



THE **NEXT** **MOVE** IN **LIFESTYLE**

ambiente

29.1. – 2.2.2027
FRANKFURT / MAIN

Your
Service
Documentation

messe frankfurt

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Your trade fair. Our services.

Welcome to Ambiente 2027 – We're delighted to have you on board!

To help make your trade fair participation in Frankfurt a success, this digital service documentation provides you with all the important information and services you need to plan and prepare for the event.

There are two important points to note for this year's event:

Please order your services by 18 December 2026

In view of an upcoming SAP system migration, we recommend ordering the services you require via our Shop for Exhibitor Services by 18 December 2026 wherever possible, and confirming any existing quotations by this date.

By doing so, you can ensure greater planning certainty for your trade fair participation and help us process your orders smoothly.

New Exhibitor Ticketing

A new Exhibitor Ticketing system will be available for Ambiente 2027. You can find all the information on how to use the system and its new features on pages 10 and 11 of this service documentation.

We wish you every success with your preparations and look forward to welcoming you to Ambiente 2027 in Frankfurt.

The Messe Frankfurt Customer Service Team



Things you should know

Please note the following information for your participation at Ambiente.

Checklist for your personal trade fair preparation

You can now find all the important dates for your trade fair preparations online on our website.

Please also note the Express Surcharge deadline. We therefore recommend placing your orders in the Shop for Exhibitor Services by **7 January 2027**, particularly for suspension points, catering, compressed air, electrical connections, water connections, stand cleaning and stand guards.

[To the Ambiente checklist](#)

Start planning your hotel reservation now!

Book smart, sleep well with bnetwork!

Our official partner bnetwork simplifies your hotel booking with great perks like:

- ✓ Exclusive rates for exhibitors and visitors
- ✓ Top locations close to the fairgrounds
- ✓ Huge hotel selection – something for every budget
- ✓ Smooth group bookings
- ✓ Personal support before and during the event



Pro tip: The earlier you book, the wider the choice. **Availability is limited, don't miss out!**

[Book your stay now](#)

Technical Information

We will be happy to provide you with a number of documents for download that may be of assistance for your event or your stand concept.

You can find the following factsheets and guidelines on our website:

- Technical Guidelines
- Factsheet aisle superstructures
- Factsheet burning candles
- Factsheet burning construction materials
- Factsheet ceiling-floor connections
- Factsheet construction heights
- Factsheet ethanol fireplaces
- Factsheet exhibition of motor vehicles
- Factsheet fat fryers and cooking rings
- Factsheet fog machines and hazers
- Factsheet gas-powered devices
- Factsheet helium filled balloons
- Factsheet laser systems
- Factsheet LED and lighting systems
- Factsheet liquefied gas
- Factsheet open flames
- Factsheet pavillons
- Factsheet presentations
- Factsheet prevention of legionnaires disease
- Factsheet stand ceilings and covered areas
- Factsheet stand parties
- Factsheet suspensions from ceiling
- Factsheet use of glas
- Factsheet working with wood and plasterboard
- Factsheet Congress Center
- Factsheet Festhalle
- Factsheet Forum
- Factsheet Portalhaus

This is where you will find our factsheets!



Warning of Unofficial Exhibitor Directories

We would like to inform you that numerous suppliers such as Construct Data (FAIRGuide, Expo Guide) and Matic Verlagsgesellschaft mbH have issued so-called „unofficial exhibitor directories“.

These directories have nothing to do with the official exhibitor directory as issued by Messe Frankfurt Exhibition GmbH.

These companies are trying to get you to pay for an entry in their exhibitor directory using the subject heading of „Datenkontrolle“ or „data update“. If you want to appear only in the official exhibitor directory as issued by Messe Frankfurt Exhibition GmbH, then please decline these offers.

The official exhibitor directory as well as all online media are strictly issued by Messe Frankfurt Exhibition GmbH in collaboration with Messe Frankfurt Medien und Service GmbH.

If you have been accepted as an exhibitor at one of our trade fair events, then rest assured that your basic entry will appear in the official exhibitor directory and the online media.

You can find more information as well as a sample reply letter which you can use to react to an invoice from the suppliers of these so-called „unofficial exhibitor directories“ on the home page of the AUMA, the Association of the German Trade Fair Industry:

[See the sample reply letter](#)



Example of an unofficial exhibitor directory of the International Fairs Directory

The official
Messe Frankfurt
publications



Ordering Products and Services Online

Messe Frankfurt makes it easy for you to order all the products and services you need for your trade fair presentation quickly and easily – you can use our online ordering systems for this purpose.

Order products and services from the Shop for Exhibitor Services

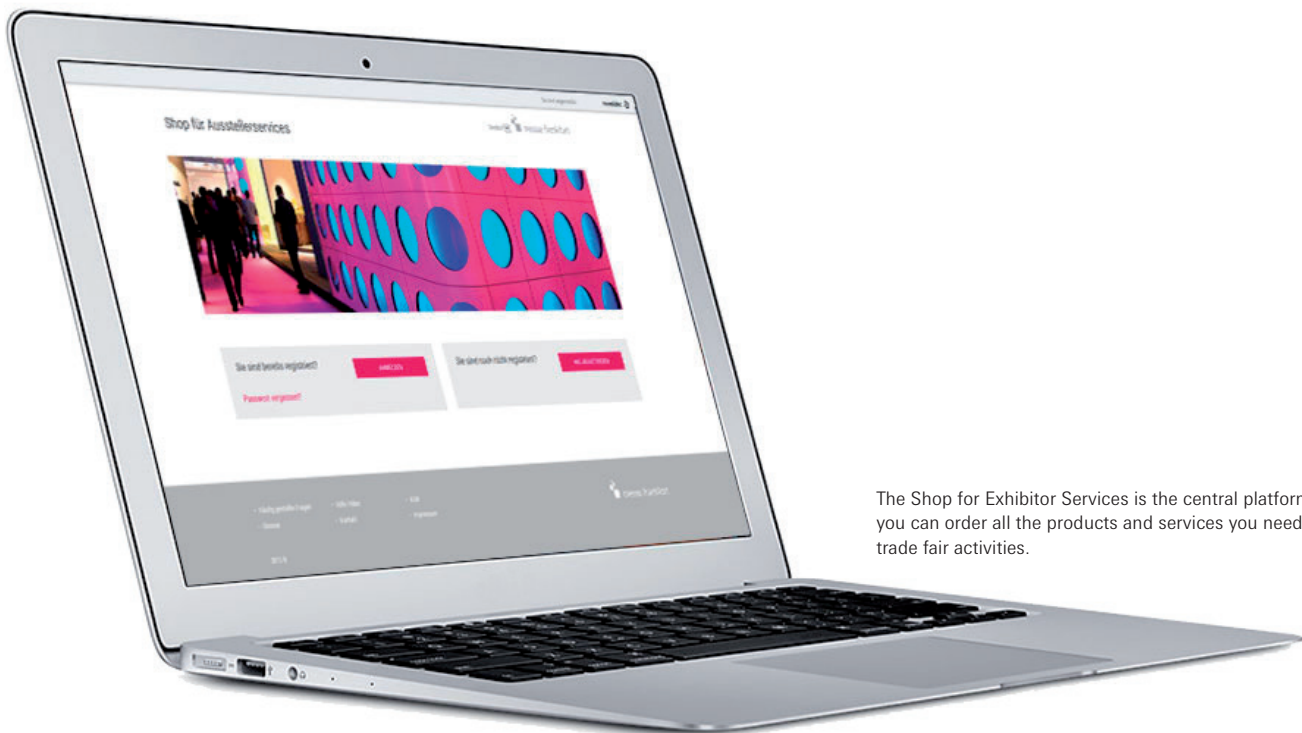
You can order products and services for your trade fair appearance from Messe Frankfurt's [Shop for Exhibitor Services](#).

In order to use the Shop for Exhibitor Services, you need to have a Messe-Login. If you do not already have a Messe-Login, persons designated as the 'contact person – contracting party' in the exhibitor's Intention to Exhibit will receive an email from messe-login@messefrankfurt.com. Simply click on the registration link contained in this email and select a password.

If you already have a Messe-Login, please use this to login to the [Shop for Exhibitor Services](#).

You will find answers to all questions pertaining to the Shop for Exhibitor Services – such as how you can authorise representatives to place orders or what you need your stand code for – in our [FAQs](#).

If you have any questions regarding the Messe-Login, please contact our hotline on +49 69 75 75-29 99 or send an email to serviceshop@messefrankfurt.com – we will be happy to assist you.



The Shop for Exhibitor Services is the central platform where you can order all the products and services you need for your trade fair activities.



With Fairconstruction's stand configurator, you can plan your stand quickly and easily.

Configure a stand in the Fairconstruction stand configurator

You can plan your modularly expandable system stand easily with the Fairconstruction stand configurator. What do you have to do? Simply select the location and the trade fair in the configurator, then you can take your time to select the right stand and stand size for your requirements and budget.

[Open the stand configurator](#)

Would you like to have an individual stand? Fairconstruction can also offer you creative stand solutions that are every bit as unique as your company.

[Simply contact us with your request.](#)

Exhibitor passes, visitor admission vouchers and set-up and dismantling passes

The Exhibitor Ticketing allows you to generate and manage exhibitor passes and set-up and dismantling passes for you and your stand team easily and conveniently online. You can also use the same portal to generate visitor admission vouchers and invite your customers by email.

[Go to the Exhibitor Ticketing](#)

Promotional materials for visitor invitations are available in the Shop for Exhibitor Services

We will be happy to support you with effective professional advertising media that will draw the attention of trade visitors to your stand. **You can design and order print and online advertising materials in our [Shop for Exhibitor Services](#) with which to invite visitors to the event.**

Generate individualised online advertising materials directly in the shop and save banners, e-cards and email signatures in file form – so that you can put these materials to use in your channels straight away.



You will find a wide range of materials in our Shop for Exhibitor Services that make it easy to invite your customers to your stand.

Services for a Successful Trade Fair

Optimise your trade fair activities with services from a single source.



Stand, furniture, furnishings and equipment

Fairconstruction, Messe Frankfurt's trade fair construction firm, can offer you the entire spectrum of construction services. Your benefits: Invaluable insider expertise that comes from working in our own venue and short distances – something that saves time and money.

[Further information](#)



Get off to a great start with perfect stand engineering

Travel to Frankfurt with your mind at ease – we'll make sure that all of the technical components work together seamlessly. We can offer you: Electricity and water, WiFi solutions and visitor registration, as well as a wide range of additional technical services.

[Further information](#)



Stand services and friendly service personnel

Gaining new contacts and cultivating existing relationships are the fundamental goals of a successful trade fair participation. To ensure that you are able to focus all your efforts on your guests, we offer you a full range of services to keep your stand running smoothly.

[Further information](#)



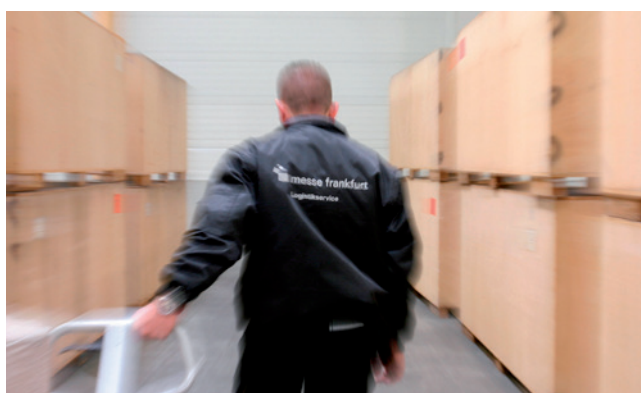
Advertising – Raising the profile of your brand

Effective onsite and online marketing is central to successful trade fair activities as it helps you to generate attention for your company within its sector. In this way, you can convey your messages directly and reach your target group at the Frankfurt exhibition grounds.

[Further information](#)

Do you have any questions or would you like some advice?

We will be happy to share our expertise with you to further improve your trade show preparation. The Customer Service Team looks forward to your call at +49 69 75 75-54 08 or send us an e-mail at customerservice@messefrankfurt.com.



Logistics Service & Traffic Management – just-in-time at the right stand

With more than 150 events taking place on the Frankfurt exhibition grounds every year, it is essential that everything meshes seamlessly. The team sees to it that everything runs perfectly during the set-up and dismantling phases.

[Further information](#)



Fire extinguisher for your stand

The foam extinguisher „AB-Schaum“ is the perfect fire extinguisher for your booth. Handy, easy to use and ideally suited for incipient fires of fire classes A (solid substances such as wood) and B (liquid substances such as gasoline).

[Go to the Shop for Exhibitor Services](#)



Food, drink and much more besides

The impact of trade fair activities depends on many factors, one of which is food and drink. This success factor can be left in the capable hands of Accente, which is based directly on our grounds. It can provide catering for your trade fair stand during the day or for your stand party in the evening.

[Further information](#)



Conference, meeting and storage rooms

It is often the case that there is simply too much going on at the stand to have detailed talks with customers. For situations such as these, you can simply book a conference room or a meeting room located in the direct vicinity of your stand.

[Further information](#)

The new Exhibitor Ticketing

The new Exhibitor Ticketing allows you to create and manage visitor vouchers, exhibitor passes, and set-up and dismantling passes in one central location.

Log in with your user account via the following link

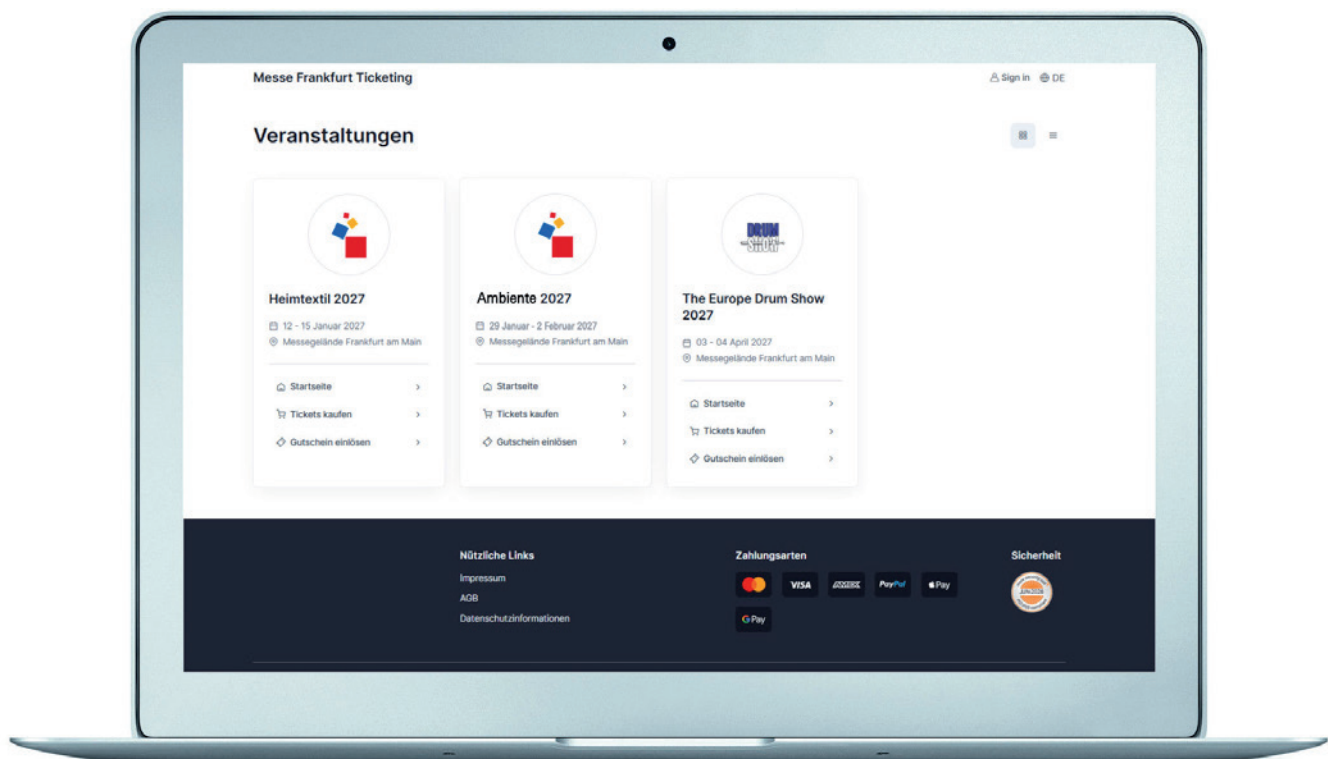
<https://tickets.messefrankfurt.cloud>.

If you do not yet have a user account, you can easily create one with your email address during the login process.

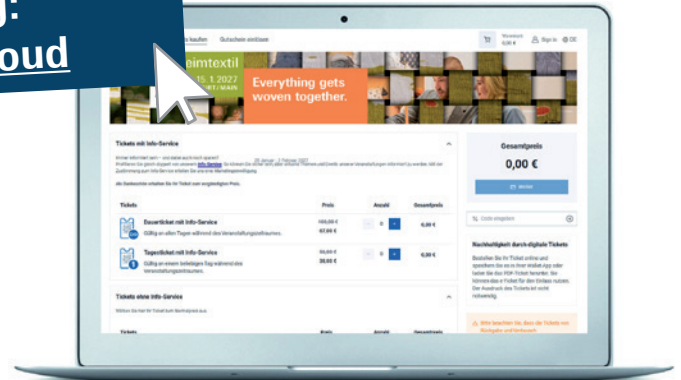
Visitor vouchers

Invite customers and business partners to visit your exhibition stand. Exhibitor Ticketing allows you to order visitor vouchers, send invitations by email or provide registration codes. You can also manage invited and registered visitors as well as tickets and view the usage of your voucher allocations.

Detailed information about the individual functions is available in the [step-by-step guide to visitor vouchers](#).



Your link to Exhibitor Ticketing:
<https://tickets.messefrankfurt.cloud>



Exhibitor passes and set-up and dismantling passes

Organise the registration of your stand staff and manage the required passes. You can order additional exhibitor passes, assign passes to your stand staff, register staff members, and send or download passes. Passes that have already been issued and available pass allocations can also be managed centrally.

Please note: Unpersonalised passes can only be created for set-up and dismantling. Further information is available in our [tutorial to exhibitor passes and set-up and dismantling passes](#).

Dashboards and monitoring

The dashboards provide an overview of your invited and registered visitors, your voucher allocations, and your invitation and registration statistics.

Good to know:

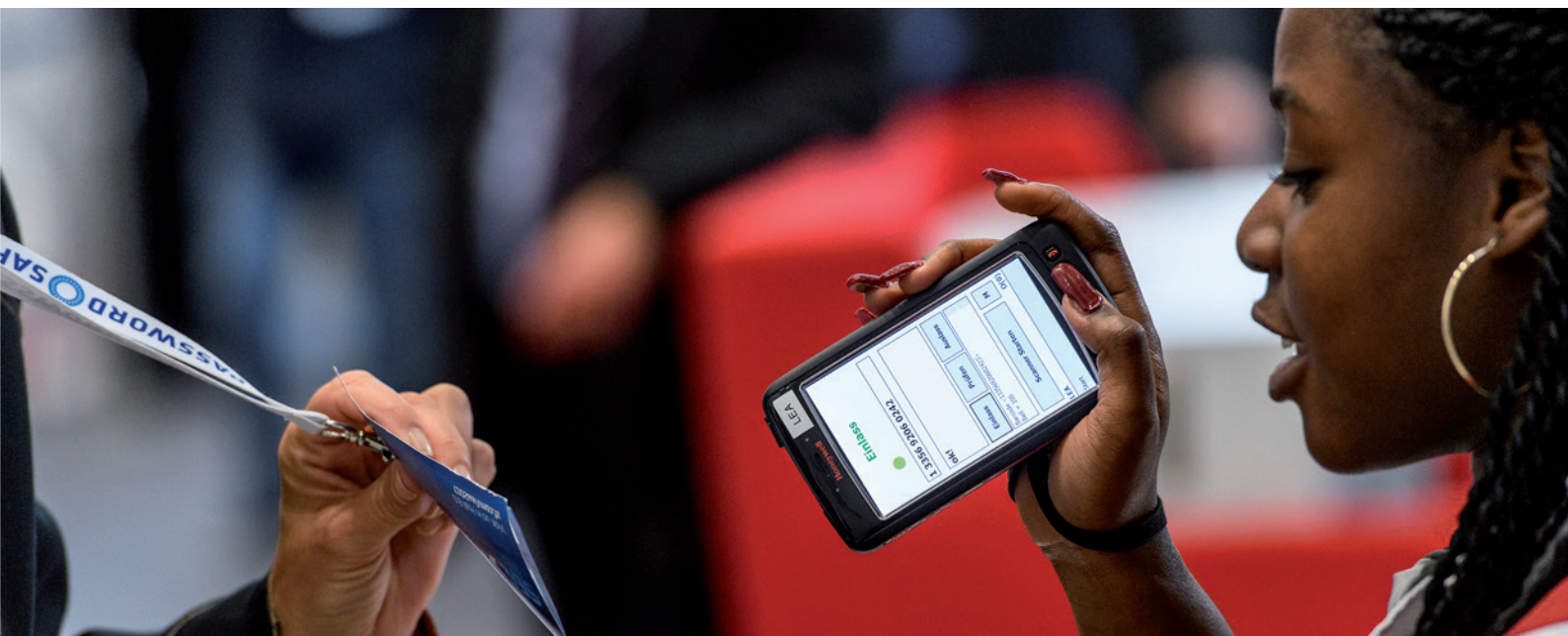
Your free quota of exhibitor passes and visitor vouchers is automatically allocated to your stand and displayed in the system. Any additional exhibitor passes and visitor vouchers ordered will only be charged if they are scanned at the entrance to the exhibition grounds.

For technical questions, please contact:

Ticketing Team

Phone +49 69 75 75-51 51

Email: etickets@messefrankfurt.com



Our Servicelines

Do you have any questions regarding Messe Frankfurt's products and services?

Serviceteam	E-Mail	Telefon
Advertising	media.services@messefrankfurt.com	+49 69 75 75-64 41
Catering	catering@accente.com	+49 69 7 56 02-22 41
Cleaning	cleaning@messefrankfurt.com	+49 69 75 75-69 11
Compressed air + natural gas	compressedair@messefrankfurt.com	+49 69 75 75-66 78
Customer Care	customer.care@messefrankfurt.com	+49 69 75 75-30 24
Customer Service	customerservice@messefrankfurt.com	+49 69 75 75-54 08
Electricity	electricity@messefrankfurt.com	+49 69 75 75-66 70
Hostess	office@dkts.de	+49 61 01 99 56 198
Interpreter	info@bbklanguages.com	+49 7274-70 27 70
LeadSuccess + Multimedia Shop	multimedia-shop@messefrankfurt.com	+49 69 75 75-13 20
Logistics	logistics@messefrankfurt.com	+49 69 75 75-60 75
Media Package Manager (MPM)	mpm@messefrankfurt.com	+49 69 75 75-51 31
Shop for Exhibitor Services	serviceshop@messefrankfurt.com	+49 69 75 75-29 99
Suspensions	suspensions@messefrankfurt.com	+49 69 75 75-68 99
Stand construction + stand equipment (Fairconstruction)	fairconstruction@messefrankfurt.com	+49 69 75 75-66 66
Stand construction approval + Technical Event Management	standapproval@messefrankfurt.com	+49 69 75 75-59 04
Stand Guards	standguard@messefrankfurt.com	+49 69 75 75-63 42
Telecommunication	telecommunication@messefrankfurt.com	+49 69 75 75-711 73
Ticket Services for Exhibitors	etickets@messefrankfurt.com	+49 69 75 75-51 51
Traffic	traffic@messefrankfurt.com	+49 69 75 75-66 00
Waste	waste@messefrankfurt.com	+49 69 75 75-69 11
Water	water@messefrankfurt.com	+49 69 75 75-66 78

Driving onto the Exhibition Grounds During Set-up and Dismantling

Please note: every vehicle that wishes to enter the exhibition grounds during set-up and dismantling must first register and report to the Check-In. It is only after this has taken place that vehicles can drive onto the exhibition grounds.

Messe Frankfurt offers a digital Central Traffic Management system for this purpose. The system optimises access to the exhibition grounds during the set-up and dismantling phases of events.

Things you should know

Registration for entry takes place in two steps:

1. Vehicle registration in advance online or on site
2. Check-in at one of the registration areas

How to register your vehicle

There are two ways in which your vehicles can be registered:

- In advance using our [online portal](#)
- On site – at one of the registration areas

Please make sure that you always have the following information ready:

- Plate number of the vehicle that is to enter the exhibition grounds
- Driver's name
- Driver's mobile phone number
- Freight forwarder's name / Supplier's company name
- Hall + stand number (e.g. 3.1 A26)
- Logistics services have been ordered: Yes / No

If you require additional logistics services, you can also order these in advance online – it's easy:

www.logistics.messefrankfurt.com

Check-in

When approaching the exhibition grounds, please follow the signs to "Check-In". These will direct you to the current registration area.

Once there, you will be given a vehicle admission pass specifying the gate through which you are to enter the exhibition grounds. You may only enter the exhibition grounds through the gate assigned to you at the Check-In. The vehicle admission pass is only valid for this gate.

Do you have any questions or require more information?

If so, please visit our website:

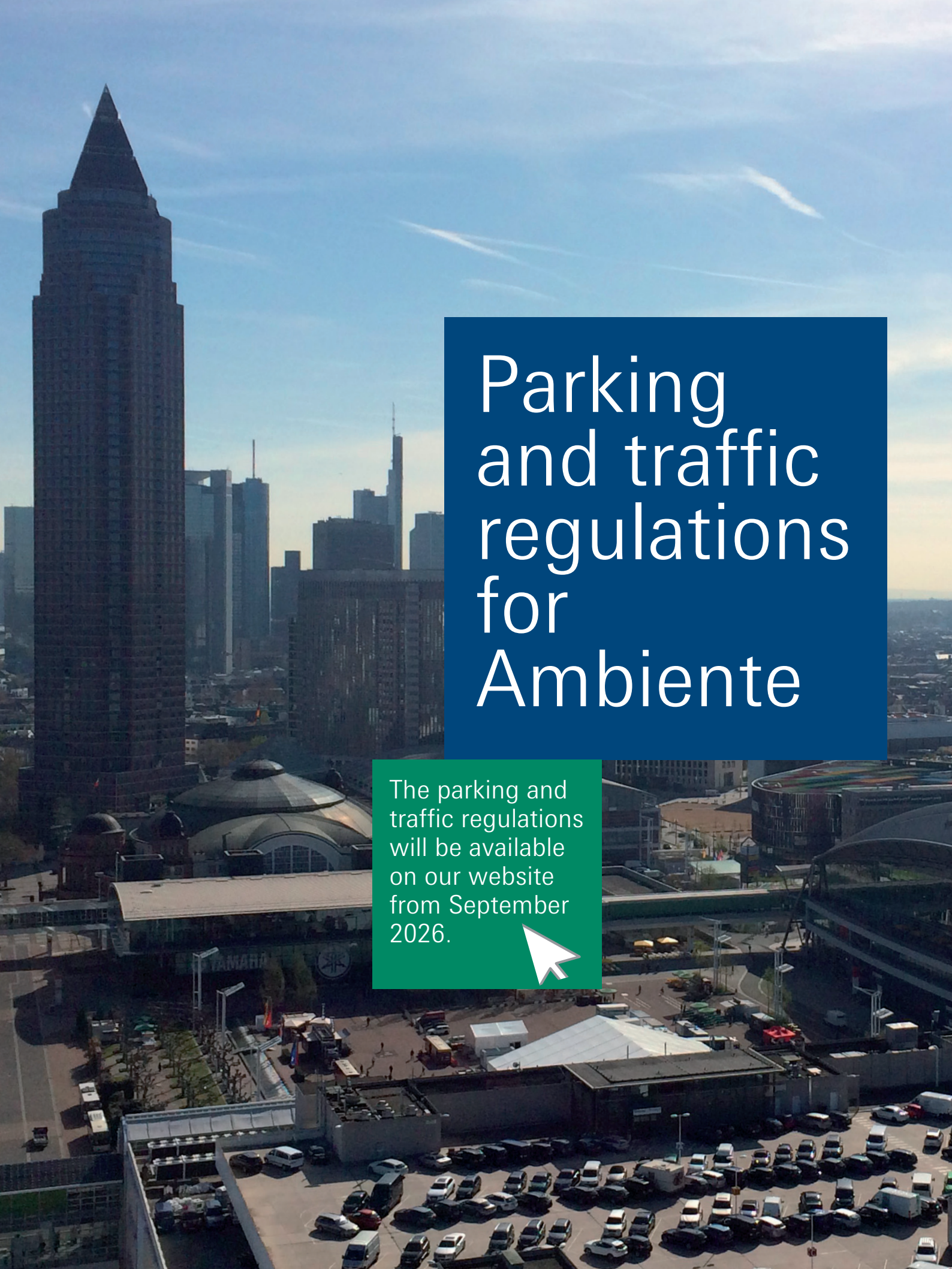
www.traffic.messefrankfurt.com

We will also be happy to assist you personally. You can reach us by:

Phone +49 69 75 75-66 00

Email traffic@messefrankfurt.com





Parking and traffic regulations for Ambiente

The parking and
traffic regulations
will be available
on our website
from September
2026.



Important Shipping Information

Do you wish to use a courier to send materials or documents to your stand? If so, we would appreciate your help, for it is also in your interest!

In order to help avoid the problems which have been occurring quite frequently of late regarding customs clearance for your shipments, **we ask that you address your shipments as shown below.**

Those exhibitors who have addressed their shipments in a different manner have been facing a delay in customs clearance.

Given the relatively short duration of events, there is a danger that such packages might not be delivered at all.

This is why we ask that you address your shipments as detailed above, in order to ensure that they can be delivered without difficulty.

Company name

Stand: Hall / Level / Aisle / Stand no. / Event

e.g.:

8. 0 D 25

Ambiente

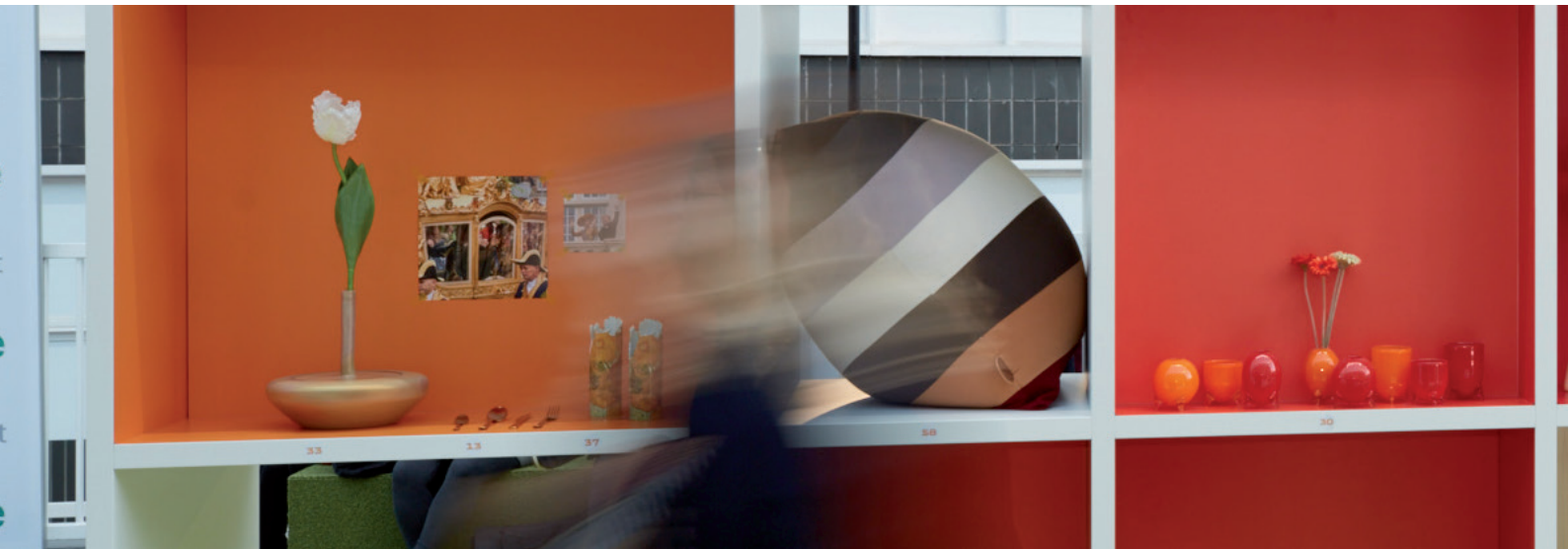
at Messe Frankfurt GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
Germany



Your Contact Persons

Do you have any questions about the trade fair and your exhibition opportunities?

Responsibility	Function
Director Dining	Director
Director Living, Giving	Director
Hall 3.0	Interiors & Decoration
Hall 3.1	Interior Design
Halls 4.2	School
Halls 4.2	Urban Gifts, Stationery
Hall 8.0	Cook & Cut
Halls 9.0, 9.1	Modern Kitchen & Baking
Halls 9.2, 9.3	Clean Home & Storage Solutions Top Deals & Collections
Hallen 10.0, 10.1	Global Sourcing Stationery & School Global Sourcing Giving & Living
Halls 10.3, 10.4	Global Sourcing Living
Halls 11.0, 11.1	Global Sourcing Dining
Halls 12.0, 12.1	Table & Table Select
Hall 12.1	HoReCa



Contact	Email	Phone
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Yvonne Engelmann	yvonne.engelmann@messefrankfurt.com	+49 69 75 75-62 42
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Cornelia Dahlke	cornelia.dahlke@messefrankfurt.com	+49 69 75 75-64 91
Tobias Gelbert	tobias.gelbert@messefrankfurt.com	+49 69 75 75-60 89
Dagmar Handwerker	dagmar.handwerker@messefrankfurt.com	+49 69 75 75-68 29
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Jingruo Wang	jingruo.wang@messefrankfurt.com	+49 69 75 75-62 31
Katja Glowatzki	katja.glowatzki@messefrankfurt.com	+49 69 75 75-63 79
Juliane Rück	juliane.rueck@messefrankfurt.com	+49 69 75 75-63 56



Wireless Internet at Trade Fairs

Dear exhibitors,

Nowadays, wireless internet access is a necessity and a matter of course. Wi-Fi has become an essential technology of the wireless data transfer and nearly every portable terminal worldwide can be connected to it.

For that reason, it is very important for us to ensure a good wireless internet coverage at the exhibition centre. With this leaflet we inform you about some basic rules which add to run wireless internet systems at trade fairs efficient and trouble-free. We invite you to familiarise yourself with those rules.

Similar to the road traffic, in Wi-Fi systems it is also necessary to establish some rules to ensure that all road users can get to their destination with maximum efficiency and unscathed. These rules refer to Access Points which you possibly intend to use in your booth. We would kindly ask you to observe these rules, also in your own best interest.

This is important because Wi-Fi Access Points use a joint medium, which is limited by physical facts – the spread of electromagnetic waves in the air. These waves can overlap and interfere each other so that none of the signals can get to the receiver with the required quality. To stay in the road traffic illustration: the Wi-Fi signals spread out like cars on a three-lane motorway. It is reasonable that different road users use different lanes and a traffic jam happens when too many cars use the motorway at the same time.

Hence following rules apply in all exhibition centres in Germany:

1. **Wi-Fi Access Points may only send in a frequency range of 2,4 GHz, not at 5 GHz.**
This setting can be selected in the configuration menu of your Access Points.
2. **Wi-Fi Access Points may only send in channels 1, 6 or 11.**
This setting can be selected in the configuration menu of your Access Points.
3. **The transmission power of your Wi-Fi Access Points may not be more than -80 dBm at the border of your booth.**
You can adjust the transmission power in the configuration menu. The Access Point's location on your booth affects how strong the signal is at the border of the booth.

4. **The SSID, which is the identification of your Access Point, has to contain your booth number in the first characters (for example H4.0 B42).**

This way it is easy to check if one transmitter is configured inadequately – a principle of fairness, because you want that your booth neighbours also observe the rules, just like you. You are also allowed to configure the Access Point in a way that it does not send a visible SSID.

5. **Channel Bonding is not permitted.**
6. **Other transmitters than your Wi-Fi Access Points are strictly not permitted, they can disrupt the data signals.**
If you use other transmitters in the products you are exhibiting, please contact us in advance.

We are convinced that it is in everyone's interest to establish the same "traffic rules" for the usage of your personal Access Points at exhibition centres in Germany and to demand their adherence. Like this, time-consuming resetting or questions regarding the usage of Access Points can be avoided at an early stage.

Your trade fair organisers will gladly provide you with application forms so that you can register your Access Points. Please submit these forms in time; it helps to ensure that these rules are observed.

If you have any questions or require technical support, please do not hesitate to contact your trade fair organiser. There is also a basic advice we would like to give: the Wi-Fi infrastructure in the exhibition halls of German exhibition centres is often that well that you can use this Wi-Fi signal also for your own purposes. Your trade fair organisers will be more than glad to assist you.

Finally we would like to point out that the wireless data traffic is just as unpredictable as road traffic on motorways – it depends on the number of user as well as on how booths are constructed in the halls, none of these can be influenced during trade fairs. Should your booth or the exhibited products make a certain bandwidth necessary then a wired internet access is still the best option.

With kind regards,
your trade fair organisers in Germany

Helpful Explanatory Videos for You

We have made it our mission to make your trade fair preparations as easy as possible and providing you with the best possible support. With our videos we would like to introduce you to various topics.

How to order
in the Shop
for Exhibitor
Services



It's that simple!

In this [video](#), we explain how to register in the Shop for Exhibitor Services, what you need our Messe-Login for and how you can search for and order specific products for your trade fair appearance.

Tips & tricks for
handling waste
and recyclables
during set-up
and dismantling



Together we make a difference.

We can make a big contribution to greater sustainability with small things that everyone can pay attention to during set-up and dismantling. In this [video](#), we would like to show you how it works.

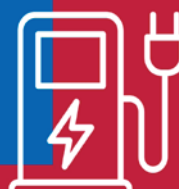
Structural
inspection of
exhibition stands
How does it work and
when is it necessary?



The 5 steps of the structural inspection

With our [video](#), we would like to explain to you step by step which stand constructions require a structural inspection and what this inspection looks like. In the video, you will learn which documents are part of this process and how exactly it works.

Requests for an
e-charging station
for exhibitors and
visitors



Of course you can charge your electric car at our premises!

Simply use our contact form and request a charging station. We will then get back to you with further information. We explain exactly how the enquiry works in detail in our [video](#)!



Watch now!

Messe Frankfurt Venue GmbH

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Fax +49 69 75 75-64 33

www.messefrankfurt.com