



FP Nordrhein Taxi-Mietwagen e.V. • Siemensstr. 1 • 40789 Monheim

To those interested in the
European Taxi Fair 2024

Geschäftsstelle

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2024

**Invitation to participate in the European Taxi Fair on 8 and 9 November 2024 in
Hall 1 at Messe Köln**

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Dear Sir or Madam,

On 8 and 9 November 2024 we are holding the next European Taxi Fair, back in Cologne again at the trade-fair grounds in Köln-Deutz, in hall 1 and also in the Kristallsaal.

1. Introduction and summary

Following a dynamic new beginning in 2022 after a four-year break, the upcoming fair will present many exciting **topics** about mobility, technology, energy and digitalisation. In particular, the subjects of **powering technology, energy and digitalisation** will be prominent in the events representing the interests of the trade. Our approximately 1,100 members and many other taxi and hire-car owners are looking forward to meeting personally their partners for vehicles and accessories, as well as electronics and communications equipment and much more, and to seeing many exciting innovations and new offerings.

You are cordially invited to take part in the European Taxi Fair 2024 as an exhibitor. Please refer to www.eurotaximesse.de/ for the up-to-date hall plan with details of the spaces booked and the spaces that are still free.

Under item 2 you will find information on **stand spaces, stand construction and booking**.

The Fachvereinigung Personenverkehr will give you as an exhibitor the accustomed support when preparing for and during the trade fair. As in 2022, **your contact persons** are the chair of the Fachvereinigung Markus Gossmann, managing director Dr Michael Stehr, and Kirsten Renner and Heike Mrachacz. For stand construction we recommend the company Beckmann Fair Partner GmbH.

A great deal of information about the **city of Cologne** (including hotels and other accommodation, places to eat and drink in Cologne, many special places in the city for events and sightseeing, and about the **trade-fair site** of our host, Koelncongress GmbH (including travel to the trade fair), **is available here**:

- www.koelnmesse.com/location-and-services/travel-and-accommodation/ and
- www.koelnmesse.com/location-and-services/halls-and-trade-fair-grounds/.

On the day before the start of the trade fair, our **national trade association**, the Taxi- und Mietwagenverband Deutschland e.V. (TMV), will hold its general meeting of members and conclude the fair with events representing the interests of the trade.

Advertise your presence at the fair! **Advertisements** in the invitation brochure and on the website of the European Taxi Fair, as well as exhibitor portraits on the Facebook page of the Fachvereinigung Personenverkehr, can be booked with us directly. Please refer to items 3 to 6 for further information.

We are pleased to continue a long-established tradition. On both days of the fair, a **prize draw** will be held. We invite you to contribute as a sponsor or donor for the draw.

For you and your team we have reserved a number of **hotel rooms** at the Hotel Radisson Blu in Cologne, directly opposite the trade-fair site. Please see item 7 for further information.

Exhibitors can **park one vehicle each** at car park 1 beneath hall 1 in the period from stand construction to dismantling.

Visitors pay **no admission fee** and can **park their vehicles free** of charge at the trade fair. Details are available on the traffic plan of Koelncongress GmbH, which will be sent to you a few weeks before the fair.

2. Exhibition space, stand construction, parking for exhibitors, prices, terms and conditions of booking

Please refer to the **hall plan (attached)** or www.eurotaximesse.de/ to see the spaces that are available for booking.

The **net prices for exhibition spaces** have increased **for the first time since 2018**, with an increase that remains well below the rate of inflation since 2018. Prices are shown in the table below.

Stand size	Euro per sqm
from 16 sq m	€ 97.15
from 26 sq m	€ 93.71
from 51 sq m	€ 90.43
from 101 sq m	€ 87.19
from 151 sq m	€ 84.24
from 201 sq m	€ 80.67
from 276 sq m	€ 77.42
from 351 sq m	€ 75.30

The smallest possible stand surface is 16 sq metres, as in previous years. The above square metre price increases by **€ 13.00** per square metre for carpet, if you rent your stand space including carpet and removal of the carpet.

Exhibitors who rent an empty exhibition space are obliged to erect a stand or at least to cover the rented area with carpet and to remove the carpet at their own expense.

The maximum permitted height of a stand in **hall 1** is 6.00 metres. The maximum permitted height in the **foyer** is 2.80 metres. This applies not only to the stand itself but also to any accessories such as flags, balloons, etc. Visible back walls of stands must be completely covered and have a plain white design. **Construction plans** for stands must be provided for **approval** – by 14 September 2024 at the latest – and if necessary coordinated with the neighbouring stands **only if they have two storeys**.

Please note: **compliance with the technical guidelines of Messe Köln is obligatory!**

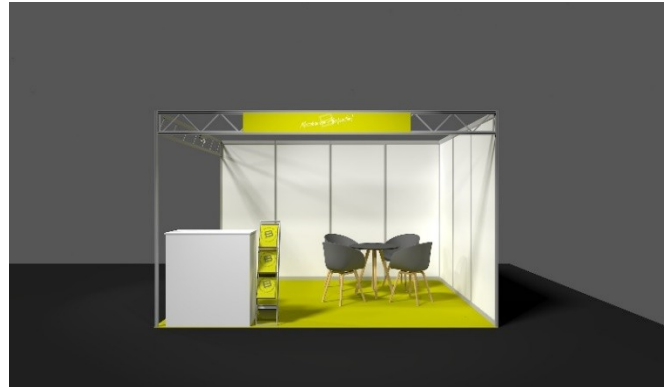
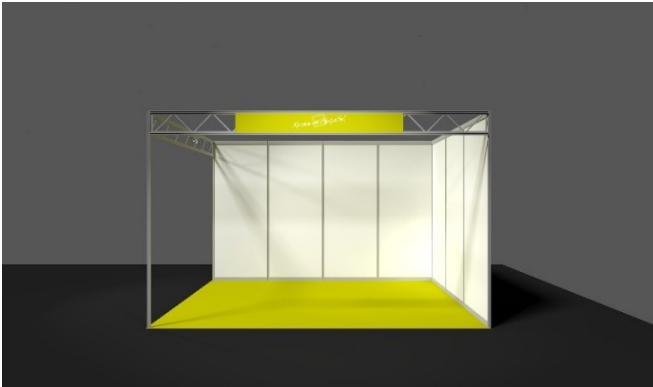
You may rent **stands** directly from us using the order form. The stands are rectangular with an area of at least 16 sq m and sides that are at least 4 metres long. The length of the sides can be increased in steps of one metre.

Our partner Beckmann Fair Partner is offering two standard versions for stand construction for the first time.

1. "Easy" stand for 67.00 € net per square metre
2. "Medium" stand for 114.00 € net per square metre.

The price for a standard stand construction is added to the above price for the space.

Easy (67.00 € / sq m)



Carpet in rep-weave quality, white system walls on all closed sides of the stand surface (height: 2.50 m), silver framework on all open sides with a white panel (2.00 m) showing the name of the exhibitor and stand number in black, 3KW power connection, illumination of 2 x 35 W for each full 4 sq metres of stand space, optional extension by means of a lockable cabin, areas of graphics, furniture etc.

Medium (114.00 € /sq m)



Carpet in rep-weave quality, **back walls with full-surface banner printing on all closed sides** (height: 2.59 m, printing data provided by customer), silver aluminium profiles on all open sides, 3KW power connection, illumination of 2 x 35 W for each full 4 sq metres of stand space, optional extension by means of a lockable cabin, additional panels, furniture etc.

Please note: exhibitors must dispose of waste on the stand themselves; otherwise a charge will be made for waste disposal.

If you wish to have your own individual stand built for the exhibition or would like special fittings for the stand that you rent, please make contact with our contracted partner:

Beckmann Fair Partner GmbH

Am Vogelsang 23, 50374 Erftstadt

Tel. 02235/4623-0

E-mail: ETM@beckmann-gmbh.com

For the first time, all services except the booking of the stand space and the advertising opportunities are no longer ordered from the Fachvereinigung but by using an **online ordering site**: <https://www.taximesse2024.ausstellerservices.de/>. For this ordering site, from 22 July 2024 **exhibitors** will receive individual access directly from Koelncongress GmbH through an e-mail with their **access data** as soon as the exhibitor has been registered there by the Fachvereinigung. All services can then be ordered from Beckmann Fair Partner GmbH using this ordering site.

We recommend that you do not delay in making a firm booking. Please enter on the booking form as a binding commitment the size of the stand in square metres and the desired stand number. We will make efforts to take account of all wishes in the order in which we receive them.

Use of the rented stand is permitted solely for the exhibitor. Joint use by other exhibitors is allowed only when applied for with an explanation in writing and approved by FP Nordrhein. When a stand is booked, **25% of the total fee must be paid in advance within four weeks** of receipt of our initial invoice. If payment is not made within this time, we reserve the right to allocate the stand to other applicants. If the order for the stand is cancelled by 30 June 2020, this amount is payable as an administrative fee. The **remaining amount of 75%** is due on **31 August 2024**. You will receive a second invoice for this.

If the stand booking is **cancelled** up to 30 June 2024, one quarter of the rental payment is due; in case of termination between 1 July 2024 and 31 August 2024, half of the rental payment is due; for cancellation after 31 August 2024, the full price for the stand must be paid. Costs of booking additional services such as advertisements in the invitation brochure, on the website or on Facebook will not be refunded.

Failure to take part without declaring withdrawal in due time does not exempt those making the booking from the obligation to pay the full rent and prices for additional services. For later changes (e.g. enlargement, downsizing and change of stand) we make an administrative charge of € 50.00 per case.

By booking a stand space you explicitly make a commitment to operate the stand until the end of the trade fair on 9 November 2022 at 6 pm. Earlier dismantling of the stand is not permitted.

Please send bookings using the attached form to

FACHVEREINIGUNG PERSONENVERKEHR
NORDRHEIN Taxi-Mietwagen e.V.

Siemensstr. 1, 40789 Monheim,
Telefax 02173/9599-25,
E-mail info@FP-Nordrhein.de.

If you have questions, please contact the Fachvereinigung.

Stand construction takes place from 5 November 2024. Earlier construction is possible only after consultation with and by the consent of Koelncongress GmbH. Usage and energy costs may be charged for this on a pro-rata basis. **Dismantling** takes place from Saturday, **9 November 2024 at 6.00 pm up to Sunday, 10 November 2024.**

We reserve the right to change the plan of the hall. You can see the hall plan with the stand bookings on our website www.eurotaximesse.de – this view of the plan will be updated at regular intervals, and the accompanying texts will also be added to or changed according to the progress of preparations

. In this way, interested persons can gain information at any time on the internet site about the exhibitors who are participating in the European Taxi Fair 2024, about the stands where they are represented, and about which stands are still available for hire.

All prices are net prices, to which the amount of VAT applicable on the date of invoice is added.

3. Invitation brochure – your advertisement

For the European Taxi Fair an invitation brochure will be produced and some 41,000 copies will be distributed to every company in Germany that belongs to the trade association. This brochure will be sent as a supplement to *Sicherheitsprofi*, the magazine of our trade association (the edition for passenger transport).

Bookings of advertising are handled by the Fachvereinigung itself for the first time. If you have questions or wish to book, please contact:

FACHVEREINIGUNG PERSONENVERKEHR
NORDRHEIN Taxi-Mietwagen e.V.
Siemensstr. 1, 40789 Monheim,
Tel. 02173/9599-0, fax 02173/9599-25,
E-mail info@FP-Nordrhein.de.

The cost of advertising is significantly lower than in 2022.
Media data for the invitation brochure in 2024 are as follows:

- Print run: 41,000 copies
- Format W 200 mm x H 270 mm
- Print area W 175 mm x H 225 mm
- Print 4c offset, ISO 2846-1 Euro colour scale

- Print data: 70 screen
- Trim: +3 mm trim on all edges

Advertising prices 2024:

1/1 page (200x270mm)	= 3,000.00 €
1/2 page (175x112mm print area / 200x129mm with trim)	= 1,500.00 €
1/4 page (175x56mm print area / 200x73mm with trim)	= 800.00 €

Advertorials (e.g. company portrait):

1/1 page	= 2,000.00 €
1/2 page	= 1,000.00 €

Supplements for special placement:

Supplement for U4 (back outer cover)	= 1,000.00 €
Supplement for U2 and U3 (inside cover front/back)	= 500.00 €

Catalogue of exhibitors:

Standard: company name and stand number	= free of charge
Premium: company name, stand number, URL, logo on hall plan	= 200.00 €

All prices are net prices, to which the amount of VAT applicable on the date of invoice is added.

The deadline for advertisements is 17 June 2024; data must be provided by 6 July 2024.

4. www.eurotaximesse.de – your advertising

You can place your banner advertisement on www.eurotaximesse.de. Your advertisement will appear on the starting pages, with the hall plan in German and English, on the information pages for exhibitors, and on the pages with the programme and the prize draw. Until 30 June 2025 the advertisements are visible at the internet address <http://www.eurotaximesse.de>. Each banner space will be sold to 20 advertisers at most, so that each advertisement is presented for every twentieth access to the page at least.

To enable as many of our exhibitors as possible to place advertising on a banner, the entire space can be booked three times at most per exhibitor until 30 April 2024. After this date it is available without restriction.

The cost of the **banner space** for the whole period is

250.00 €.

Technical data for advertising banners:

- Image size of banner = 450 x 60 Pixel;
- File size: maximum 25 Kbytes (includes animations);

- File format: GIF, JPEG.

Exhibitors can book a **link** to their own company website, which will be placed on <http://www.eurotaximesse.de>. The once-only costs for this are

150.00 € .

All prices are net prices, to which the amount of VAT applicable on the date of invoice is added.

Please send the data for your advertisement directly to our partner: Arnold Multimediacentrum, Schmale Strasse 7, 45478 Mülheim (www.arnoldwerbung.de), Herr Kroll. They will also be pleased to answer any technical questions (tel. 0208 / 40 85 15 and fax 0208 / 40 85 17, info@arnoldwerbung.de).

5. <https://www.facebook.com/FPNordrhein> – your exhibitor portrait

As a new option for your advertising: in advance of the European Taxi Fair, from the beginning of September 2024 at regular intervals depending on the number of bookings, we will post exhibitor portraits in a compact format (600-1,000 characters). Each exhibitor portrait will be posted once.

The deadline for booking this is 1 August 2024, and the data must be sent by 15 August 2024 to our partner Arnold Multimediacentrum, Schmale Strasse 7, 45478 Mülheim (www.arnoldwerbung.de), Herr Kroll. They will also be pleased to answer any technical questions (tel. 0208 / 40 85 15 and fax 0208 / 40 85 17, info@arnoldwerbung.de).

The once-only costs for an exhibitor portrait are

150.00 €.

All prices are net prices, to which the amount of VAT applicable on the date of invoice is added.

Each exhibitor portrait will be posted once. All prices are net prices, to which the amount of VAT applicable on the date of invoice is added. **By booking, the place of jurisdiction is agreed to be Langenfeld.**

6. Prize draw – your donations

Companies that contribute **prizes for the draw** will be listed in the invitation brochure and on the internet site as sponsor or donors. **If you would like to be named in the invitation brochure as a donor for the prize draw, please contact us by 17 June 2024.** Of course prizes can still be donated to the draw after this date.

7. Hotel rooms reserved at Radisson Blu Köln

We have reserved a total of 100 standard double rooms at the hotel Radisson Blu Köln, Messe-Kreisel 3, 50679 Köln, directly opposite the trade-fair grounds. For one person, the price per night including breakfast is € 169.00, with a supplement for a second person of € 20.00 per night (prices valid at mid-year 2023, without guarantee). An upgrade to a higher room category is possible at extra cost according to availability. Reserved rooms can be booked up to 6 September 2024 with the booking code FPV24.

Important new information from the hotel:

- the hotel operates completely without cash
- booking the rooms is possible only at <https://www.radissonhotels.com/de-de/marke/radisson-blu>, giving the action code FPV24 and credit card details
- from 1 July 2024, the city of Cologne is introducing an accommodation tax for necessary business visits as well as for tourism; the price will be shown clearly including this accommodation tax.

8. Prices, taxes and place of jurisdiction

All prices are net prices, to which the amount of VAT applicable on the date of invoice is added.

When bookings are made, Langenfeld im Rheinland is agreed as the place of jurisdiction.

We are working hard to repeat with you the success of 2022 and if possible to exceed it. **We look forward to welcoming you to Cologne as an exhibitor.**

Yours sincerely,



Dr Michael Stehr
Managing Director