



USA PAVILIONS | SPACE-ONLY COMPANIES

GUIDELINES & REGULATIONS



DEADLINE JULY 1, 2025

EXHIBITING COMPANY _____

BOOTH NO. _____

DESIGNATED BOOTH BUILDER _____

Contact Person _____

Address _____

Phone _____

Email _____

All orders placed directly with Koelnmesse GmbH by exhibiting company or their assigned booth builder will be billed to aforementioned exhibiting company via USA Pavilion organizer, Koelnmesse Inc. or Koelnmesse GmbH or their approved vendor both pre-show and post-show (!). Exhibiting company assumes financial responsibility for all orders placed by exhibiting company or designated booth builder. Invoices may be issued to booth builder directly, however, financial responsibility upon non-payment remains with exhibiting company.

Exhibiting company listed above confirms that the information contained on this form and the subsequent page have been read. Exhibiting company confirms compliance with all technical guidelines, special terms and conditions, USDA guidelines and approval process outlined below and on subsequent page.

AUTHORIZED SIGNER EXHIBITING COMPANY

Contact name _____

Signature _____

Job Title _____

GENERAL INFORMATION

USA PAVILION SERVICES INCLUDED WITH SPACE-ONLY (RAW SPACE) PAVILION PACKAGE

- daily cleaning, general overnight night security for entire USA Pavilion, one-way shipping allotment
- inclusion in show catalog, USA Pavilion directory and pre-show promotion
- USA Pavilion lounge with complimentary refreshments
- dedicated USA Pavilion Wifi access throughout the entire fairgrounds (all exhibit halls)
- general onsite support through Koelnmesse onsite staff, pavilion support staff and interpreters

RESPONSIBILITY OF EXHIBITING COMPANY (MUST BE ORDERED BY YOU OR YOUR BOOTH BUILDER!)

- pre-show cleaning & waste removal, dedicated stand security if desired
- electrical installations/power drop
- any building services such as: water connection, compressed air, rigging, phone, dedicated internet lines etc.

APPROVAL PROCESS

All designs must meet the USA Pavilion regulations, Koelnmesse GmbH/Anuga regulations including new covid guidelines as well as USDA's Guiding Principles. Exhibits with 2nd floor are subject to additional rules & regulations.

All designs must be pre-approved by the USA Pavilion Organizer AND the USDA FAS Trade Show staff.

Deadline July 1, 2025

Materials Technical Plan with all measurements & 3D Rendering in color

Submit to  services@koelnmessenafta.com



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USDA GUIDELINES FOR SPACE-ONLY (RAW SPACE) EXHIBITORS

The USA Pavilions at Anuga are USDA-endorsed. At all USDA-endorsed events, USDA require that all space-only (raw space exhibitors) at USDA-endorsed events incorporate the **USA COMMON BRAND Logo** into their design and observe all details and requirements outlined in

 [Download USDA GUIDELINES](#)

ANUGA SHOW RULES

Stand construction is not included with the SPACE-ONLY (RAW SPACE) package. Koelnmesse will erect partition walls only if this is necessary for safety reasons due to the installation of water pipes or electrical systems.

Stand construction and design must adhere to all regulations that are valid in Germany (including the regulations of the "Sonderbauverordnung", the DIN and EN standards, the VDE regulations, and the accident prevention regulations of the professional associations in the currently valid versions). The stipulations of the General Section of the Conditions of Participation and the Technical Guidelines must also be complied with. All these provisions apply to your own as well as to independent stand designers, decorators, and sign writers and to all persons, in as far as they perform activities as commissioned by you or on your behalf in connection with the construction and design of the stand. You are responsible for ensuring that all persons working on behalf of your trade fair participation know and comply with the aforementioned provisions and regulations. You must supervise the persons working on your behalf to ensure that they adhere to the regulations.

If stand construction and/or stand design do not comply with the aforementioned regulations, the organizer may demand that the construction or design be immediately changed or eliminated. If you do not immediately comply with the organizer's demand, the organizer has the right to have the criticised structure changed or eliminated at your risk and cost. Koelnmesse has the right to have a stand fully or partially closed for important reasons, especially if they involve serious safety concerns. Claims of all kinds - especially claims for damages - are excluded in these cases.

The exhibitor is responsible for ensuring that all regulations are complied with. The exhibitor must supervise construction personnel and other persons working for him/her to make sure they adhere to the regulations.

Maximum height for structures or advertising material of all stand constructions (incl. signs, banners and other advertising and construction elements) in

hall 10.2	5.0 meters
hall 9	8.0 meters

to the extent that existing structures within the hall can individually accommodate any. Exceeding the limits of the maximum structure and advertising heights of any kind (lighting, screens and any stand construction) must be applied for and approved by Koelnmesse at the latest six weeks before construction commences. The rear walls of the stands must be decorated in a neutral manner.

Assuming that the Technical Guidelines are observed when designing and erecting stands, there is no need to submit for approval drawings for one story stands in the halls beyond the pre-approval by USA Pavilion organizer. All other stands and designs must be approved by Koelnmesse GmbH, Anuga organizer, particularly if the stand features special structures or meeting areas, or static calculations are required.

Plans must be submitted in duplicate for approval by Koelnmesse in good time before the work is carried out, and **at least 6 weeks before the event commences.** These documents, which can be scrutinized, consist of ground plans, views and design cross sections with all measurements.

Stand construction may not commence until the exhibitor has received a copy bearing Koelnmesse's notice of approval. This notice of approval does not release the exhibitor from the observance of the relevant provisions. It only states that Koelnmesse has no objections in the context of stand design/arrangement. If requested to do so by Koelnmesse, the exhibitor is obliged to submit any additionally required information relating to the stand immediately.

There is no obligation on the part of Koelnmesse to ensure the observance of other provisions.

Nevertheless, if an infringement of the relevant provisions is found to have been committed, Koelnmesse can, for this reason, also refuse to provide the notice of approval. The exhibitor is also aware of the fact that in exceptional cases at his/her request and on his/her account the stand construction documents must be submitted to the responsible authorities for scrutiny.

Irrespective of official approvals of the stand, any objections made by Koelnmesse concerning the stand must be immediately complied with. In case of imminent danger, Koelnmesse is entitled to determine at its absolute discretion the measures necessary and have them implemented at the exhibitor's expense.

If at all possible, the trade fair company (Koelnmesse) will try to provide the stand in the desired form. The following terms are used for the stands: terrace stand: one side open, corner stand: two sides open, two-corner stand: three sides open, and island stand: four sides open. Deviations from the requested stand shape do not entitle an objection to be made under Item II of the General Section of the Conditions of Participation.

The stand must be constructed to comply with the form of the stand confirmed. The arrangement of the stand is left to the exhibitor but should be appropriate for the event in question.

The exhibitor has to obtain information on the load capacity of the hall floor and the hall headroom. Only the on-site measurements apply to stand space.

Banners, company signs and other objects are not permitted to encroach into the aisles.

Second floor construction is subject to prior approval of Koelnmesse Inc., official USA Pavilion organizer. Second floor space is charged at 50% of the USA Pavilion inline raw-space (space-only) rate.