

Press release

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## Diversity of guest events

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**Since 1949, Messe Frankfurt has been an established partner for up to 250 guest events per year at its Frankfurt base. With its unmistakable architecture and highly functional and flexible halls and conference facilities, the Frankfurt exhibition grounds is the ideal location for all kinds of event formats. At the same time, Messe Frankfurt is a strong service partner, providing individual consulting and services and one of the most state-of-the-art infrastructures of any trade fair worldwide.**

As one of Europe's leading business centres, Frankfurt and the Rhine-Main region have a superb infrastructure and excellent transport connections with cities all over the world. Many high-profile international guest fairs have been held in Frankfurt for decades, including the Frankfurt Book Fair, IMEX and ACHEMA. The portfolio also features international events such as CPhI Worldwide, Food Ingredients Europe and Optatec.

In this way, the congress business has established itself as a key component of Messe Frankfurt's business. With the Congress Center, the Forum, the Festhalle and Kap Europa, Messe Frankfurt offers a wide range of extremely flexible locations for individual solutions above and beyond its trade fair halls. While the Congress Center is ideal for large-scale events requiring extensive space and offers direct access to the trade fair halls, Kap Europa, which is situated right next to the Skyline Plaza shopping centre, is perfect for smaller gatherings with its plenary halls and selection of smaller rooms. The variety and international character of congresses and conferences from the realms of science and medicine, banking and finance, IT and digitisation make them a valuable addition to the city's event portfolio and, in turn, help to further increase the attractiveness of Frankfurt and the Rhine-Main region as a location for congresses and conferences.

The Festhalle is a historic jewel and an ideal venue for major events. Hardly any other event location is a match for the charm and versatility of the Festhalle. Now over 100 years old, the building with its trademark domed structure has an impressive history to its credit and is now a top location for international events of all kinds. Whether innovative product shows and presentations at international trade fairs or concerts, shows and major sporting events, the Festhalle is an impressive venue for any occasion. These range from events such as Night of the Proms to the International Horse-Riding Tournament and the Frankfurt Marathon. In

2018, the Festhalle was singled out as the “Hall/Arena of the Year 2017” as part of the PRG Live Entertainment Award.

Even during pandemic times, events can still be held on the Frankfurt exhibition grounds – provided this is in keeping with national and federal state regulations. As a venue operator, Messe Frankfurt has – together with the relevant authorities – prepared an extensive hygiene and safety concept that makes it possible to hold events. Ensuring the health and safety of all exhibitors, visitors, service partners and employees is Messe Frankfurt’s top priority. This involves adhering to distancing requirements through professional crowd management, planning seating and hall arrangements, ventilating rooms with 100 percent fresh air, adapting cleaning intervals, modifying food service concepts and ensuring contact tracing. The concept is constantly updated in line with the current situation and the most recent official guidelines.

Guest organisers and their customers will find information about the most recent protective measures on the Frankfurt exhibition grounds at the following link:

<https://www.messefrankfurt.com/frankfurt/en/services/hygiene.html>

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group’s key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2020