

Your
Service
Documentation



ambiente

7.–11. 2. 2025
FRANKFURT / MAIN

RHYTHMS OF LIFE- STYLE

messe frankfurt

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Your trade fair. Our services.

Hello and good to have you at Ambiente 2025!

We would be happy to help you optimise your planning and preparations for your trade fair presentation in Frankfurt, and to this end we have placed all the most important information at your fingertips.

In our Digital Service Booklet you will find lots of **tips, dates, deadlines and information for your planning at a glance:**

- Use our checklist to simplify and streamline your trade fair preparations.
- Find all the contact persons who will be happy to assist you with any questions you might have regarding your trade fair activities.
- Take advantage of our digital services and plan your trade fair activities easily and conveniently online.

Please also note: Express surcharge for certain services

We are happy to support your efforts to make your trade fair a success. To ensure that all services can be made available in a timely manner, we ask that you place your orders for suspensions, compressed air, electricity and water connections, stand cleaning and security in the Shop for Exhibitor Services by no later than **16.1.2025**.

We hope that the preparations for your trade fair appearance are pleasant and successful.

The Messe Frankfurt Customer Service Team



Things you should know

Please note the following information for your participation at Ambiente.

Checklist for your personal trade fair preparation

You can now find all the important dates for your trade fair preparations online on our website.

The new digital checklist is organised chronologically and will accompany you right from the registration phase. It will help you take the first steps towards your future trade fair success and will be updated on an ongoing basis.

[To the Ambiente checklist](#)

Explanation videos for your preparation

We have made it our mission to make your trade fair preparations as easy as possible. With our videos, we would like to introduce you to a wide range of topics.

[To our explanation videos](#)

Technical Information

We will be happy to provide you with a number of documents for download that may be of assistance for your event or your stand concept.

You can find the following factsheets and guidelines on our website:

- Technical Guidelines
- Factsheet aisle superstructures
- Factsheet burning candles
- Factsheet burning construction materials
- Factsheet ceiling-floor connections
- Factsheet construction heights
- Factsheet ethanol fireplaces
- Factsheet exhibition of motor vehicles
- Factsheet fat fryers and cooking rings
- Factsheet fog machines and hazers
- Factsheet gas-powered devices
- Factsheet helium filled balloons
- Factsheet laser systems
- Factsheet LED and lighting systems
- Factsheet liquefied gas
- Factsheet open flames
- Factsheet pavillons
- Factsheet presentations
- Factsheet prevention of legionnaires disease
- Factsheet stand ceilings and covered areas
- Factsheet stand parties
- Factsheet suspensions from ceiling
- Factsheet use of glas
- Factsheet working with wood and plasterboard
- Factsheet Congress Center
- Factsheet Festhalle
- Factsheet Forum
- Factsheet Portalhaus

This is where you will find our factsheets!



Warning of Unofficial Exhibitor Directories

We would like to inform you that numerous suppliers such as Construct Data (FAIRGuide, Expo Guide) and Matic Verlagsgesellschaft mbH have issued so-called „unofficial exhibitor directories“.

These directories have nothing to do with the official exhibitor directory as issued by Messe Frankfurt Exhibition GmbH.

These companies are trying to get you to pay for an entry in their exhibitor directory using the subject heading of „Datenkontrolle“ or „data update“. If you want to appear only in the official exhibitor directory as issued by Messe Frankfurt Exhibition GmbH, then please decline these offers.

The official exhibitor directory as well as all online media are strictly issued by Messe Frankfurt Exhibition GmbH in collaboration with Messe Frankfurt Medien und Service GmbH.

If you have been accepted as an exhibitor at one of our trade fair events, then rest assured that your basic entry will appear in the official exhibitor directory and the online media.

You can find more information as well as a sample reply letter which you can use to react to an invoice from the suppliers of these so-called „unofficial exhibitor directories“ on the home page of the AUMA, the Association of the German Trade Fair Industry:

[See the sample reply letter](#)



Example of an unofficial exhibitor directory of the International Fairs Directory

The official
Messe Frankfurt
publications



Ordering Products and Services Online

Messe Frankfurt makes it easy for you to order all the products and services you need for your trade fair presentation quickly and easily – you can use our online ordering systems for this purpose.

Order products and services from the Shop for Exhibitor Services

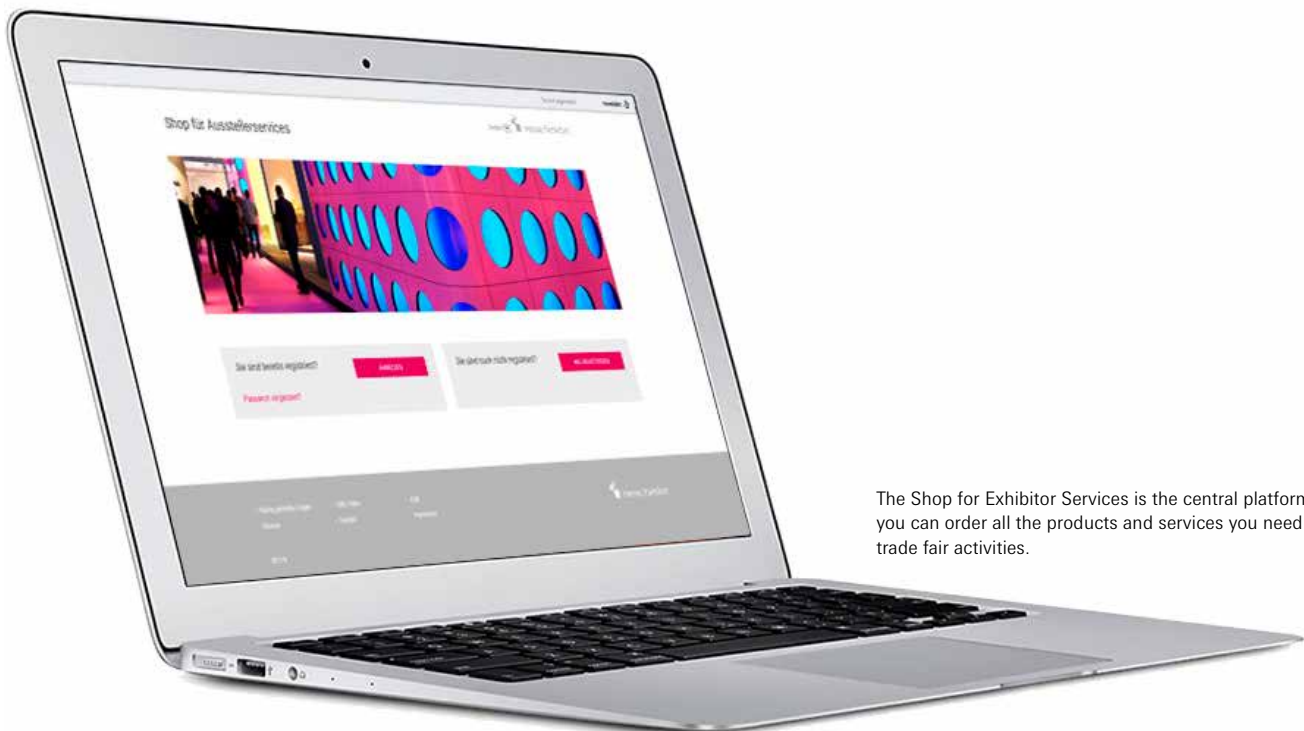
You can order products and services for your trade fair appearance from Messe Frankfurt's [Shop for Exhibitor Services](#).

In order to use the Shop for Exhibitor Services, you need to have a Messe-Login. If you do not already have a Messe-Login, persons designated as the 'contact person – contracting party' in the exhibitor's Intention to Exhibit will receive an email from messe-login@messefrankfurt.com. Simply click on the registration link contained in this email and select a password.

If you already have a Messe-Login, please use this to login to the [Shop for Exhibitor Services](#).

You will find answers to all questions pertaining to the Shop for Exhibitor Services – such as how you can authorise representatives to place orders or what you need your stand code for – in our [FAQs](#).

If you have any questions regarding the Messe-Login, please contact our hotline on +49 69 75 75-29 99 or send an email to serviceshop@messefrankfurt.com – we will be happy to assist you.



The Shop for Exhibitor Services is the central platform where you can order all the products and services you need for your trade fair activities.



With Fairconstruction's stand configurator, you can plan your stand quickly and easily.

Exhibitor passes, visitor admission vouchers and set-up and dismantling passes

The Ticket Services for Exhibitors portal allows you to generate and manage exhibitor passes and set-up and dismantling passes for you and your stand team easily and conveniently online. You can also use the same portal to generate visitor admission vouchers and invite your customers by email.

[To the Ticket Services for Exhibitors portal](#)

Configure a stand in the Fairconstruction stand configurator

You can plan your modularly expandable system stand easily with the Fairconstruction stand configurator. What do you have to do? Simply select the location and the trade fair in the configurator, then you can take your time to select the right stand and stand size for your requirements and budget.

[Open the stand configurator](#)

Would you like to have an individual stand? Fairconstruction can also offer you creative stand solutions that are every bit as unique as your company.

[Simply contact us with your request.](#)

Promotional materials for visitor invitations are available in the Shop for Exhibitor Services

We will be happy to support you with effective professional advertising media that will draw the attention of trade visitors to your stand. **You can design and order print and online advertising materials in our [Shop for Exhibitor Services](#) with which to invite visitors to the event.**

Generate individualised online advertising materials directly in the shop and save banners, e-cards and email signatures in file form – so that you can put these materials to use in your channels straight away.



You will find a wide range of materials in our Shop for Exhibitor Services that make it easy to invite your customers to your stand.

Services for a Successful Trade Fair

Optimise your trade fair activities with services from a single source.



Stand, furniture, furnishings and equipment

Fairconstruction, Messe Frankfurt's trade fair construction firm, can offer you the entire spectrum of construction services. Your benefits: Invaluable insider expertise that comes from working in our own venue and short distances – something that saves time and money.

[Further information](#)



Get off to a great start with perfect stand engineering

Travel to Frankfurt with your mind at ease – we'll make sure that all of the technical components work together seamlessly. We can offer you: Electricity and water, WiFi solutions and visitor registration, as well as a wide range of additional technical services.

[Further information](#)



Stand services and friendly service personnel

Gaining new contacts and cultivating existing relationships are the fundamental goals of a successful trade fair participation. To ensure that you are able to focus all your efforts on your guests, we offer you a full range of services to keep your stand running smoothly.

[Further information](#)



Advertising – Raising the profile of your brand

Effective onsite and online marketing is central to successful trade fair activities as it helps you to generate attention for your company within its sector. In this way, you can convey your messages directly and reach your target group at the Frankfurt exhibition grounds.

[Further information](#)

Do you have any questions or would you like some advice?

We will be happy to share our expertise with you to further improve your trade show preparation. The Customer Service Team looks forward to your call at +49 69 75 75-54 08 or send us an e-mail at customerservice@messefrankfurt.com.



Logistics Service & Traffic Management – just-in-time at the right stand

With more than 150 events taking place on the Frankfurt exhibition grounds every year, it is essential that everything meshes seamlessly. The team sees to it that everything runs perfectly during the set-up and dismantling phases.

[Further information](#)



Fire extinguisher for your stand

The foam extinguisher „AB-Schaum“ is the perfect fire extinguisher for your booth. Handy, easy to use and ideally suited for incipient fires of fire classes A (solid substances such as wood) and B (liquid substances such as gasoline).

[Go to the Shop for Exhibitor Services](#)



Food, drink and much more besides

The impact of trade fair activities depends on many factors, one of which is food and drink. This success factor can be left in the capable hands of Accente, which is based directly on our grounds. It can provide catering for your trade fair stand during the day or for your stand party in the evening.

[Further information](#)



Conference, meeting and storage rooms

It is often the case that there is simply too much going on at the stand to have detailed talks with customers. For situations such as these, you can simply book a conference room or a meeting room located in the direct vicinity of your stand.

[Further information](#)

Ticket Services for Exhibitors Portal

Generate and manage your exhibitor passes, visitor admission vouchers and set-up and dismantling passes digitally – it's easy

In order to assist you with your trade fair preparations, we would like to tell you about our new Ticket Services for Exhibitors portal.

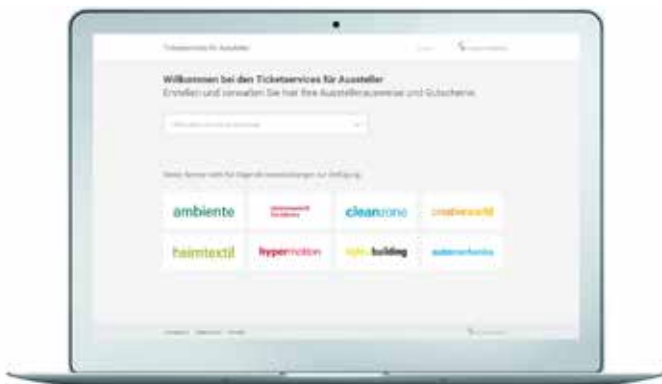
Now you can easily generate and manage your exhibitor passes, visitor admission vouchers and set-up and dismantling passes online at www.exhibitortickets.messefrankfurt.com

Here's how the Ticket Services for Exhibitors portal works

As the main contact person for trade fair organisation, you – or someone you have designated as a representative – can use the new portal to generate the **desired number of personalised exhibitor passes and set-up and dismantling passes**. You will be sent the requested passes by email, and can print them yourself.

This is what the new Ticket Services for Exhibitors portal looks like.

The image on the left shows the start page, where you can select the relevant event. Next to this you will find an overview of the exhibitor passes that have already been created. You can create new passes easily by clicking on the button.



Things you should know

1. The exhibitor passes that used to be sent with the service folder have now been replaced by our new digital ticket service. Your allocation of free passes is automatically assigned to your stand, and is displayed for you in the portal.
2. Once you have used up your allocation of free passes, you will only pay for those passes actually used to enter the trade fair that exceed this allocation.
3. You can download a pdf file of your permit to be used for installation and dismantling from the Exhibitor Ticket Services portal. Simply print the requested number of permits or send them via mail to your installation and dismantling helper. Each installation and dismantling helper needs his own card on which he enters his name so that an access is possible. Please note that random permit inspections may be conducted.



Your link to the Ticket Services for Exhibitors portal:
www.exhibitortickets.messefrankfurt.com



Would you like to invite your customers to Ambiente?

If so, you can now use our new Ticket Services for Exhibitors portal to book your visitor admission vouchers. The following options are available:

1. You can use the portal to send your customer a voucher link. This voucher is sent in the form of an email in your name that contains a link to Messe Frankfurt's ticket shop. Here your guest can convert their voucher into a regular ticket.
2. You can download visitor admission vouchers in the form of voucher codes or PDF tickets, and send these to your customers.

Promotional materials in the Ambiente look

If you would prefer to use promotional materials in the event's look for Ambiente

to invite your customers to your stand, we continue to offer you a wide range of print and digital advertising materials (printed vouchers, ticket envelopes, e-cards etc.) in our [Shop for Exhibitor Services](#).

After the event

You can use the portal to request the usage data for your exhibitor passes and visitor admission vouchers. This information will then be sent to you by email in the form of an Excel file.

Do you have any questions about our new Ticket Services for Exhibitors portal?

We will be happy to assist you – simply give us a call on +49 69 75 75 – 51 51 or send us an email to etickets@messefrankfurt.com.



Our Servicelines

Do you have any questions regarding Messe Frankfurt's products and services?

Serviceteam	E-Mail	Telefon
Advertising	media.services@messefrankfurt.com	+49 69 75 75-64 41
Catering	catering@accente.com	+49 69 7 56 02-22 41
Cleaning	cleaning@messefrankfurt.com	+49 69 75 75-69 11
Compressed air + natural gas	compressedair@messefrankfurt.com	+49 69 75 75-66 78
Customer Care	customer.care@messefrankfurt.com	+49 69 75 75-30 24
Customer Service	customerservice@messefrankfurt.com	+49 69 75 75-54 08
Digital Extension	support-digital@messefrankfurt.com	+49 69 75 75-10 10
Electricity	electricity@messefrankfurt.com	+49 69 75 75-66 70
Hostess	office@dkts.de	+49 61 01 99 56 198
Interpreter	info@bbklanguages.com	+49 7274-70 27 70
LeadSuccess + Multimedia Shop	multimedia-shop@messefrankfurt.com	+49 69 75 75-13 20
Logistics	logistics@messefrankfurt.com	+49 69 75 75-60 75
Media Package Manager (MPM)	mpm@messefrankfurt.com	+49 69 75 75-51 31
Security	standguard@messefrankfurt.com	+49 69 75 75-63 42
Shop for Exhibitor Services	serviceshop@messefrankfurt.com	+49 69 75 75-29 99
Suspensions	suspensions@messefrankfurt.com	+49 69 75 75-68 99
Stand construction + stand equipment (Fairconstruction)	fairconstruction@messefrankfurt.com	+49 69 75 75-66 66
Stand construction approval + Technical Event Management	standapproval@messefrankfurt.com	+49 69 75 75-59 04
Telecommunication	telecommunication@messefrankfurt.com	+49 69 75 75-711 73
Ticket Services for Exhibitors	etickets@messefrankfurt.com	+49 69 75 75-51 51
Traffic	traffic@messefrankfurt.com	+49 69 75 75-66 00
Waste	waste@messefrankfurt.com	+49 69 75 75-69 11
Water	water@messefrankfurt.com	+49 69 75 75-66 78

Driving onto the Exhibition Grounds During Set-up and Dismantling

Please note: every vehicle that wishes to enter the exhibition grounds during set-up and dismantling must first register and report to the Check-In. It is only after this has taken place that vehicles can drive onto the exhibition grounds.

Messe Frankfurt offers a digital Central Traffic Management system for this purpose. The system optimises access to the exhibition grounds during the set-up and dismantling phases of events.

Things you should know

Registration for entry takes place in two steps:

1. Vehicle registration in advance online or on site
2. Check-in at one of the registration areas

How to register your vehicle

There are two ways in which your vehicles can be registered:

- In advance using our [online portal](#)
- On site – at one of the registration areas

Please make sure that you always have the following information ready:

- Plate number of the vehicle that is to enter the exhibition grounds
- Driver's name
- Driver's mobile phone number
- Freight forwarder's name / Supplier's company name
- Hall + stand number (e.g. 3.1 A26)
- Logistics services have been ordered: Yes / No

If you require additional logistics services, you can also order these in advance online – it's easy:

www.logistics.messefrankfurt.com

Check-in

When approaching the exhibition grounds, please follow the signs to "Check-In". These will direct you to the current registration area.

Once there, you will be given a vehicle admission pass specifying the gate through which you are to enter the exhibition grounds. You may only enter the exhibition grounds through the gate assigned to you at the Check-In. The vehicle admission pass is only valid for this gate.

Do you have any questions or require more information?

If so, please visit our website:

www.traffic.messefrankfurt.com

We will also be happy to assist you personally. You can reach us by:

Phone +49 69 75 75-66 00

Email traffic@messefrankfurt.com





Parking and traffic regulations for Ambiente

Download the
latest document
here!



Important Shipping Information

Do you wish to use a courier to send materials or documents to your stand? If so, we would appreciate your help, for it is also in your interest!

In order to help avoid the problems which have been occurring quite frequently of late regarding customs clearance for your shipments, **we ask that you address your shipments as shown below.**

Those exhibitors who have addressed their shipments in a different manner have been facing a delay in customs clearance.

Given the relatively short duration of events, there is a danger that such packages might not be delivered at all.

This is why we ask that you address your shipments as detailed above, in order to ensure that they can be delivered without difficulty.

Company name

Stand: Hall / Level / Aisle / Stand no. / Event

e.g.:

8. 0 D 25

Ambiente

at Messe Frankfurt GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
Germany



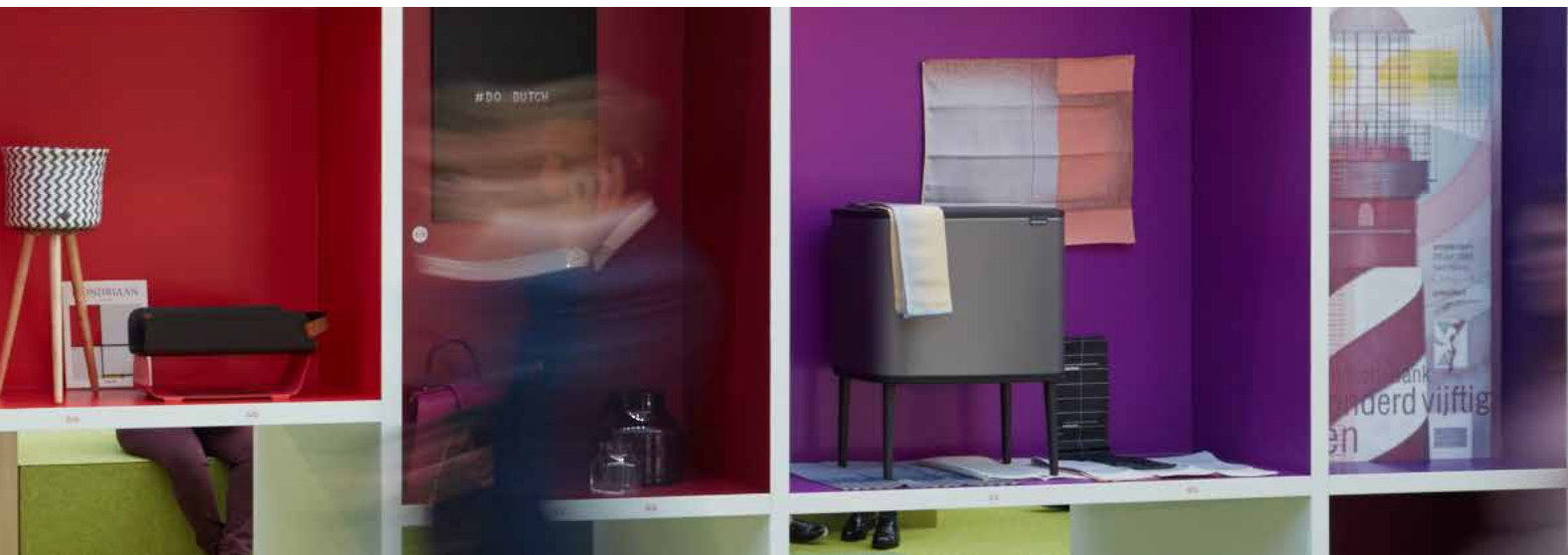
Your Contact Persons

Do you have any questions about the trade fair and your exhibition opportunities?

Responsibility	Function
Director Dining	Director
Director Living, Giving & Working	Director
Hall 3.0	Interiors & Decoration
Hall 3.1	Interior Design Office Design & Solutions, Future of Work
Halls 4.2, 6.2, CMF, 10.1	School Remanexpo
Halls 4.2	Urban Gifts, Stationery
Hall 8.0	Cook & Cut
Halls 9.0, 9.1	Modern Kitchen & Baking
Halls 9.2, 9.3	Clean Home & Storage Solutions Top Deals & Collections
Hallen 10.0, 10.1	Global Sourcing Working Global Sourcing Giving & Living
Halls 10.2, 11.1	Global Sourcing Dining
Halls 10.3, 10.4	Global Sourcing Living
Hall 11.0	HoReCa
Halls 12.0, 12.1	Table, Table Select



Contact	Email	Phone
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Katja Glowatzki	katja.glowatzki@messefrankfurt.com	+49 69 75 75-63 79



Wireless Internet at Trade Fairs

Dear exhibitors,

Nowadays, wireless internet access is a necessity and a matter of course. Wi-Fi has become an essential technology of the wireless data transfer and nearly every portable terminal worldwide can be connected to it.

For that reason, it is very important for us to ensure a good wireless internet coverage at the exhibition centre. With this leaflet we inform you about some basic rules which add to run wireless internet systems at trade fairs efficient and trouble-free. We invite you to familiarise yourself with those rules.

Similar to the road traffic, in Wi-Fi systems it is also necessary to establish some rules to ensure that all road users can get to their destination with maximum efficiency and unscathed. These rules refer to Access Points which you possibly intend to use in your booth. We would kindly ask you to observe these rules, also in your own best interest.

This is important because Wi-Fi Access Points use a joint medium, which is limited by physical facts – the spread of electromagnetic waves in the air. These waves can overlap and interfere each other so that none of the signals can get to the receiver with the required quality. To stay in the road traffic illustration: the Wi-Fi signals spread out like cars on a three-lane motorway. It is reasonable that different road users use different lanes and a traffic jam happens when too many cars use the motorway at the same time.

Hence following rules apply in all exhibition centres in Germany:

1. **Wi-Fi Access Points may only send in a frequency range of 2,4 GHz, not at 5 GHz.**
This setting can be selected in the configuration menu of your Access Points.
2. **Wi-Fi Access Points may only send in channels 1, 6 or 11.**
This setting can be selected in the configuration menu of your Access Points.
3. **The transmission power of your Wi-Fi Access Points may not be more than -80 dBm at the border of your booth.**
You can adjust the transmission power in the configuration menu. The Access Point's location on your booth affects how strong the signal is at the border of the booth.

4. **The SSID, which is the identification of your Access Point, has to contain your booth number in the first characters (for example H4.0 B42).**

This way it is easy to check if one transmitter is configured inadequately – a principle of fairness, because you want that your booth neighbours also observe the rules, just like you. You are also allowed to configure the Access Point in a way that it does not send a visible SSID.

5. **Channel Bonding is not permitted.**
6. **Other transmitters than your Wi-Fi Access Points are strictly not permitted, they can disrupt the data signals.**

If you use other transmitters in the products you are exhibiting, please contact us in advance.

We are convinced that it is in everyone's interest to establish the same "traffic rules" for the usage of your personal Access Points at exhibition centres in Germany and to demand their adherence. Like this, time-consuming resetting or questions regarding the usage of Access Points can be avoided at an early stage.

Your trade fair organisers will gladly provide you with application forms so that you can register your Access Points. Please submit these forms in time; it helps to ensure that these rules are observed.

If you have any questions or require technical support, please do not hesitate to contact your trade fair organiser. There is also a basic advice we would like to give: the Wi-Fi infrastructure in the exhibition halls of German exhibition centres is often that well that you can use this Wi-Fi signal also for your own purposes. Your trade fair organisers will be more than glad to assist you.

Finally we would like to point out that the wireless data traffic is just as unpredictable as road traffic on motorways – it depends on the number of user as well as on how booths are constructed in the halls, none of these can be influenced during trade fairs. Should your booth or the exhibited products make a certain bandwidth necessary then a wired internet access is still the best option.

With kind regards,
your trade fair organisers in Germany

Have you hired a stand constructor or an event agency?

Then our stand builder portal is the perfect place to get all the information you need in just a few clicks.

Feel free to share the information!

www.builder.messefrankfurt.com



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