

## Milestones – key dates for your trade fair preparations

### January 2024

<b>Stand registration</b>	<p>Commencement of the registration stage.</p> <p>Please register your company at: <a href="https://iffa.messefrankfurt.com/frankfurt/en/planning-preparation/intention-exhibit.html">https://iffa.messefrankfurt.com/frankfurt/en/planning-preparation/intention-exhibit.html</a></p>	<p>If you have any <b>technical questions</b>, please contact our Service Hotline at</p> <p>Telephone: +49 69 75 75-55 88 Email: <a href="mailto:serviceshop@messefrankfurt.com">serviceshop@messefrankfurt.com</a></p>
<b>Registration of joint stand participants</b>	<p>Please register your joint stand participants online in the course of your registration.</p> <p>We would like to point out that all co-exhibitors on your stand are subject to approval and registration.</p> <p><b>Registration deadline: 28 February 2025</b></p>	<p>If you have any <b>technical questions</b>, please contact our Service Hotline at</p> <p>Telephone: +49 69 75 75-55 88 Email: <a href="mailto:serviceshop@messefrankfurt.com">serviceshop@messefrankfurt.com</a></p>

### April 2024

<b>Early Bird Deadline</b>	<p>The deadline for the early bird discount is <b>the 17 April 2024</b></p>	<p>If you have any <b>technical questions</b>, please contact our Service Hotline at</p> <p>Telephone: +49 69 75 75-55 88 Email: <a href="mailto:serviceshop@messefrankfurt.com">serviceshop@messefrankfurt.com</a></p>
<b>Hall layout planning</b>	<p>Beginning of Hall planning</p> <p>The planning of the exhibition halls is a fluid process that takes place in many individual planning steps and taking product groups and stand sizes into account.</p> <p>Planning phase: April 2024 – approx. March 2025</p>	<p>If you have any questions regarding your stand, placement proposal, etc., please contact the responsible Sales Manager for the respective hall.</p> <p>A list of Sales Managers is included at the end of this list of milestones.</p>

### July 2024

<b>Placement proposals</b>	<p>Sending placement proposals by E-mail.</p> <p>As soon as we have checked your placement options, we will make you a placement proposal. Please note that this is limited in time in order to be able to move forward with the hall planning. If you have any questions or comments, the responsible sales managers will be happy to advise you.</p> <p>Please sign the first page of your placement proposal and forward it to <a href="mailto:acceptance.iffa@messefrankfurt.com">acceptance.iffa@messefrankfurt.com</a></p>	<p>If you have any questions regarding your stand, placement proposal, etc., please contact the responsible Sales Manager for the respective hall.</p> <p>A list of Sales Managers is included at the end of this list of milestones.</p>
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### September 2024

<b>Start of sending the stand confirmation</b>	<p>If you have agreed to your stand, you will receive your confirmation of participation from around September 2024, depending on the planning status.</p> <p>When the written confirmation of participation is sent, the contract of participation is concluded between the exhibitor and Messe Frankfurt. (see terms and conditions)</p>	<p>If you have any questions regarding your stand, placement proposal, etc., please contact the responsible Sales Manager for the respective hall.</p> <p>A list of Sales Managers is included at the end of this list of milestones.</p>
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### September 2024

#### Online ticket services

In the **ticket services for exhibitor's portal**, via <https://exhibitor tickets.messefrankfurt.com/atp/en/index.html>, you can create exhibitor passes, visitor vouchers and/or tickets for set-up and dismantling. The tickets you create will be sent to you by email for printing.

A number of **free exhibitor passes** will be allocated automatically to your stand and will be shown in the portal. If you order exhibitor passes in excess of the number of free exhibitor passes allocated to you, you will only be charged for the excess passes logged into use at a trade fair entrance.

After the trade fair you will be charged only for **visitor vouchers** logged into use at a trade fair entrance.

Also, in the ticket services for exhibitor's portal you can view the number of tickets allocated to your company for use during set-up and dismantling. Please order any additional tickets you may need in the ticket service for exhibitors portal.

If you have any **technical questions**, please contact our Ticket Hotline at

Telephone: +49 69 75 75-51 51  
Email: [etickets@messefrankfurt.com](mailto:etickets@messefrankfurt.com)

#### Services

Once you have signed into the Shop for Exhibitor Services at [www.serviceshop.messefrankfurt.com](http://www.serviceshop.messefrankfurt.com) using your trade fair login data, you can order the services you need including:

- modular and individualised stand construction
- utilities connections (electricity, water, telecommunications, etc.)
- stand equipment (furniture, carpets, decorations, media technology, etc.)
- stand services (security, cleaning, hostesses, e.g.)
- marketing and/or press services (advertising on the exhibition grounds, banners, add-ons to your online presence, e.g.)
- parking tickets
- catering and events (parties at your stand, deliveries to your stand)
- logistics
- early installation

**Please note the different order deadlines depending on the service.**

If you have any **technical questions** regarding our order system, please contact our Service Hotline at

Telephone: +49 69 75 75-29 99  
E-mail: [serviceshop@messefrankfurt.com](mailto:serviceshop@messefrankfurt.com)

If you have any questions regarding your trade fair login data, please address them to [myaccount@messefrankfurt.com](mailto:myaccount@messefrankfurt.com)

#### Promotion Material

You can now find the promotion materials in the Shop for Exhibitor Services at: [www.serviceshop.messefrankfurt.com/portallogin](http://www.serviceshop.messefrankfurt.com/portallogin).

There you can download the digital promotion materials (e.g. e-cards, online banners, e-mail signatures) available for direct download, as well as printed invitation cards for your direct marketing. Additionally, you can also order voucher codes for your customer invitations.

If you have any questions, please contact:

**Martina Lange**  
Telephone: +49 69 75 75-51 91  
Email: [martina.lange@messefrankfurt.com](mailto:martina.lange@messefrankfurt.com)

#### Press Services

Book your press tray unit in the 'Marketing Services (Press Services)' section of the Shop for exhibitor services.

Should you have any questions and should you like to forward the details of your press event, please contact: [press.iffa@messefrankfurt.com](mailto:press.iffa@messefrankfurt.com)

**Shop for Exhibitor Services:**  
Tel.: +49 69 7575-29 99  
[serviceshop.messefrankfurt.com](http://serviceshop.messefrankfurt.com)

**Antje Schwickart**  
Tel.: +49 69 7575-63 57  
[antje.schwickart@messefrankfurt.com](mailto:antje.schwickart@messefrankfurt.com)

## Milestones – key dates for your trade fair preparations

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### September 2024

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#### Stand dividing walls

If you want to use the complimentary stand dividing walls, please place your order in the **Shop for exhibitor services**.

If we do not receive an order from you we will not set up any stand walls at your stand, unless your neighbouring stand booked some.

#### Shop for Exhibitor Services:

Tel.: +49 69 7575-29 99

[serviceshop@messefrankfurt.com](mailto:serviceshop@messefrankfurt.com)

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### November 2024

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#### Stand construction plans subject to approval

#### Submission of stand construction plans, subject to approval

If you have any questions, please contact

[standapproval@messefrankfurt.com](mailto:standapproval@messefrankfurt.com)

Please observe the technical guidelines available at [www.iffa.messefrankfurt.com](http://www.iffa.messefrankfurt.com)

#### Deadline: 14 March 2025

#### Advanced set-up planned: Please submit the plans accordingly in advance.

Subject to mandatory authorisation are:

- Stand spaces of more than 100 sqm.
- two-storey exhibition stands,
- Walls higher than 4 m,
- enclosed ceilings,
- platforms higher than 0.20 m,
- glass constructions,
- Moving parts.

Stands that do not include any of the above features and measure less than 100 m<sup>2</sup> are not subject to approval.

The following types of construction are subject to inspection by a structural engineer:

- specialty structures
- two-storey structures
- outdoor trade fair stands
- flying assemblies
- theatre or audience rooms
- separate display areas

If no statics-related information prepared by a second, independent structural engineer is provided, the engineering firm contracted by Messe Frankfurt will conduct the inspection. The cost will be charged to the exhibitor separately.

The cost of the approval process (review of documents submitted and on-site inspection) will be charged to the exhibitor/builder of the stand. Exhibitors/builders of stands may incur additional costs if no static-related information is provided.

## Milestones – key dates for your trade fair preparations

### January 2025

<b>Media Package</b>	<p>The Media Package Manager (MPM) is the practical online tool for your trade fair marketing:</p> <p>You can easily create your company profile and the MPM publishes it in the familiar media channels of Messe Frankfurt: from the the printed catalogue to the interactive map of the exhibition grounds and the exhibitor and product search on our website and in the Navigator App.</p> <p>The Media Package Manager will be available from the <b>beginning of January 2025</b>.</p> <p>Further information can be found at: <a href="https://iffa.messefrankfurt.com/frankfurt/en/planning-preparation/exhibitors.html">https://iffa.messefrankfurt.com/frankfurt/en/planning-preparation/exhibitors.html</a></p>	<p>If you have any questions, please contact Messe Frankfurt Medien und Service GmbH</p> <p>Telephone: +49 69 75 75-51 31 Email: <a href="mailto:mediapackage.heimtextil@messefrankfurt.com">mediapackage.heimtextil@messefrankfurt.com</a></p>
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### February 2025

<b>Deadline for payment of stand rental costs</b>	<p>Please note: All invoices for stand rentals must be settled by <b>17 February 2025</b>.</p>	
<b>Deadline for registering joint stand participants</b>	<p>Please note: The registration deadline for your joint stand participants is expected to be the <b>28 February 2025</b>.</p>	<p>If you have any <b>technical questions</b>, please contact our Service Hotline at</p> <p>Telephone: +49 69 75 75-55 88 Email: <a href="mailto:serviceshop@messefrankfurt.com">serviceshop@messefrankfurt.com</a></p>

### March 2025

<b>Deadline for Media Package</b>	<p>Please note: The deadline for submitting your data for entry in the catalogue is the <b>11 March 2025</b>.</p>	<p>If you have any questions, please contact Messe Frankfurt Medien und Service GmbH at</p> <p>Telephone: +49 69 75 75-51 31 Email: <a href="mailto:mediapackage.iffa@messefrankfurt.com">mediapackage.iffa@messefrankfurt.com</a></p>
<b>Deadline Special Interest Programmes</b>	<p>Please note that <b>7 March 2025</b> is the deadline for submitting your data to participate in the Special Interest programs.</p>	<p>If you have any questions, please contact Messe Frankfurt Medien und Service GmbH at</p> <p>Telephone: +49 69 75 75-51 31 Email: <a href="mailto:mediapackage.iffa@messefrankfurt.com">mediapackage.iffa@messefrankfurt.com</a></p>
<b>Order deadlines</b>	<p>Ordering deadline for e.g.:</p> <ul style="list-style-type: none"><li>• suspended ceilings/rigging</li><li>• parking tickets</li><li>• Water connections</li></ul>	

### April 2025

<b>Deadline for ordering services</b>	<p>Please note:</p> <p><b>From the 12th April, 2025 we will charge an express surcharge of 25%</b> on selected services.</p> <p>As we strive to provide you with the best possible support for the construction of your stand, we ask that you kindly order the products you need as early as possible to ensure all the resources can be prepared for you efficiently and in a timely manner.</p>	<p>If you have any <b>technical questions</b> regarding our order system, please contact our Service Hotline at</p> <p>Telephone: +49 69 75 75-29 99 Email: <a href="mailto:serviceshop@messefrankfurt.com">serviceshop@messefrankfurt.com</a></p> <p>If you have any questions regarding your trade fair login data, please address them to <a href="mailto:myaccount@messefrankfurt.com">myaccount@messefrankfurt.com</a>.</p>
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## Milestones – key dates for your trade fair preparations

### April 2025 – May 2025

#### Registration of vehicles used for set-up and dismantling

Please note: Every vehicle you intend to use to access the exhibition grounds for set-up and/or dismantling activities must be registered online.

Please register your vehicles at [www.gateway.messefrankfurt.com](http://www.gateway.messefrankfurt.com)

If you have any questions, please contact our Logistics Team at

Telephone: +49 69 75 75-60 75  
Email: [logistik@messefrankfurt.com](mailto:logistik@messefrankfurt.com)

#### 4 April 2025

**Registration deadline** for early set-up and the extended dismantling via the Shop for Exhibitor Services.

Please note that it is obligatory to register in advance in order to make use of the early set-up and extended dismantling.

For stands with a size of up to 850 sqm, the early set-up or / and the extended dismantling will be charged EUR 2. 50 per m2 and day plus VAT. Stands from a size of 851 sqm receive a free early set-up or / and extended dismantling.

#### IFFA-Team

Tel.: +49 69 7575-32 77  
[iffa@messefrankfurt.com](mailto:iffa@messefrankfurt.com)

#### 22 – 27 April 2025

Start of advanced set up in some hall levels.

You can find detailed information on set-up and dismantling times at: [www.iffa.messefrankfurt.com](http://www.iffa.messefrankfurt.com) under **Planning and preparation - Information for exhibitors**

#### IFFA-Team

Tel.: +49 69 7575-32 77  
[iffa@messefrankfurt.com](mailto:iffa@messefrankfurt.com)

#### 28 April – 2 May 2025

Regular Set up of IFFA from 28 April until 2 May 2025, 24 hours a day

Please check the specific entrance regulations.

On 2 May 2025 at 3 p.m. the carpet will be laid in the aisles - therefore from this time on you are only allowed to carry out set-up work on your stand space.

Information on the Check-In procedures can be found under:

[www.iffa.messefrankfurt.com](http://www.iffa.messefrankfurt.com)  
**Exhibitor services – Logistics and traffic management**

#### 3 – 8 May 2025

From 3 – 8 May 2025 the IFFA takes place.

The daily opening times for Exhibitors, carrying Exhibitor passes, are from 8 a.m. to 7 p.m., last day of exhibition from 8 a.m. to 6 p.m.

The trade fair management office is located in Torhaus, Level 2.

### May 2025

#### 8 May 2025 from 5 p.m.

At first you can only carry out the dismantling work on your stand space, during this time the carpet in the aisles will be removed in order to avoid further disturbances during the dismantling phase.

After the carpet has been removed, empty packing material are delivered. Until the final empties delivery, dismantling is only possible to a limited extent and without a forklift.

Please inform yourself about the separate entry regulations.

#### IFFA-Team

Tel.: +49 69 7575-32 77  
[iffa@messefrankfurt.com](mailto:iffa@messefrankfurt.com)

#### 9 – 11 May 2025

**Regular Dismantling, free of charge**  
Regarding the dismantling and access regulations.

From 8 May 2025 after 5 p.m. continuously until 11 May 2025, 0 a.m. (24h / day)

#### IFFA-Team

Tel.: +49 69 7575-32 77  
[iffa@messefrankfurt.com](mailto:iffa@messefrankfurt.com)

## Milestones – key dates for your trade fair preparations

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### May 2025

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**12 May 2025**

**Extended Dismantling** is only allowed in particular hall levels.

Please note that the extended dismantling is subject to registration and costs.

You will find detailed information on set-up and dismantling times on the IFFA website [www.iffa.messefrankfurt.com](http://www.iffa.messefrankfurt.com) under [Planning and Preparation - Information for exhibitors](#)

**IFFA-Team**

Tel.: +49 69 7575-32 77  
[iffa@messefrankfurt.com](mailto:iffa@messefrankfurt.com)

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### June 2025

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**Invoices for services**

Dispatch of invoices for services you ordered

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### Date IFFA 2025: 3 May – 8 May 2025

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#### Your personal contacts

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#### Show Directors

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**Johannes Schmid-Wiedersheim**

Telephone: +49 69 75 75-57 84

Email: [Johannes.Schmid-Wiedersheim@messefrankfurt.com](mailto:Johannes.Schmid-Wiedersheim@messefrankfurt.com)

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#### Sales Manager

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**Daniel Welzbacher**

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#### Sales Manager Assistant

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#### Organisation, side programme, events

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**Organisation, side programme, events**

**Ulrike Eggerstedt**

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## Milestones – key dates for your trade fair preparations

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### Marketing Communications

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**Director Marketing Communications**

**Dominique Ewert**  
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**Team Leader Marketing Communications**

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**Media Relations**

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**Advertising**

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**Organisation Marketing Communications**

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