FAIR COMMUNICATION:



STRATEGY.

Unique ideas and individual concepts are the foundation for a successful trade fair strategy – based on the key values of your brand.



DESIGN.

The creative phase will generate cross-media design and spatial concepts that inspire and inform and that your visitors will remember.



PRODUCTION.

The flexible and precise practices in our own production centre and a 10,000m² stock warehouse turn customized solutions into reality.



IMPLEMENTATION.

Comprehensive project management, experienced professional stand builders, well structured processes and reliable logistics ensure that the stand is handed over to you on the time agreed.

WE RENDER IDEAS TANGIBLE



YOUR STRATEGIES – YOUR SPACE.

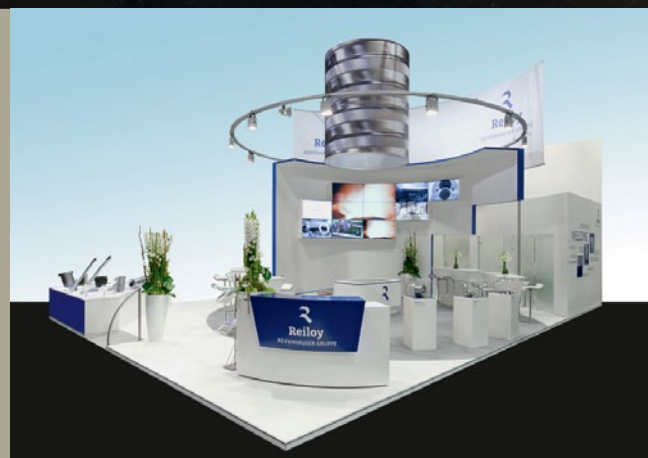
Inspired by your company's vision and values, we develop strategies that tell your unique story. We use cross-media concepts to realize interactive trade fair appearances which put your strengths into focus and transform your products into a customer experience.

On the basis of sustainable principles, we plan consciously and design original solutions. Exciting experience and event driven stands, lasting impressions and the highest quality

will demonstrate that your company is a professional business. Knowing the locations and local conditions will allow us to plan realistically and reliably to ensure that your trade fair project goes according to plan. We provide you with dedicated contact persons throughout the duration of the entire project to help you prepare for live communication with visitors and customers.



“Only a convincing idea will turn a trade fair stand into a brand experience.”



CREATING WORLDS OF EXPERIENCE – MAKING BRANDS TANGIBLE.



We express the key values of a brand together with its products and services creatively and make them tangible for customers.

Visitors to a trade fair stand will remember the values and services of your company as particularly positive if they can experience them with all their facets and if you let your customers be part of these elements.

We use our creative skills to develop your corporate world of experience and to design concepts that provide your stand with the necessary space to communicate effectively. We devise interactive elements and creative solutions that turn your brand into an experience. Our team of designers, architects and technical draftspeople will be led by your corporate guidelines and integrate these into your brand image in an innovative manner.

For a sustainable brand management, we complete your trade fair projects in an economical yet effective way with guaranteed compelling results.



Meetings, process definitions and workflows ensure that we meet quality standards and deadlines.



FLEXIBLE PRODUCTION – RELIABLE IMPLEMENTATION.



Efficient and precise manufacturing in our own production centre is the basis for original, sustainable stand elements.

In our own production centre we manufacture all components for your trade fair stand, from individual booth elements to complete installations – designed with your personal stand concept in mind. Our highly skilled craftspeople work accurately and efficiently, following the previously developed strategy in order to make your project a successful trade fair experience. Within the overall concept, the furniture must be precisely tailored to reflect brand philosophy and product properties, as even elements of décor and stand furniture should convey the company's brand messages. Our professional production team with qualifications in the wood, metal and electric sectors provides you with a reliable and flexible design for your company presentation that is accurately tailored to your expectations.

With our storage and production facilities of over 10,000 m², we offer the option of storing trade fair materials properly and safely.

We assure the timely and smooth implementation of your brand identity so that your company leaves a positive impression and will be remembered by your customers. Stand elements are professionally installed and previously designed solutions are implemented reliably. We turn your trade fair stand into a real experience. Our own fleet and a worldwide network of partners ensure that we can reach any international trade fair venue.

THE TEAM IS KEY.

Messe-Pro delivers results not just based on know-how and technology – our nearly 110-strong team makes all the difference. We work hand in hand to bring trade fair projects to life, because each and everyone of us lives trade fair design on a daily basis.

**APPROXIMATELY
40.000 m² PER YEAR.**

We organize around 500 trade fair appearances annually which have already won over many medium-sized companies as well as international market leaders.

For more impressions see
www.messepro.de



tesa FILM



- | Can be written on
- | Invisible
- | Photocopy-neutral

Simply better solutions.

tesa

tesa ecoLogo

eco-friendly
recycled material
solvent free
refillable
bio based material

tesa

FILM



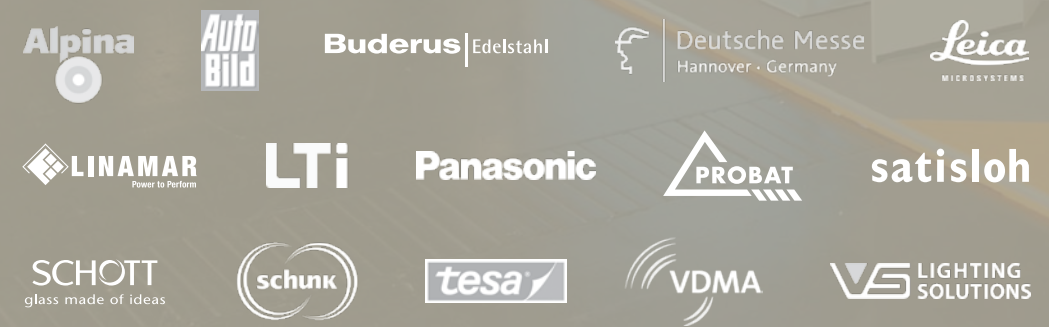
- | Modern design
- | Innovative Stop-Pad
- | Repositionable

tesa



Nahrungsmittelmaschinen
und Verpackungsmaschinen

BRAND EXPERIENCE – ALWAYS FAIR.





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