messe frankfurt

ISH

15. – 19. 3. 2027
Frankfurt am Main

The Power of Solutions

The world's leading trade fair for HVAC + Water

Your Service Documentation

- Bathrooms
- Pools & Spas
- Water-Bearing Systems
- Installation
- Heat Generation
- Indoor Air
- Software
- Intelligent Building Management
- Sanitary & HVAC Production

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Your trade fair. Our services.

Welcome to ISH 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:

Service orders will only be possible from mid January 2027
This is due to Messe Frankfurt switching systems and launching a new Shop for Exhibitor Services.

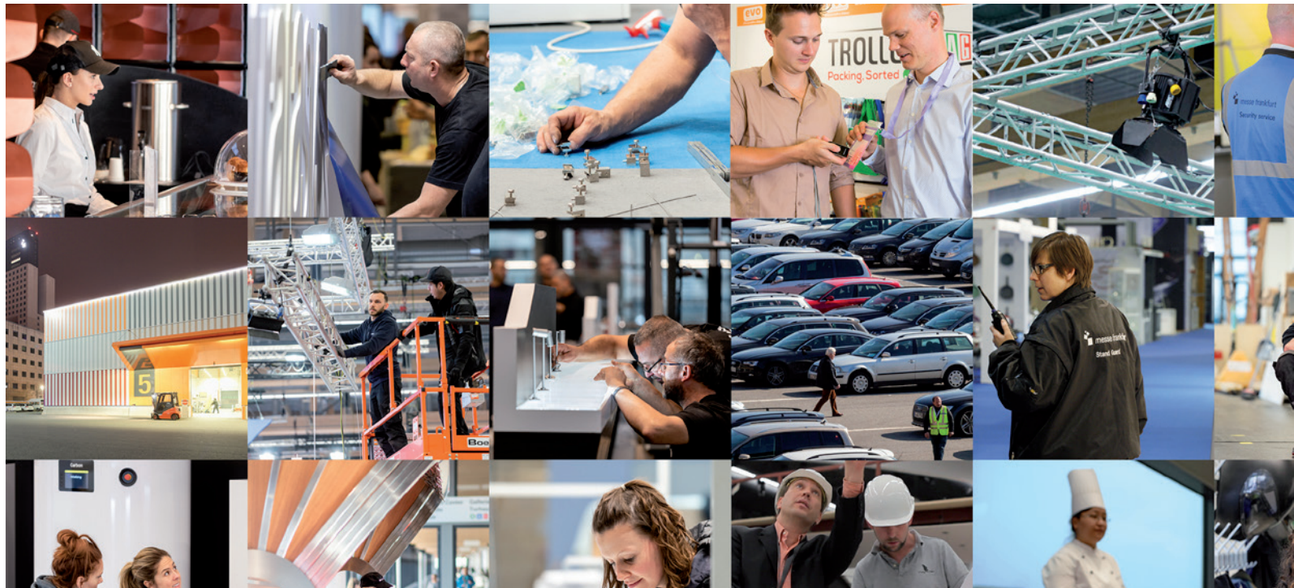
Of course, we will provide you with all the important information again when the new shop goes live.

To help you familiarise yourself with the services available in advance, we have compiled an overview of the most frequently used services for you. You can find this on our website.

New Exhibitor Ticketing
A new Exhibitor Ticketing system will be available for ISH 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 ISH 2027 in Frankfurt.

The Messe Frankfurt Customer Service Team



Things you should know

Please note the following information for your participation at ISH.

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 **21 February 2027**, particularly for suspension points, catering, compressed air, electrical connections, water connections, stand cleaning and stand guards.

To the ISH checklist

Have you hired a stand constructor or an event agency?

Then our stand builder portal is the perfect place to get all the information you need in just a few clicks.
Feel free to share the information!

www.builder.messefrankfurt.com

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!

Your ISH contacts

We can help you with any questions you may have relating to the organisation and implementation of your trade fair presence or visit.

Overview of ISH contacts

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
Digital Extension	support-digital@messefrankfurt.com	+49 69 75 75-10 10
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
Security	standguard@messefrankfurt.com	+49 69 75 75-63 42
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
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

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

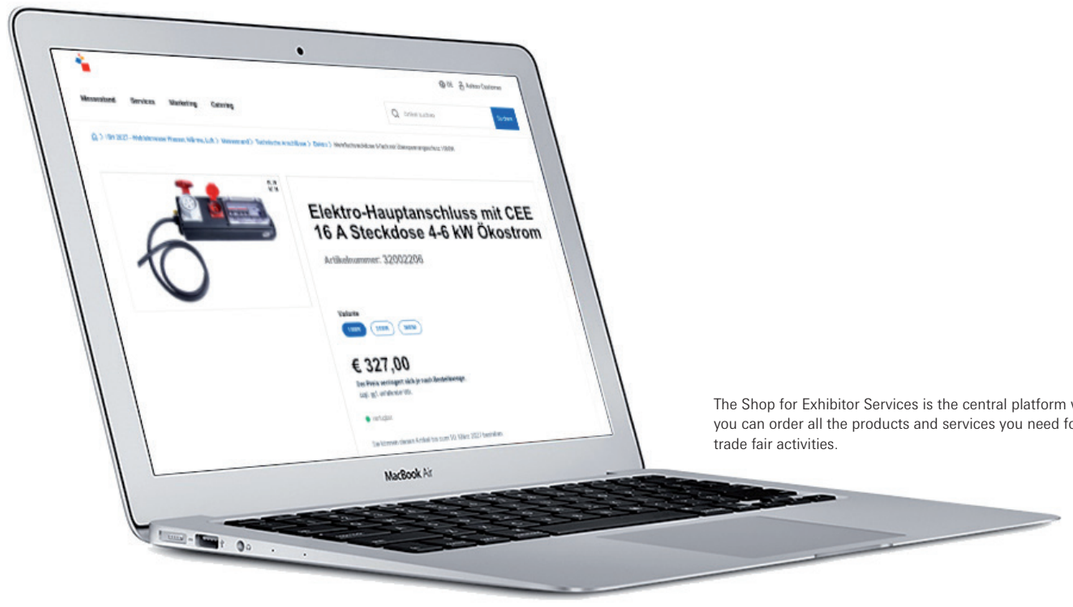
Messe Frankfurt's new Shop for Exhibitor Services will **launch mid January 2027**. In the Shop, you can order products and services for your trade fair presence.

At the same time, Messe Frankfurt will introduce a new SAP system and launch the new Shop for Exhibitor Services.

Of course, we will provide you with all the important information when the new Shop launches.

To give you an overview of the services available in advance, we have compiled a summary of the most frequently used services for you. You can find this on our website.

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.



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

Free promotional materials for your ISH communications

Make more of your trade fair presence: use the official ISH 2027 promotional materials to raise the visibility of your participation and invite your target groups in an eye-catching way.

Ready-to-use visuals and customisable templates in the official ISH look are available. A dedicated visual package is available for Pools & Spas.

You can find the free promotional materials on the ISH website.



Services for a Successful Trade Fair

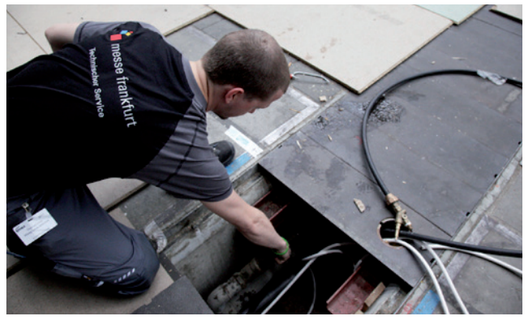
Optimise your trade fair activities with services from a single source.

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.



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



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
Our fire extinguishers are perfect for your stand.
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



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



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

With the new Exhibitor Ticketing, you can create and manage visitor vouchers as well as exhibitor and set-up and dismantling passes centrally, and customise your ticketing with the Branding Package.

Log in with your user account via the following link https://tickets.messefrankfurt.cloud.

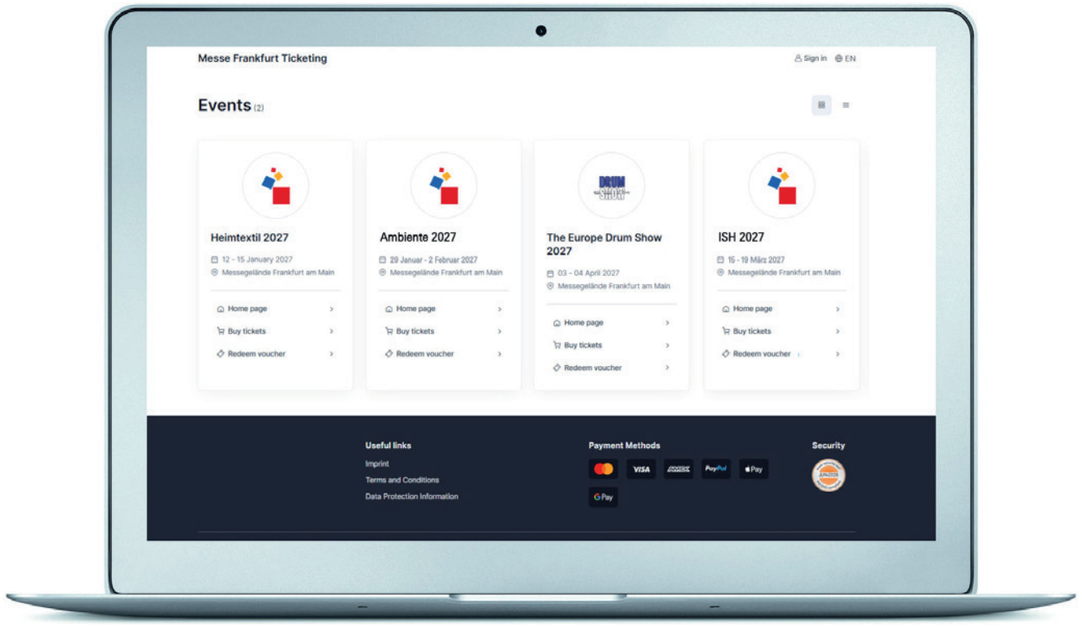
If you do not yet have a user account, you can easily create one with your email address during the login process.

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.

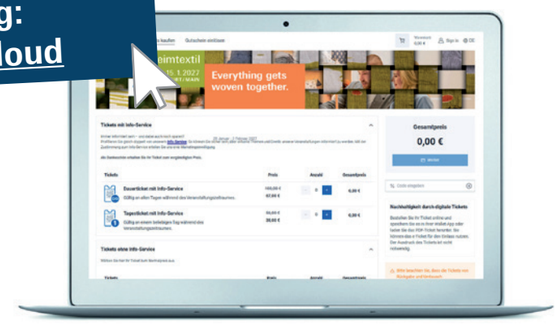
Detailed information about the individual functions is available in the step-by-step guide to visitor vouchers.

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.



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



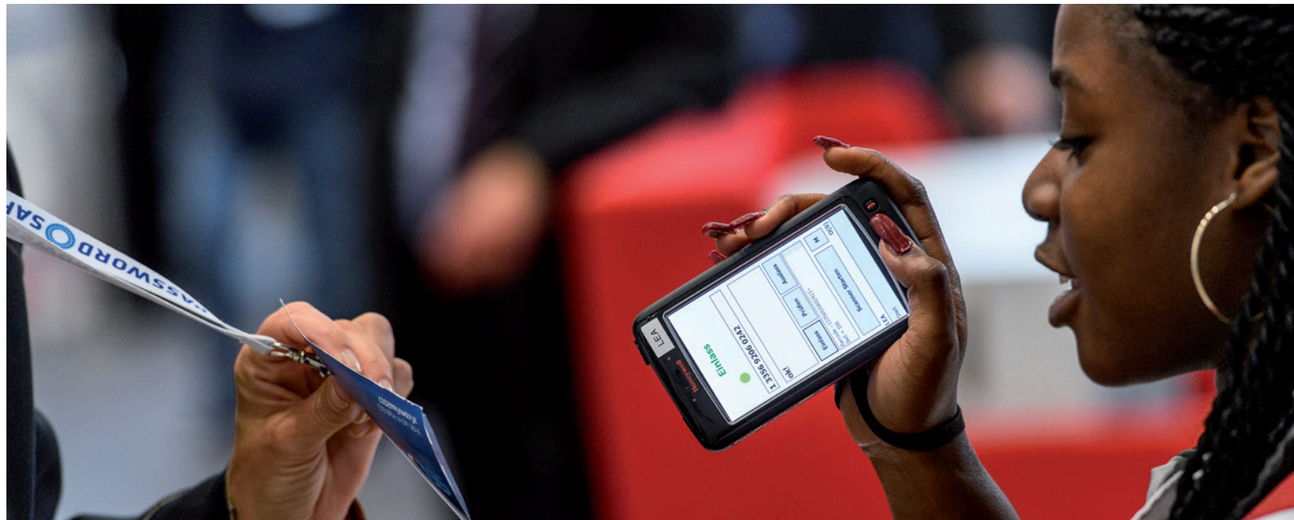
Branding Package
Transform your trade fair invitation for customers and business partners into a powerful showcase of your brand. With the Branding Package, you can personalize your invitation and create a professional, consistent brand experience - from voucher redemption all the way to your exhibition stand.
Your company logo is visible at every stage of the registration and ticketing process, so your customers always know who invited them. This way, you transform a simple invitation into a professional brand experience that makes your company visible before the event and helps drive customers to your stand.

You can find the booking option for the Branding Package in the Exhibitor Ticketing when you add customers and business partners to receive visitor vouchers. You can find all the information about using the Branding Package on our information page.

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



Parking and traffic regulations for ISH

The parking and traffic regulations is available on our website.

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



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 diffculty.

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

e.g.: 8. 0 D 25 ISH

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



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.

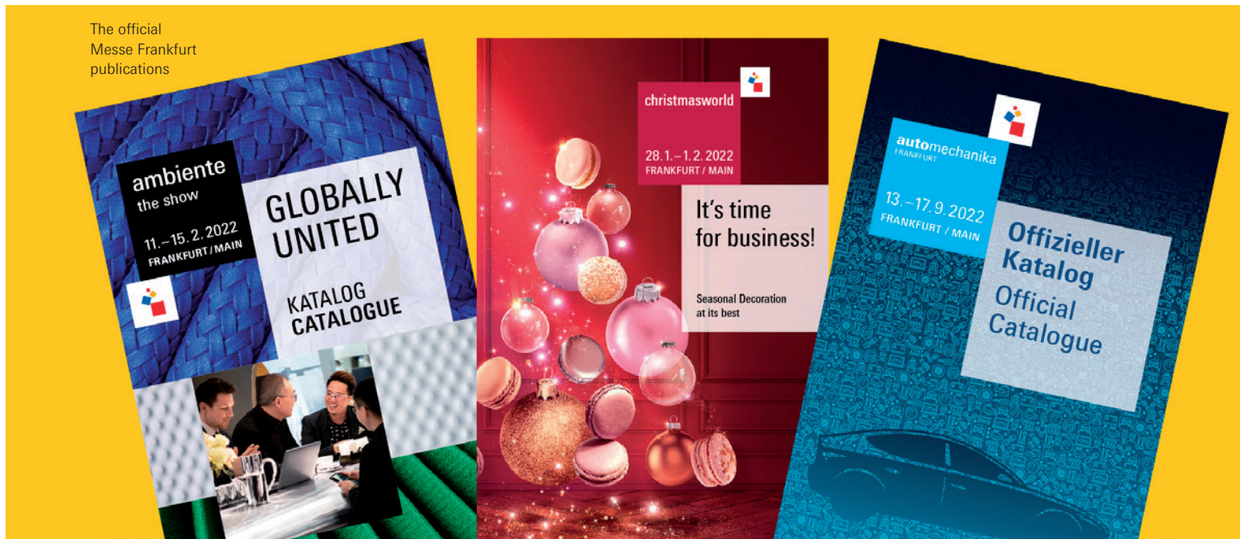
You can find more information as well as a sample reply letter which you can use to react to an invoice from the suppliers of these so-called „unofficial exhibitor directories" on the home page of the AUMA, the Association of the German Trade Fair Industry:

See the sample reply letter


WORLDDIDAC ASIA Bangkok
Real Trades Company, Bangkok
ALPHA
Litterstr 9
10179 BERLIN
DATA-REPORT 2017 / 2018

Example of an unofficial exhibitor directory of the International Fairs Directory

The official Messe Frankfurt publications



Wireless Internet at Trade Fairs

Messe Berlin

Messe Düsseldorf

MESSE ESSEN

messe frankfurt

Messe Freiburg

MESSE FRIEDRICHSHAFEN

Hamburg Messe und Congress

Deutsche Messe

IDEEN VERBINDEN. Karlsruhe – Messen und Kongresse

koelnmesse

Messe München International

LEIPZIGER MESSE

NÜRNBERG MESSE

Messe Stuttgart Mitten im Markt

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

Have you hired a stand constructor or an event agency?

Then our stand builder portal is the perfect place to get all the information you need in just a few clicks.

Feel free to share the information!

www.builder.messefrankfurt.com



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.



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.



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.



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!

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D-60327 Frankfurt am Main
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Fax +49 69 75 75-64 33
www.messefrankfurt.com