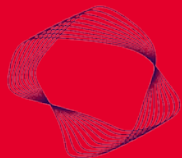


CREATE THE FUTURE OF FOOD

THE NEW EVENT FOR THE TRANSFORMATION OF THE FOOD INDUSTRY

06.-08.09.2022 | Cologne



anuga
HORIZON



TASTE THE FUTURE

ANUGA IS THE LEADING TRADE FAIR OF THE GLOBAL FOOD INDUSTRY.

THIS IS WHERE THE ENTIRE INDUSTRY MEETS UP FOR THE ORDER BUSINESS OF THE FOOD AND BEVERAGE INDUSTRY.



Entire spectrum and depth of the product range of the food and beverage industry



Product focus, strong focus on product categories.



Focus on business and ordering as well as inspiration at product level.



CREATE THE FUTURE

ARE YOU A PIONEER PRESENTING PRODUCTS OR SOLUTIONS FOR THE FUTURE BUSINESS OF THE FOOD INDUSTRY?

IN THIS CASE ANUGA HORIZON IS EXACTLY THE RIGHT PLACE FOR YOUR INNOVATIVE OFFERS.



Food & Beverages complemented by Tech& Solutions and Ecosystems.



Products and solutions presented along the topics of tomorrow in three linked formats: Exhibition, Conference and Experience.



Focus on cross-industry inspiration, innovation and networking.

NEW PERSPECTIVES

FOR YOUR PRODUCT PRESENTATION



EXHIBITION

INSPIRING TRADE FAIR WITH PRODUCTS, FOOD, TECHNICAL AND DIGITAL SOLUTIONS

- From the product to topic presentation
- Presentation of "added value" under the umbrella of the relevant market trends



CONFERENCE

GROUNDBREAKING SPEAKERS, INSPIRING TALKS, INNOVATIVE SOLUTIONS AND PRODUCT PRESENTATIONS

- Integration of exhibition and content
- In the midst of the trade fair happenings
- Stage presentation with product innovation and theme slots as well as start-up pitches



EXPERIENCE

TRY OUT SOLUTIONS, TEST PRODUCTS, EXPERIENCE VISIONARY IDEAS

- Storytelling instead of pure product presentation
- Collaboration and exchange of ideas takes place in an interactive world of experience.

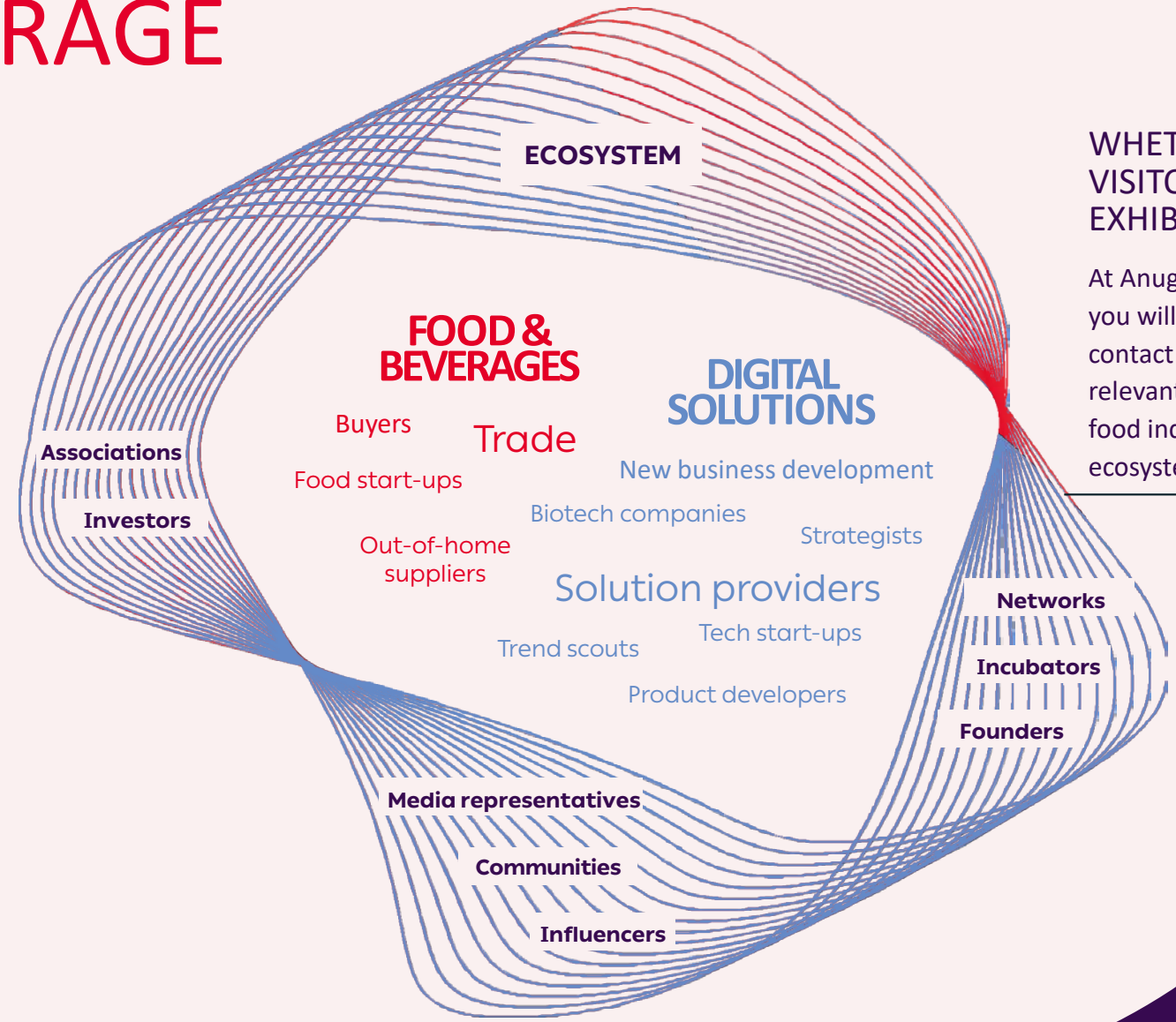
PRODUCTS & SOLUTIONS

UNDER THE FOCUS OF RELEVANT MARKET TRENDS



FOOD & BEVERAGE TECH ECOSYSTEM

FIND THE RIGHT PARTNER FOR YOUR
FOOD BUSINESS OF TOMORROW



WHETHER
VISITORS OR
EXHIBITORS

At Anuga HORIZON
you will come into
contact with the most
relevant players of the
food industry and its
ecosystem.

COLLABORATION AS KEY ASSET FOR THE FUTURE OF THE INDUSTRY

YOUR
ADDED
VALUE

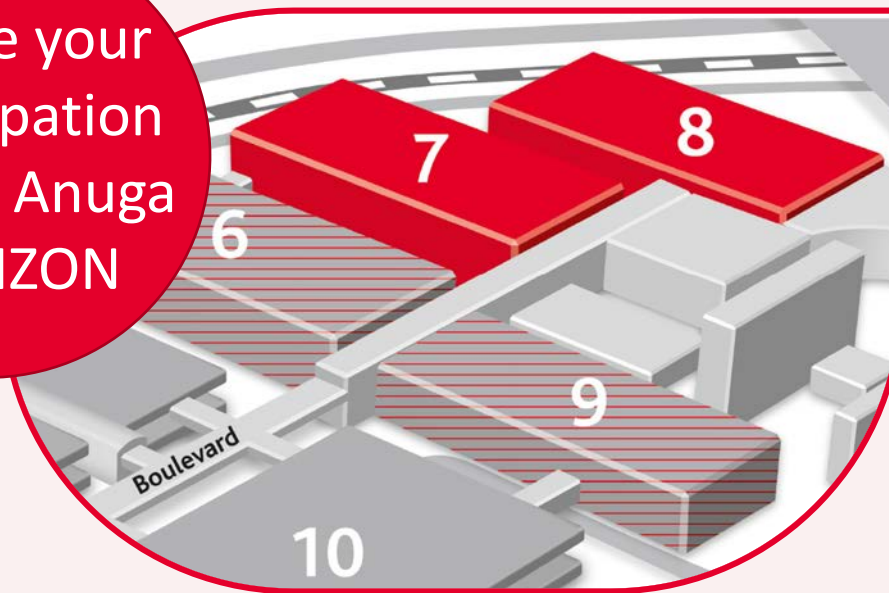
- ✓ **PRESENT PRODUCTS ALONG THE FUTURE TREND TOPICS OF THE INDUSTRY**
Create a different perception among buyers and market players.
- ✓ **MULTIPLE POSSIBILITIES BEYOND PRODUCT PRESENTATION**
Interactive participation in the stage program and experience areas.
- ✓ **OPEN UP NEW BUSINESS OPPORTUNITIES**
Interacting with start-ups and new technologies for the retail and out-of-home market.
- ✓ **PERFECT SPACE FOR NETWORKING AND COLLABORATION**
Manufacturers from the food sector, with technology providers, start-ups and partners from the modern food industry and retail ecosystem.

KEY FACTS

- 06.-08. SEPTEMBER 2022
- COLOGNE
- 3 DAYS | 2+ HALLS
- 500+ EXHIBITORS
- 10.000+ VISITORS
- TRADE VISITORS ONLY



Secure your
participation
now at Anuga
HORIZON



EXHIBITION

STAND SPACE

- Innovative products and solutions at your booth
- Create awareness with your brand presence
- Direct approach to target groups and potential partners and customers

EARLY BIRD
UNTIL
31.03.2022

		Early Bird*	Regular
Stand space	per m ²	220 €	250 €
AUMA	per m ²	0,60 €	0,60 €
Energy	per m ²	16 €	16 €
Marketing package**	Piece	1.050 €	1.050 €

*for registration until 31.03.2022

EXPERIENCE AREA

EXPERIENCE PACKAGE

- Use our experience areas to make your products, your know-how and your visions for the future tangible for the key players in the industry.
- Join us in creating **interactive and experimental spaces** for the future of the food industry.

KEY FACTS

- Experience areas offers a **direct experience** of of the trends of the new food industry
- Participation in the conception of the areas
- **Enhanced visibility** of your products/services via additional marketing services

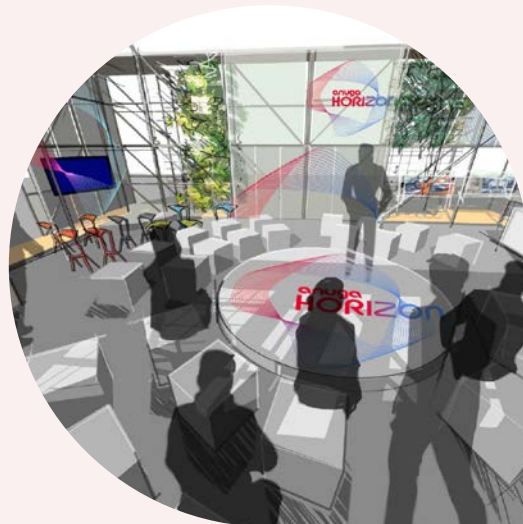
YOUR PARTICIPATION OPTIONS:

- Second placement or exclusive sponsor
- Participation in workshops, events and conception
- **Tangible presentation** of your products, solutions and ideas



CONTENT AREA

Present yourself and your company as a thought leader in different conference formats. Talk about your ideas, your topics, visions and challenges with key players in the food & tech industry.



KEY FACTS

- stage for 150 visitors in the middle of the exhibition hall
- exclusively for exhibitors and partners
- different package sizes for your individual need

Content S	1 Slot	15 Minutes	1.500€*
Content M	3 Slot	15 Minutes	3.500€*
Content L	1 Deep Dive	40 Minutes	4.000€*

*Prizes only for exhibitors at Anuga HORIZON

EARLY-BIRD PACKAGE PRICE EXAMPLES



*FULL PRICE:
STAND SPACE INCL. PARTICIPATION PACKAGE,
MARKETING PACKAGE, ENERGY COSTS

EASY ENTRY

SO YOU CAN FOCUS ON YOUR BUSINESS.

Use our digital stand registration to secure your participation at Anuga HORIZON.

- Early Bird until 31.03.2022: 220 €/sqm (normal price 250 €/sqm)
- Marketing package* one-time: € 1,050.00
- Special offers for start-ups & special offers for the Community Area**.
- Ready-made and individual stand construction solutions**

*You can find the contents of the Marketing Package at

**We will be happy to advise you on request.

EARLY BIRD
UNTIL
31.03.2022

Feel free to contact us:

sales@anuga-horizon.de

[ONLINE REGISTRATION](#)