



Deutsche Messe

Ready for the future



June 15–20, 2020 ■ Hannover, Germany

INTERSCHUTZ 2020

The world's leading trade fair for the fire & rescue services, civil protection, safety & security
Teams, Tactics, Technology – Connecting Protection and Rescue

INTERSCHUTZ 2020 will gather the fire and rescue sectors' key players in Hannover, Germany. If your company is seeking to develop new markets, secure or improve market position, and learn from its international peers, INTERSCHUTZ is the event for you. Not convinced yet? Take a look at what opportunities are in store should you choose to exhibit with us:

- **Share & Learn:** Meet with our **1,500** exhibitors from over 50 different nations and uncover the latest industry trends, innovations, and challenges.
- **Create New Business:** Don't miss the chance to meet more than **157,000** decision-makers, buyers & distributors, as this event is only held **once every 5 years!**
- **Expand Internationally:** Grow your business internationally by connecting with the show's **53%** foreign exhibitor and attendee presence, including representation from countries such as Austria, Japan and Australia.
- **Draw Attention with Live Demonstrations:** Show off your products in the dedicated outdoor space and participate in the 'Toughest Firefighter Alive' championships – all part of INTERSCHUTZ's dedication to being a showcase for heroes.
- **Think Big:** INTERSCHUTZ offers a **178,000 m²** display area, with **80%** of the show already sold. Book your booth now and exhibit alongside companies such as **BMW, 3M, Oshkosh, Volkswagen** and more.



The facts – an overview of INTERSCHUTZ



157,000
visitors



1,498
exhibitors



178,000m²
display area



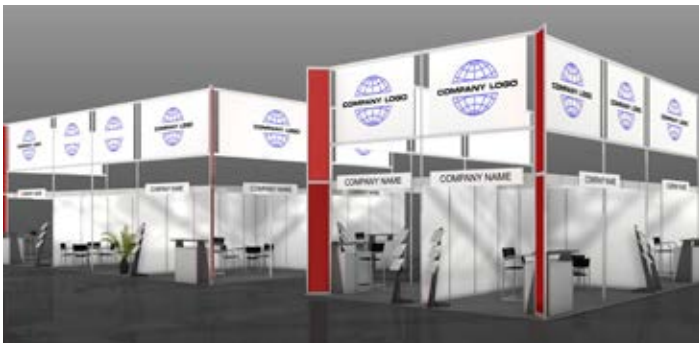
53%
of exhibitors from
outside Germany

USA Pavilion

The USA Pavilion will showcase the USA's position as a **global leader** in **firefighting** and emergency services. The special **packages and advertising opportunities** on offer ensure that American companies are highlighted prominently throughout the show.

The USA Pavilion will be located in Hall 27 – a central location amongst the fire prevention and safety equipment. It provides exhibitors with a pre-built, turnkey booth package that includes:

- 1 counter with 1 bar stool
- 1 conference table with 3 chairs
- 1 literature rack
- 1 waste bin
- 1 electrical outlet (2-sockets, 240V)
- Carpet
- Wall panels
- Lighting
- Fascia with company name sign (text)
- Banner with your company logo
- WiFi (not intended for streaming)
- 2 Exhibitor Passes
- Company profile and product listings on the event website and in the Directory of Exhibitors
- Access to shared lounge, multilingual hostess and light refreshments – perfect for meetings with partners and potential customers
- Nightly cleaning and security
- Interpretation services are also available by appointment
- **Optional:** lead retrieval can be ordered for an additional fee.



- **Fire Fighting / Fire Prevention**
Halls 12, 13, 27; Pavilions 32–35; FG; VG
 - **Rescue Services**
Halls 16, 17, 26; FG; VG
 - **Safety and Security**
Halls 14, 15, 16; FG; VG
 - **Civil Protection**
Hall 17; FG; VG
 - **Congresses, Advanced Trainings, Seminars**
Convention Center (CC)
- Entrance
 - Convention Center
 - Press Center
 - Open-air site
 - Demonstration site



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For more information on exhibit options and sponsorships, please contact: