

09 – 11 OCTOBER 23

INTERNATIONAL BAR AND BEVERAGE TRADE SHOW

EXHIBITION CENTRE BERLIN

SALES KIT

BARCONVENT.COM

BCB
BAR CONVENT BERLIN

Built by
RX In the business of
building businesses



HOURS/LOCATION

DURATION

3 days

FREQUENCY

Annually

EXHIBITORS

approx. 500

BRANDS

1,400

ANTICIPATED VISITORS

16,000

OPENING HOURS

Monday, 09.10.23, 11 a.m. – 7 p.m.

Tuesday, 10.10.23, 11 a.m. – 7 p.m.

Wednesday, 11.10.23, 11 a.m. – 6 p.m.

LOCATION

Exhibition Centre Berlin

North Entrance

Hammarskjöldplatz

14057 Berlin

messe-berlin.de

ORGANISER

RX Deutschland GmbH

Völklinger Str. 4

40219 Düsseldorf

Telephone +49 211 90191-349

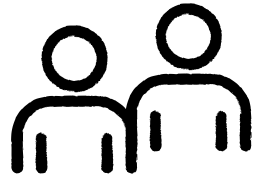
Telefax +49 211 90191-244

barconvent.com



BCB IN NUMBERS

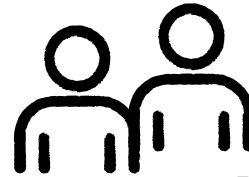
TRADE VISITORS IN 2019



15,162

Trade visitors from 92 different countries

TRADE VISITORS IN 2022



12,505

Trade visitors from 88 different countries

MAIN INTERESTS VISITORS 2022

in comparison to 2019

93 % 95 %

Spirits

10 % 20 %

Services & Consulting

31 % 49 %

Fillers & Softdrinks

7 % 13 %

Literature & Media

29 % 40 %

Equipment & Bar Supplies

15 % 12 %

Cider

8 % 23 %

Coffee & Tea & Hot Drinks

6 % 11 %

Snacks

15 % 22 %

Craft Beer

2 % 4 %

Tobacco

14 % 21 %

Schaumwein

24 %

Low & no ABV

15 % 20 %

Beer

17 %

RTD (ready to drink)

13 % 20 %

Wine

VISITORS ORIGIN 2022

50.8 %

Germany

2.6 %

Denmark

4.0 %

Great Britain

2.4 %

Czech Republic

3.9 %

Poland

1.2 %

USA

3.2 %

Italy

24.2 %

other European

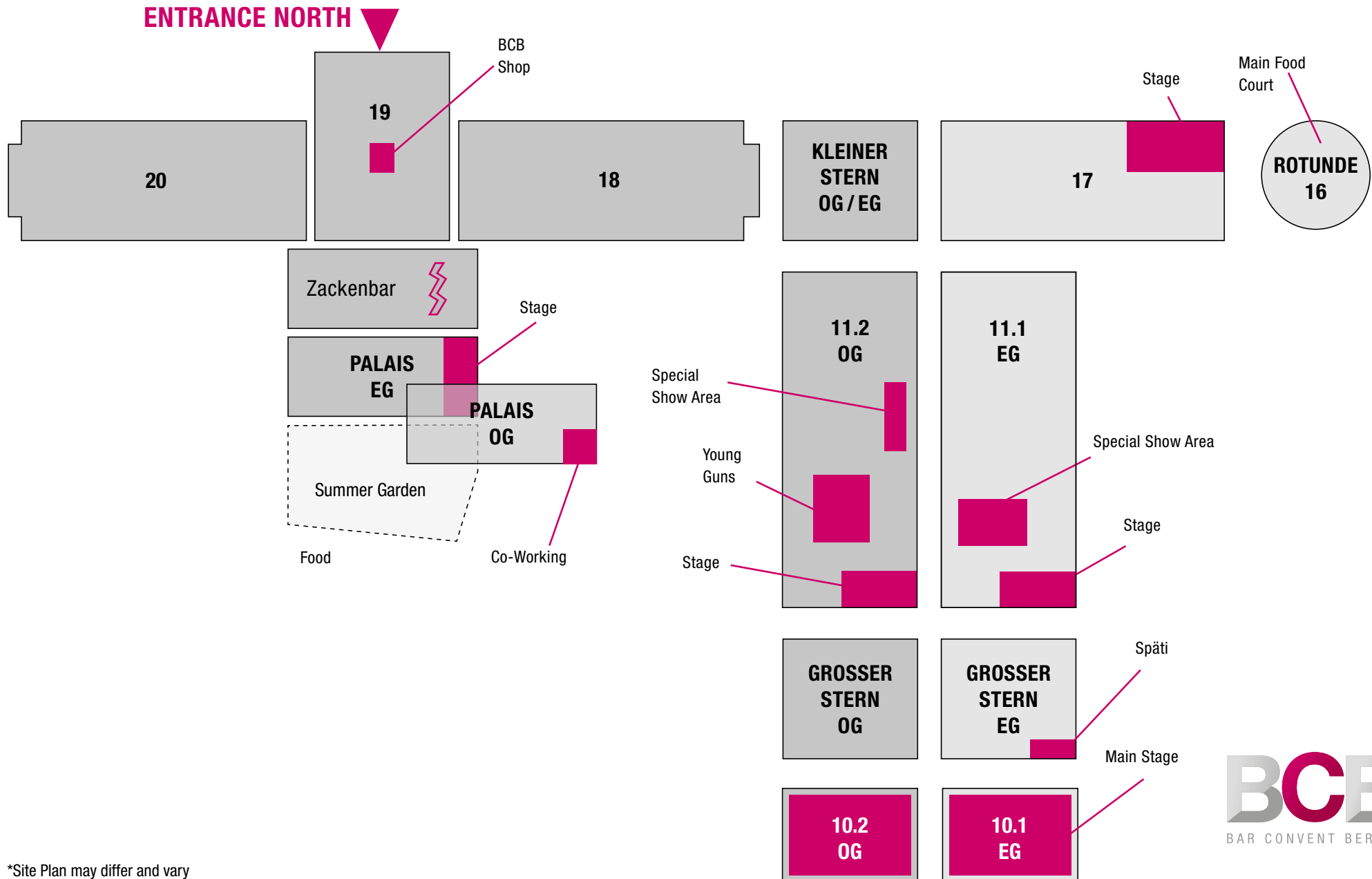
2.7 %

Netherlands

5.0 %

non European

SITE PLAN *



*Site Plan may differ and vary



SUCCESS STORIES

"It is incredibly nice to come together again at the BCB. We notice very strongly that the visitors have a great desire for new concepts. There is a great energy, a warm vibe and you can see that a lot of effort has gone into the stands everywhere. The BCB has become even more international, both on the part of the teams on site and the guests. Overall, there is a new professionalism in the whole industry and among the bartenders – everything has matured again. It's great to meet so many people in this great BCB atmosphere at our Brown-Forman stand and to experience our Bar-Fabric concept together."

ANN-SOPHIE BRUNE-BAU, Senior Brand Advocacy Manager,
Brown Forman Deutschland GmbH

"I have known the BCB for a long time and notice how much more international the fair has become over the years and how much more depth it has gained as a result. We as alcohol lobbyists have the task of bringing this cultural asset closer to the people and the BCB is a great platform for this."

NILS BOESE, Brand Ambassador, Mast-Jägermeister Deutschland GmbH

"The BCB was an incredible experience for us and we will definitely come back next year. It is a fantastic show with a very good quality of visitors and we wish the BCB to keep growing and growing."

JAVIER OLAVARRIA, Founder and CEO, NASC International (Wild Wombat)

INDIVIDUAL STAND SPACE

Stand space can be booked individually. This option is ideal for exhibitors who have a bar or exhibition furniture or would like to have their own stand built to order.

Display area from 6 sqm:	608 EUR / sqm
Incidental costs:	50.00 EUR / sqm incl. the waste disposal during the fair*, logistics fee and energy cost fee
Media Package Bronze:	105.00 EUR
AUMA charge:	0.60 EUR / sqm
Insurance:	310.00 EUR

plus Emperia Leadtracking fee, unlimited licenses

Exhibitors with up to 19 sqm: 130.00 EUR

Exhibitors with up to 35 sqm: 280.00 EUR

Exhibitors with over 35 sqm: 460.00 EUR

*The exhibitor is responsible for the proper and environmentally friendly disposal of waste, generated during the construction, running time and dismantling of the stand/ event area. Waste disposal during the event is only covered by the Maintenance Fee if the waste is sorted according to type. Further information in the exhibitor handbook.

Glasses must be booked for a fee via the service portal if required.

For logistical reasons, it is not permitted to bring your own glasses.

Prices are net plus the statutory VAT and are subject to change.

COFFEE

INDIVIDUAL STAND SPACE

The actual location is determined by the event organizer. This type of stand is suitable for exhibitors who already possess a bar or exhibition furniture.

Exhibitor space from 6 sqm:	495 EUR / sqm
Location:	within Coffee Area
Incidental costs:	50.00 EUR / sqm incl. the waste disposal during the fair* logistics fee and energy cost fee
Media Package Bronze:	105.00 EUR
AUMA charge:	0.60 EUR / sqm
Insurance:	310.00 EUR

plus Emperia Leadtracking fee, unlimited licenses

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SYSTEM STAND CONSTRUCTION

INDIVIDUAL STAND SPACE

The stand is available as a head, corner or row stand.

BASIC

For exhibitor space

as from 9 sqm:

299.00 EUR / sqm

**plus 1 x power connection 3,3kW / 16A AC230V
with distribution 215.00 EUR per stand**

Features:

Wooden frame construction and molton covering /
construction height: 3 m – colour: light grey

Carpeting rep B1 – colour: grey

1 x exhibitor name foil cut incl. sign approx. W 100 x H 60cm

1 x counter illuminated incl. insert 4c and open at the back

1 x waste bin 18l

1 x 3-pin socket

Display spotlights for the walls (1pc. per 2lfm)

incl. logistics incl. assembly/dismantling

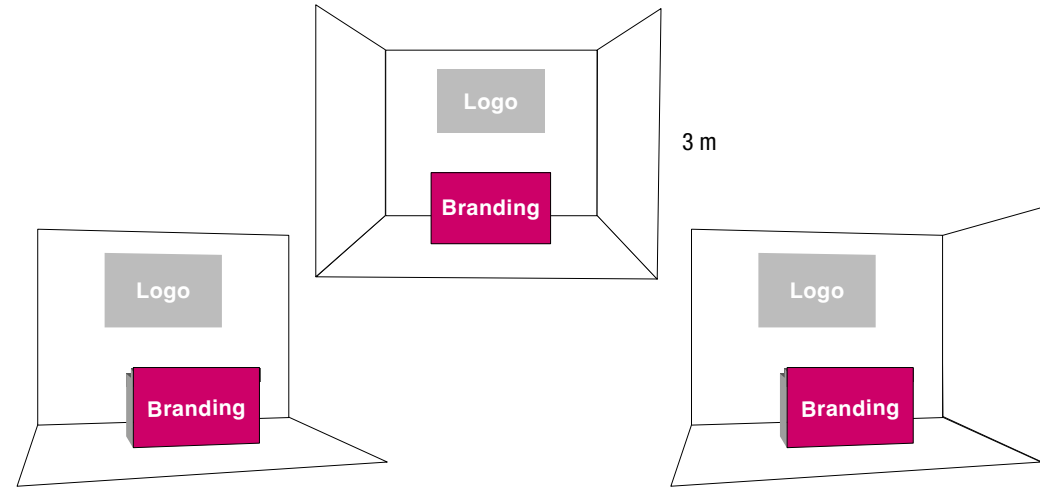
incl. customer communication

Design and final price depend on the rented individual stand space.

Additional features:

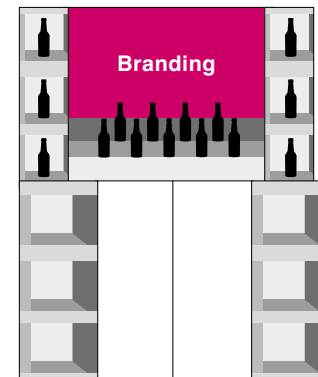
back display with illuminated shelves for bottle display in
grey/white (230 x 180 x 80 cm) + **cupboard OR freezer**

443.00 EUR / piece



Exemplary design serves as orientation and is still subject to change.

Prices are net plus the statutory VAT and are subject to change.



Additional feature example

SYSTEM STAND CONSTRUCTION

INDIVIDUAL STAND SPACE

The stand is available as a head, corner or row stand.

PREMIUM

For exhibitor space
as from 9 sqm:

489.00 EUR / sqm

**plus 1x power connection 3,3kW/16A AC230V
with distribution 215.00 EUR per stand**

Features:

Frame construction for rear / side walls / construction height: 3 m

1 x illuminated display case for bottle presentation for rear wall /
Dimensions: approx. W 100 x H 100cm incl. 2 shelves approx.

Cloths with 4C graphics for all walls (printable data to be provided by customer)

Blockout stretch fabric for rear walls (if necessary)

Carpeting Rips B1 – colour: anthracite

1 x cupboard for additional storage space as well as cover for the electricity box

1 x illuminated counter incl. inlay 4C and open at the back

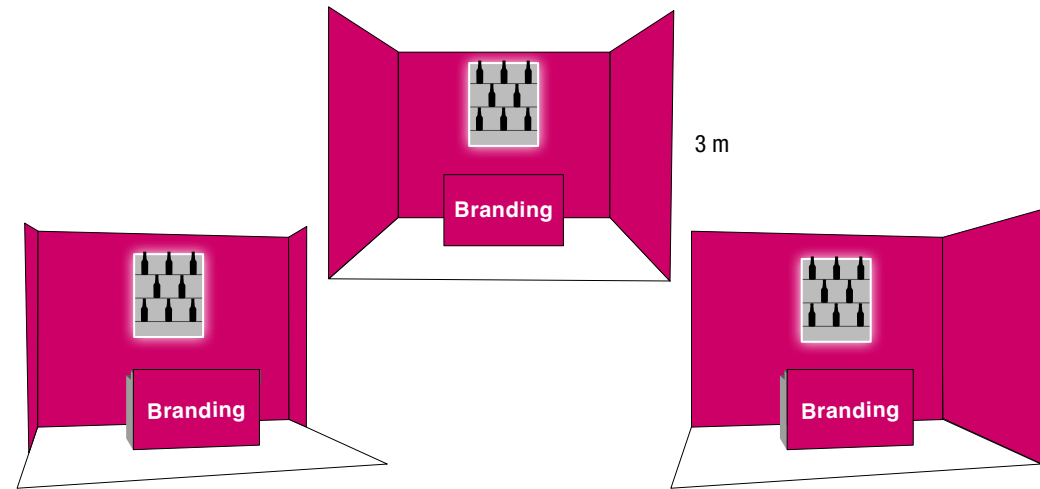
1 x waste bin 18l

Display spotlights for the walls (1pc. per 2 lfm)

incl. logistics incl. assembly / disassembly

incl. customer communication

Design and final price depend on the rented individual stand space.



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SPECIAL HALL FEATURES

PALAIS

The carpeting in the Palais is declared a historic monument. The exhibitors placed in the Palais are therefore obliged to equip the stand areas allocated to them with a floor that protects the carpeting from damage.

HALL AND STAND FLOORING

With the exception of the Palais, exhibitors are generally not obliged to equip their stand area with its own flooring. However, it should be noted that the floor in all other halls consists of floor slabs, therefore your own stand flooring may be useful depending on your concept.

HEIGHT CONCEPT

For individual stand spaces, a basic height requirement of 3 metres applies in all halls. Deviations in the stand construction are possible, but must be approved by the organiser for both upward and downward deviations. In addition, potential stand neighbours must be consulted.

HALL 11.1

All exhibitors placed in Hall 11.1 must adapt their concept to the existing lighting concept. There will be no natural light and no general hall lighting other than the basic lighting provided by the Organiser. All individual stand areas must be equipped with their own lighting. The linked video gives an impression of the hall and its lighting concept at BCB 2022.



ONE BRAND STAND

1 stand – 1 brand

The One Brand Stand is the perfect complete package for presenting a single brand or products which are sold under a single brand name.

Exhibitor space

5 sqm, 2 m x 2.5 m:

3,408 EUR

plus 130 EUR Emperia Leadtracking Fee

Features:

1 bar, back buffet incl. logo branding,

Services:

Power point incl. 1 socket

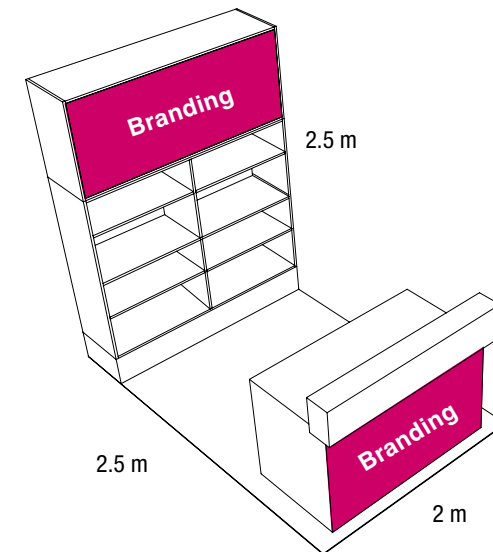
Tasting cups

Waste disposal during the fair*

Media Package Bronze

Insurance

AUMA charge



Exemplary design serves as orientation and is still subject to change.

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Glasses must be booked for a fee via the service portal if required.

For logistical reasons, it is not permitted to bring your own glasses.

Prices are net plus the statutory VAT and are subject to change.

PORTFOLIO STAND

The Portfolio Stand is the perfect complete package for manufacturers and distributors wishing to present a range of brands.

Exhibitor space
9 sqm, 3 m x 3 m:

6,115 EUR

plus 130 EUR Emperia Leadtracking Fee

Features:

1 bar and back buffet incl. logo branding,

2 bar stools, 2 side walls *

Services:

Power point incl. 1 socket

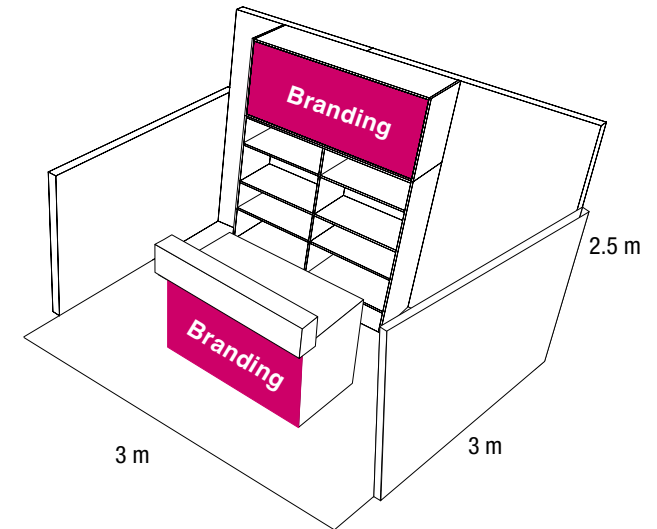
Tasting Cups

Waste disposal during the fair **

Media Package Bronze

Insurance

AUMA charge



Exemplary design serves as orientation and is still subject to change.

* Corner stands only have one side wall.

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YOUNG GUNS

PACKAGE STAND

The perfect solution for manufactures and small firms with innovative and high quality products in the spirit, filler and equipment segment. Please, be aware of the eligibility requirements.

Exhibitor space
5 sqm, 2 m x 2.5 m:

3,165 EUR

plus 130 EUR Emperia Leadtracking Fee

Location:

Actual site within hall 11.2 may vary

Features:

2 counter and refrigerator, rear and side walls, shelves, logo branding, common seating area

Services:

Power point incl. 1 socket

Tastig cups

Waste disposal during the fair *

Media Package Bronze

Insurance

AUMA charge

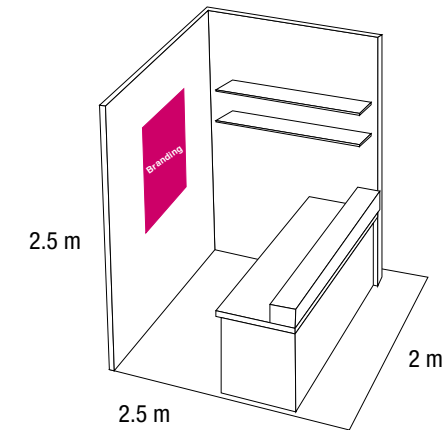
Additional Young
Guns benefits:

Separate highlighting in the catalog, as well as pocket floor plan as a hall 11.2 hotspot.

Presentation in one of the September newsletters as part of the Young Guns area

Presentation within hall 11.2 as a special area/community area

Separate highlighting within on-site signage/overview maps as a hall 11.2 hotspot.



Exemplary design serves as orientation and is still subject to change.

ELIGIBILITY REQUIREMENTS:

- a new brand that has not been on sale for any longer than 3 years (Wholesale listing or tax certificate for spirits required as proof)
- no publicized investment by a strategic partner
- no company may have more than 2 participants in the Young Guns Pavilion
- the decision on who is eligible lies with the BCB Jury

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EXHIBITOR COMMUNICATION PACKAGES

MARKETING PACKAGE

BRONZE

(MANDATORY PER BOOTH)

ONLINE EXHIBITOR PROFILE

- Cover image & company logo
- Contact address, telephone & email
- Link to website & social media
- Company description
- Brand listings
- Upload of product images and documents
- "Why visit our stand" - description
- Exhibitor Dashboard Basic

EXHIBITOR LIST

- Company name, Logo & stand number
- Product categories
- Company description

PRINT SHOW GUIDE

EXHIBITOR PROFILE

- Company name, logo & stand number
- Contact address, telephone and e-mail/fax
- Link to website
- Product categories
(5 product categories are included, more are optional)
- Company description (500 characters including spaces)

INCLUDED IN THE PACKAGE PRICE

* The prices are net plus the statutory value added tax.

MARKETING PACKAGE

SILVER

BRONZE FEATURES

+ ADDITIONAL SILVER FEATURES

ONLINE EXHIBITOR PROFILE

- Brand listings
- "Why visit our stand" - description
- Display of product images
- Link to website
- Contact information telephone and email
- Positioning at the beginning of the exhibitor list
incl. "Premium" label

PRINT SHOW GUIDE

EXHIBITOR PROFILE

- Logo in the hall directory
- Colour highlighting of the stand in the
hall plan of the hall directory

880 EUR*

MARKETING PACKAGE

GOLD

SILBER FEATURES

+ ADDITIONAL GOLD FEATURES

ONLINE EXHIBITOR PROFILE

- Feature sponsoring of a product category
- Feature in the website carousel
- Exhibitor Dashboard Pro

PRINT SHOW GUIDE

- 1 x 1/1 page advertisement 4c in the show guide

2.316 EUR*



BERLIN

BERLIN

**THE PERFECT
HOME FOR US.**

EMPERIA – LEADTRACKING

LEADS CAPTURE MADE EASY

Emperia is a simple mobile application to easily capture lead's contact information during the event and helps you to facilitate an effective follow-up.

VALUE PROPOSITION

- View your lead's contact information instantly in the app.
- Add notes and rate your leads for an effective follow-up after the show.
- Receive e-mails at the end of the day and again at the end of the show (sent to the main contact of your company), with the link to the exhibitor portal area where you can download your full lead report.
- Download your lead report at any time in the exhibitor portal.
- If you are not connected to the internet, the application stores the visitor's Badge ID and synchronizes the data as soon as it is connected to the internet again. However, we recommend that you have a permanent internet connection so that you can check the completeness of the contact data.
- Visitors receive an e-mail at the end of the day with the list of exhibitors visited this includes your company name, day and time of connection and name of the person they connected with as well as contact details (e-mail and phone number).

WHAT YOU NEED TO KNOW

- Name of the scanning employee - This name is shared with visitors who will receive an email at the end of the day with the exhibitors visited. You can also use this name in the lead report to identify which contacts were scanned by which employee.
- Company ID
- Company access code

Company ID, company access code and a link to download your lead report can be found in the Welcome email sent to the main key contact of your company.

You can use the log in data with as many users of your company as you would like.



PRICE OVERVIEW 2023

Stand Space

Individual stand space BCB per sqm	608.00 EUR
Individual stand space Coffee Convent per sqm	495.00 EUR
Individual Outdoor space per sqm	480.00 EUR

System Stand Construction

Basic per sqm	299.00 EUR
Additional features	443.00 EUR
Premium per sqm	489.00 EUR

Packages (space plus stand construction)

One Brand Stand (2 m x 2.50 m)	3,408.00 EUR
Portfolio Stand (3 m x 3 m)	6,115.00 EUR
Young Guns Package Stand (2 m x 2.5 m)	3,165.00 EUR

Incidental Costs for individual spaces

Maintenance	per sqm 50.00 EUR
Insurance cover charge for individual areas	310.00 EUR
Co-exhibitor charge incl. Insurance	565.00 EUR
Auma charge	per sqm 0.60 EUR

Glasware to be booked through Eventura Webshop.

Prices are net plus the statutory VAT and subject to change.

Exhibitor Media Communications Package

Marketing Package BRONZE	105.00 EUR
Marketing Package SILVER	880.00 EUR
Marketing Package GOLD	2,316.00 EUR

Badges

Badges	36.00 EUR
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Leadtracking / Emperia (Mandatory)

Unlimited Licenses

1. Exhibitors up to 19 sqm	130.00 EUR
2. Exhibitors up to 35 qm	280.00 EUR
3. Exhibitors over 35 qm	460.00 EUR

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BCB

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