

ISH extends deadline for free exhibition-stand cancellation

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Following intensive discussions with numerous exhibitors, the ISH management has complied with the request for the deadline for free exhibition-stand cancellation to be extended from 24 July to 10 September 2020

After having been informed about the current hygiene and protection measures required by the State of Hesse for holding ISH 2021, the organisers received an increased number of questions from many exhibitors. Naturally, both exhibitors and Messe Frankfurt are fully aware that these measures are designed to protect everyone involved in the fair with top priority being given to the safety and health of all exhibitors, visitors, service partners and members of staff. Additionally, the ISH Team recognises that these demands represent a major challenge for the exhibitors and that implementing them will take time. Although there will be restrictions, they will not affect the topicality of the themes and products at the fair, and this is confirmed by the number of registrations being received every day by Messe Frankfurt.

“We are confident that life will return gradually to normal over the coming months and are therefore acting in accordance with the assessment of our patronage partners that, given the anticipated positive scenario, it should be possible to relax the protection and hygiene regulations applying to ISH 2021. Additionally, recent surveys show that the majority of trade visitors expect ISH 2021 to be a sign that things are on the way up again after the crisis”, says Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt.

ISH 2021 will be influenced greatly by the opportunities arising from the Green Deal strategy of the EU. Thus, the air-conditioning and ventilation industry will present its contribution to the fight against the pandemic – the use of ultra-modern technology to supply buildings with fresh air and thus minimise the spread of Covid-19 indoors. Hygiene is now in the forefront of everyone’s mind with great interest being shown in contactless fittings and modern water management in buildings, both of which are important aspects of ISH.

The HVAC sector is part of the vital infrastructure and indispensable for society. ISH is the international trade fair for the exhibiting industries, which always have the future in their sights.

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Representatives of the installation trade, industry, retail and wholesale trades, planners and architects meet at ISH in Frankfurt am Main every two years. ISH is the most important venue for personal business contacts in the HVAC sector and the leading location for experiencing the sector's products live. The next edition of ISH will be held from 22 to 26 March 2021 (Monday to Friday).

Further information about ISH and registration at www.ish.messefrankfurt.com.

Press releases & photographs:

www.ish.messefrankfurt.com/press

Social networks:

www.ish.messefrankfurt.com/facebook

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www.ish.messefrankfurt.com/youtube

www.ish.messefrankfurt.com/linkedin

www.instagram.com/building.technologies.messeffm

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

ISH
The world's leading trade fair
HVAC + Water
Frankfurt am Main, 22 to 26 March 2021