



# VISIONS OF VENDING

THE INTERNATIONAL TRADE FAIR  
FOR THE VENDING INDUSTRY

COLOGNE, 10 – 12. 9. 2009

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# VISIONS OF VENDING

## EXPERIENCE ALL THAT IS POSSIBLE WITH JUST THE PRESS OF A BUTTON

Users are placing increasingly higher demands on goods and services today and, in the process, are demanding ever greater flexibility from suppliers. Added to this is the request for convenience and a good price-performance ratio.

The vending machine industry is providing the appropriate ideas and solutions, such as machines which make everyday life easier.

How products and services can be presented to the consumer and, at the same time, yield a return.

Experience the dynamics of the vending worlds with innovative technology and complete solutions at Eu'Vend in September 2009.

As an international business and communications platform for the vending industry, every two years Cologne becomes a Mecca and an absolute must for all those involved.



# MEET THE RIGHT PARTNER FOR YOUR SUCCESS HERE

At Eu'Vend, you will find the latest innovative ideas from all over Europe. Here there are manufacturers and suppliers of:



- machines for hot and cold drinks, food, non-food, tickets, cigarettes and reverse vending machines, watercoolers
- payment systems and remote data transmission for machines
- food, coffee and other goods which are sold from a vending machine
- vending machine cups/disposable tableware
- spare parts, components and accessories for machines
- operator
- services for operators (software for merchandise management systems and shipping route optimisation, banknote counters and sorting machines, transport aids)
- vending areas/interior decoration for vending complete solutions and accessories

# VISIONS OF VENDING

## EU'VEND 2009: EVEN MORE COMPREHENSIVE THAN BEFORE

First of all, you won't just be finding out about the individual elements at Eu'Vend. In Cologne, you will also come across companies who will combine these individual elements into a service tailor-made for your company. Meaning high-quality machines for delicious coffee, snacks or whatever your company requires.

Furthermore, you will find comprehensive solutions from all vending areas for everything from machines to equipment to the furniture pieces for a modern and appealing design. The right architecture and design enhance the surroundings of vending machines. And over 200 exhibitors from approx. 20 countries will guarantee a complete market overview in Cologne.

An increasing number of suppliers from the food area will be showcasing their products this year. You will not find a more comprehensive or thorough range of international vending machine products and services this year than at Eu'Vend.



**An opportunity not to be missed!**

## SUPPORTING PROGRAMME – ROOM FOR INSPIRATION

The supporting programme, alongside the exhibition area, forms a significant part of Eu'Vend 2009 and adds to the lively atmosphere of the trade fair.



### **"Vending Innovation" competition**

Innovative solutions will be presented and awarded prizes, introducing new driving forces and displaying new possibilities for customer service.



### **"Visions of Vending"**

With the title "Best Practice in Operating", renowned speakers will be talking from their own daily experience about new directions within the vending industry.



### **Vending Worlds**

Inspiring accounts of sales opportunities in the realistic, everyday environment will show how the appeal of a machine can be raised at the point of sale.



### **Red Sofa**

Experts from the catering market will discuss the opportunities, preconceptions and new approaches which vending machines are opening up their business area.

The daily up-to-date programmes can be found at  
[www.euvend.com](http://www.euvend.com)

## AN IMPRESSIVE TRADE FAIR AND LOCATION

Eu'Vend 2009 is modern, lively as well as varied and located in one of the most attractive exhibition centres in Europe:

- architecture on a grand scale
- easily accessible
- clearly arranged orientation system
- modern catering with new restaurants
- central location in city centre
- good connection to international airports
- quick accessibility using the German motorways and public transport systems

### Cologne, a loveable city on the Rhine

Evidence of Cologne's 2,000-year history can be seen in all corners of the city, while its modernity fulfils the wishes of any trade fair visitor.

An extensive culture and leisure programme really makes a visit to Cologne a worthwhile experience.

A varied selection of pubs and bars, numerous shopping opportunities and a diverse restaurant scene invite companies to experience the city, whether for a relaxing evening or an extended trade fair programme. And, of course, the Cologne Cathedral as an official UNESCO World Cultural Heritage site is an absolute must for your visit itinerary.



## TWO PARTNERS – ONE AIM

The expertise of two strong partners ensures the top quality of Eu'Vend. The event is organised by both Koelnmesse GmbH and the German Vending Association (bdv). With this additional know-how and combined experience, Eu'Vend is the inspirational highlight of the year every time!

### **A quick and convenient journey to Eu'Vend**

From the month of June onwards, you can buy your admission ticket online in our e-shop and save up to 36 %.

#### **Here's how:**

1. Register online at [www.euvend.com](http://www.euvend.com)
2. Purchase your admission ticket online (payment per credit card).  
We will then send you your ticket by email!

The Eu'Vend website [www.euvend.com](http://www.euvend.com) is also well worth a look. Here you will find all the latest information and service offers needed for an optimal trade fair visit. Allowing you to easily and conveniently organise your trip to Eu'Vend!



# IMPORTANT INFORMATION!

## Dates, venue and opening times

Thursday, 10th September to Saturday, 12th September 2009. Cologne exhibition centre. Daily from 9 a.m. to 6 p.m.

## Admission fees

Day ticket:	Advance sale	16 Euro
	Box office	25 Euro
2-day ticket:	Advance sale	21 Euro
	Box office	30 Euro
3-day ticket:	Advance sale	26 Euro
	Box office	35 Euro
Catalogue:	Box office	10 Euro

## Advance sale of tickets online

Register online at [www.euvend.com](http://www.euvend.com) and buy your admission ticket at a reduced price.

**Children** up to 6 years of age are admitted to the trade fair free of charge only when accompanied by an adult. Children from 7 to 16 years of age require a valid admission ticket and are only permitted access when accompanied by an adult.

## Admission ticket/e-ticket = travel ticket

Exhibitors and visitors to Eu'Vend 2009 can travel free of charge on all buses, trains and suburban railways (2nd class) within the VRS (Rhine-Sieg Transport Association) public transport system. Excluded here are Deutsche Bahn AG trains which are subject to additional charges.

**The catalogue** will be published at the beginning of September and can be bought at the trade fair box office.

## Travelling by plane

Koelnmesse can be reached by plane quickly and conveniently from all major European cities. The exhibition centre can be reached quickly and simply

from the airports at Cologne/Bonn, Düsseldorf and Frankfurt. Direct low-cost flights to Cologne can be booked online at [www.germanwings.com](http://www.germanwings.com).

The S-Bahn (suburban railway) will take you from Cologne airport to the trade fair grounds in approx. 10 minutes. Simply follow the signs.


## Travelling by train

For visitors to Eu'Vend 2009, we are offering special-price tickets to Köln Messe/Deutz from Amsterdam, Brussels, Copenhagen, Vienna und Zurich in cooperation with Deutsche Bahn AG, Germany's national railway. Further information is available at [www.euvend.com](http://www.euvend.com).

## Travelling by car

On the entire motorway ring around Cologne, there are green "Koelnmesse" information signs which will guide you to the exhibition centre.

## Hotel/Travel Services

 For your hotel and travel bookings, we are offering you a special service: Book your accommodation simply and conveniently online and benefit from our partner hotel prices. Find out more about the Koelnmesse online booking system at [www.hotelzimmerbuchung.com](http://www.hotelzimmerbuchung.com). You can book up to 5 rooms in our partner hotels directly, for a group booking simply send us your request and we will send you a non-binding offer. You can also place orders for private rooms. Or simply book your flights and travel package directly from our partner, one of the leading travel service providers worldwide at [www.euvend.com](http://www.euvend.com) (start page).