



Hallen/Halls 1, 3	POP Marketing <ul style="list-style-type: none"> ■ Signage ■ Displays ■ Outdoor Communication
Hallen/Halls 4, 5	Expo & Event Marketing <ul style="list-style-type: none"> ■ Stand Construction & Equipment ■ Brand Communication ■ Communication Design ■ Event Technology
Hallen/Halls 2, 6, 7a, 7	Retail Technology <ul style="list-style-type: none"> ■ Retail Software ■ PoS Technology ■ Mobile Solutions ■ eCommerce ■ Payment Systems
Hallen/Halls 9, 10	Lighting <ul style="list-style-type: none"> ■ Systems ■ Design ■ Technology
Halle/Hall 11	Visual Merchandising <ul style="list-style-type: none"> ■ Display Mannequins ■ Store & Window Decorations
Hallen/Halls 11 – 14, 18	Shop Fitting & Store Design <ul style="list-style-type: none"> ■ Fixtures & Equipment ■ Architecture ■ Store Planning ■ Materials & Surfaces
Hallen/Halls 15 – 17	Food Tech & Energy Management <ul style="list-style-type: none"> ■ Refrigeration ■ Building Automation ■ Cooking & Baking Solutions
Sonderfläche/ Special Area	■ Food Island