

10<sup>th</sup> IEEE ESTC  
September 11-13, 2024  
Mercure MOA Hotel,  
Berlin-Moabit, Germany

Exhibitor Information

Status: 11.07.2024

- Exhibition Location:

- **Mercure Hotel MOA Berlin**, Stephanstraße 41, 10559 Berlin, Germany
- Exhibition in Atrium / Main Hall and combined rooms MOA 15-17
- <https://moa.de/>

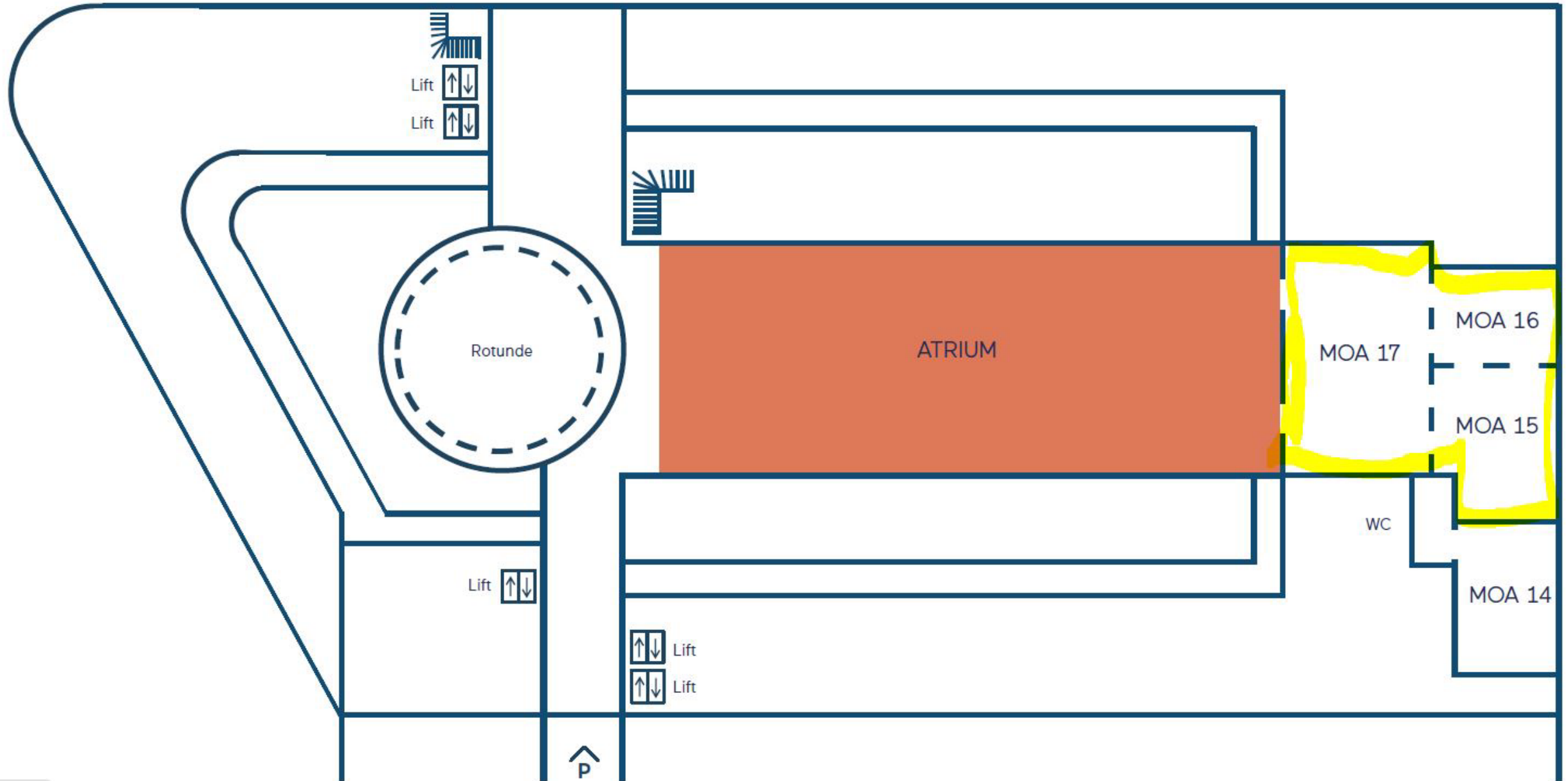
- Exhibition Setup and Dismantling Timeline:

- Setup:
  - Tuesday, September 10, 2024, **11 am – 3 pm only** delivery possible into room MOA 15 (option MOA 14)
  - Wednesday, September 11, 2024, (6 am) 7 am – 1 pm (**from 12 pm handover to exhibitors**)
- Dismantling:
  - Friday, September 13, 2024, ~2 pm – 6 pm (8 pm)
  - **Exhibitors should return the booth by ~2 pm**

## Hotel Outside View

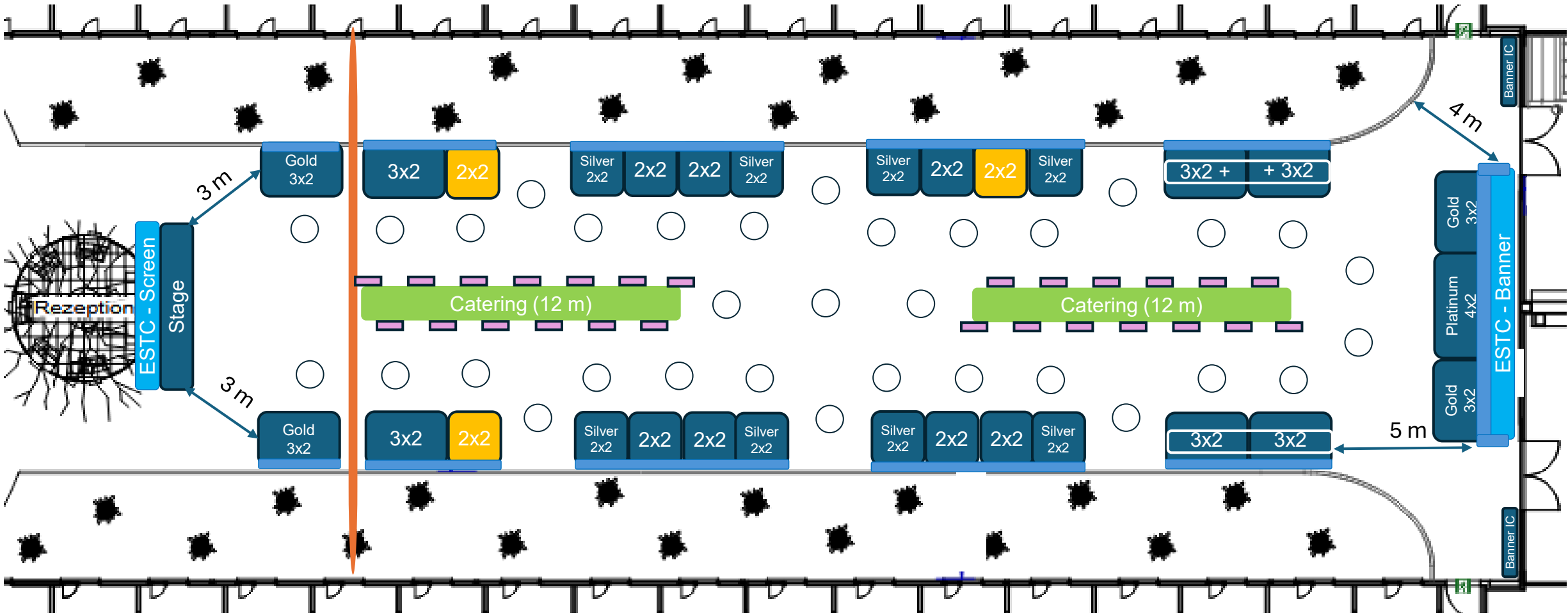


## 2. Obergeschoss: Das Atrium



# Atrium / Main Hall

Security  
Fire Curtain



- 1 x Premium+ (4x2 m<sup>2</sup>)
- 10 x Premium (3x2 m<sup>2</sup>)
- 18 x Standard (2x2 m<sup>2</sup>) – ADDED 3 B06/24



- Back Wall/ Lights/ Roof/ Signage
- Side Walls into open space (50 cm max)
- Open Booth Space



- Poster Walls (single-sided) during Poster Presentation sessions (3 session x 26 poster), outside the breaks
- No catering during that time, extra traffic in exhibition

## Atrium / Main Hall

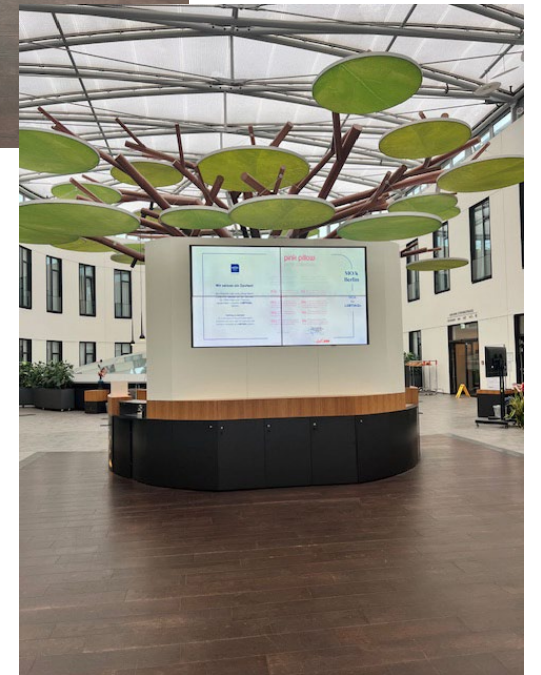
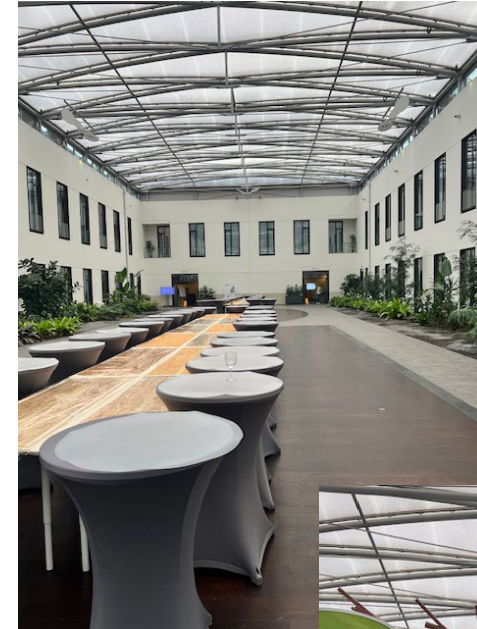




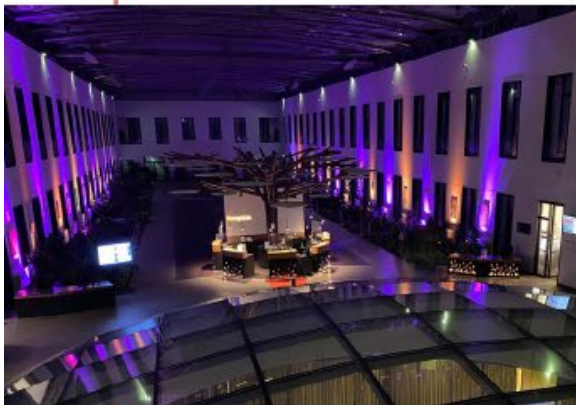
## Atrium / Main Hall



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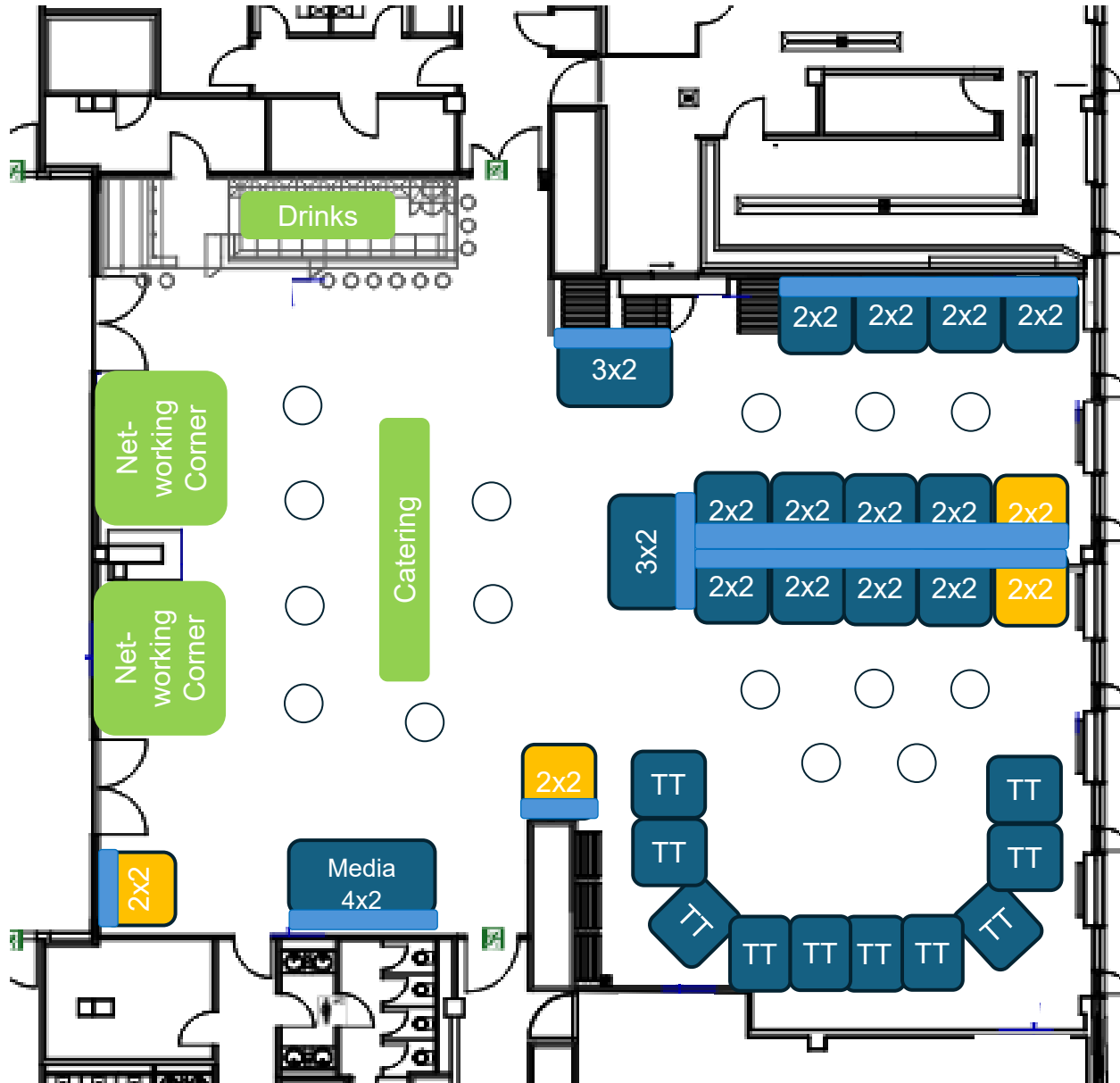





# Atrium

1.600 m<sup>2</sup>  
12,00 m Deckenhöhe  
Bodenlast 509 kg pro m<sup>2</sup>  
Tageslichtdurchflutet  
Dekorative Grünflächen

# Innovation Corner with TableTop Exhibition Area



- 1 x MediaPartner Stand (4x2 m<sup>2</sup>)
- 2 x Premium (3x2 m<sup>2</sup>)
- 16 x Standard (2x2 m<sup>2</sup>) – ADDED 4 B06/24
- 10 x TableTop (TT) (1,6x2 m<sup>2</sup>)

-  - Back Wall/ Lights/ Roof/ Signage
- Side Walls into open space (50 cm max)
- Open Booth Space

## TOTAL - FINAL

- 2 x Premium+ (4x2 m<sup>2</sup>) – 4 EQ
- 12 x Premium (3x2 m<sup>2</sup>) – 18 EQ – MOVED 1 B06/24 to IC
- 34 x Standard (2x2 m<sup>2</sup>) – 34 EQ – ADDED 7 B06/24

10 x TableTop (TT) (1,6x2 m<sup>2</sup>) - 8

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**57 positions**  
**63 2x2 m<sup>2</sup> equivalents**



# MOA 14-17

570 m<sup>2</sup> exklusiver Eventbereich

4 Räume von 105 - 173 m<sup>2</sup>

Exklusives Foyer mit Bar

Variabel kombinierbar bis zu 430 PAX

durch das Atrium erweiterbar

Tageslicht

Vielseitig nutzbare Veranstaltungsfläche

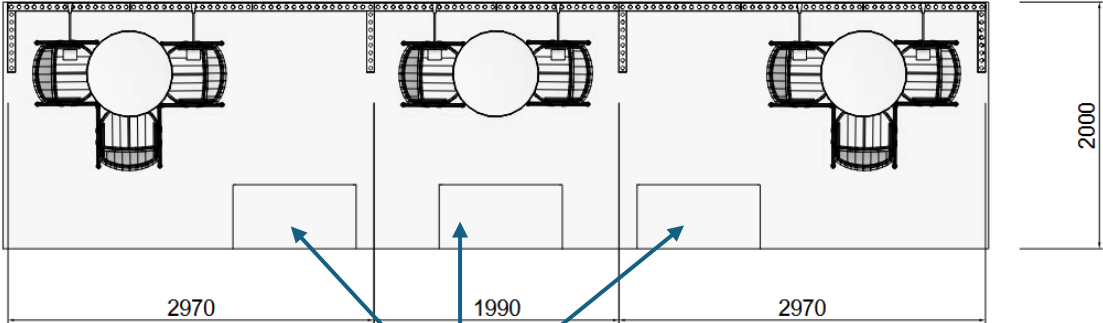
für Vorträge, Lesungen, Ausstellungen,

Workshops & Seminare

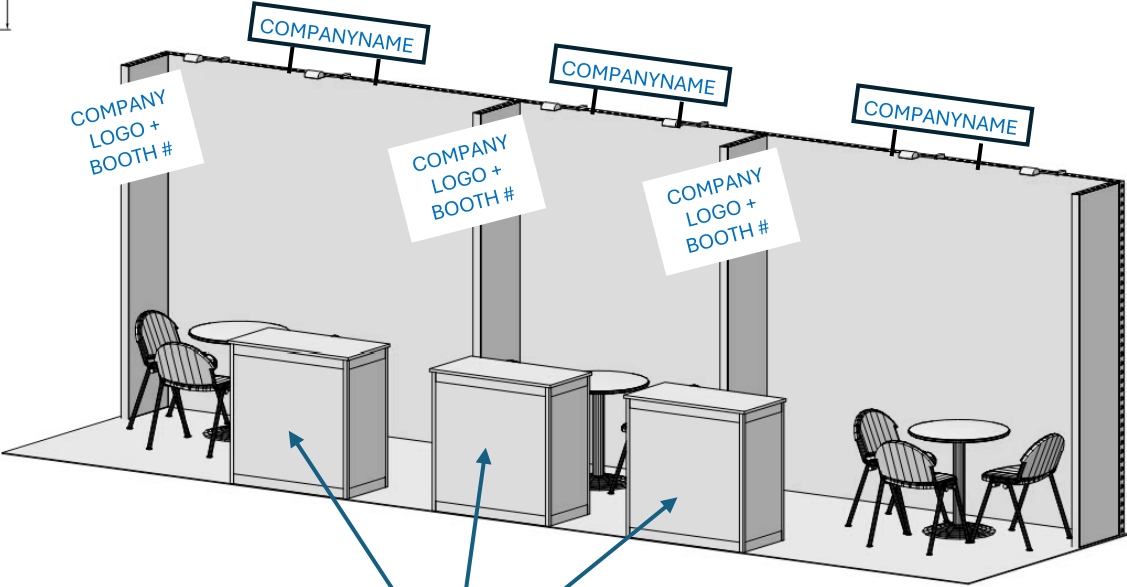
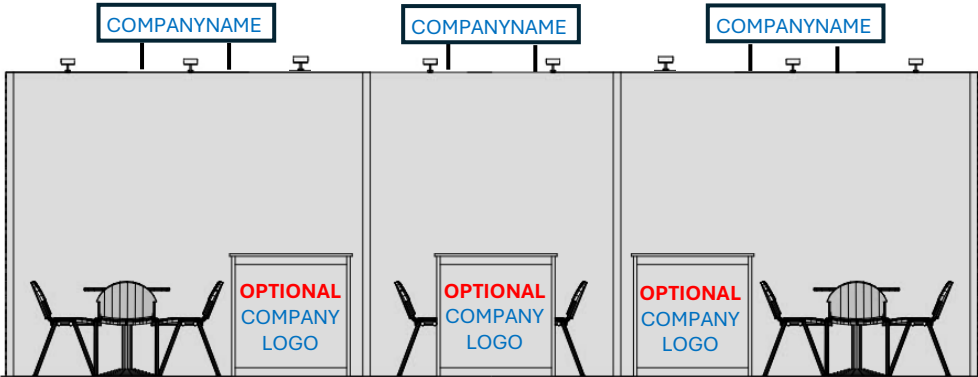
# Exhibition Booth Layout

Here Examples of Premium-Standard-Premium

Premium Booth (3m)    Standard Booth (2m)    Premium Booth (3 m)



**OPTIONAL:** Counter or Showcase/ with base cabinet  
Can be ordered via order list (needs to be paid extra).

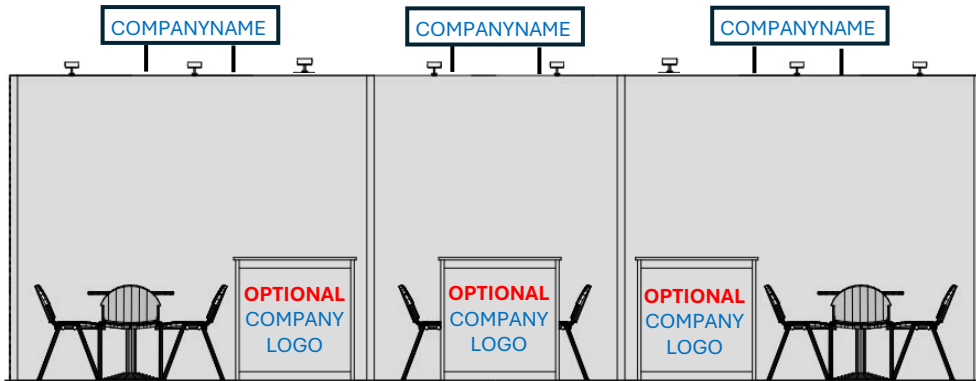


**OPTIONAL:** Counter or Showcase/ with base cabinet  
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# Exhibition Booth Layout

Here Examples of Premium-Standard-Premium

Premium Booth (3m)    Standard Booth (2m)    Premium Booth (3 m)



## INCLUDED IN YOUR BOOTH:

### **Premium Booth+ (4m) contains:**

2 tables (round 0,8m) + 4 chairs, 4 spot-lights, 2 power outlets (3 free positions each), 1 recycle bin

### **Premium Booth (3m) contains:**

1 table (round 0,8m) + 3 chairs, 3 spot-lights, 1 power outlet (3 free positions), 1 recycle bin

### **Standard Booth (2m) contains:**

1 table (round 0,8m) + 2 chairs, 2 spot-lights, 1 power outlet (3 free positions), 1 recycle bin

## **BACKWALL (2 m, 3 m or 4 m width x 2.50 m height):**

- White textile (Note: This is **NOT** good for pinning or attaching anything to it, only to the frame possible).
- **OPTIONAL (only for Platinum/Gold/Silver-Event-Sponsors included in the price):** Full color printed textile with **YOUR design**.
- Order and send us **YOUR design** (spec is attached).
- If backwall-integrated monitor is ordered, backwall will be reinforced for that specifically (optional on request).
- If roll-ups are used, they can be place in from of backwall only.
- We do **NOT** allow roll-ups at the sides used as space dividers to your neighbor booths!

## **2 SIDEWALLS (0.5 m width x 2.50 m height):**

- Full color printed textile with **YOUR design** (the 2 sides facing your booth) included in the booth price **for ALL**.
- Send us **YOUR design** (spec is attached).

# Backdrop Specification (Booth Backwall Cover)

For OPTIONAL item: Full color printed backdrop, designs self-delivered by exhibitor

	Size	Cost
<b>Premium+ Booth (4 m width)</b> Included in PLATINUM Sponsorship Package. 1x Backdrop size (WxH):	for exhibitor design 3968 mm x 2480 mm (9,84 m <sup>2</sup> x 58,00 € net)	not applicable for PGS-Event Sponsors 570,75 € net
<b>Premium Booth (3 m width)</b> Included in GOLD Sponsorship Package. 1x Backdrop size (WxH):	2976 mm x 2480 mm (7,38 m <sup>2</sup> x 58,00 € net)	428,07 € net
<b>Standard Booth (2 m width)</b> Included in SILVER Sponsorship Package. 1x Backdrop size (WxH):	1984 mm x 2480 mm (4,92 m <sup>2</sup> x 58,00 € net)	285,38 € net

## Booth Sidewall Cover - same for all booth sizes:

Included for all exhibitors.

Company Logo and Booth# will be printed inside booth 2x (top 496 mm x 496 mm) for all booths.

Rest of the two sidedrops can be designed by exhibitor and integrated in overall booth design, when ordering full color printed backdrop.

2x Sidedrop size each (WxH):	496 mm x 2480 mm (total) 496 mm x 1984 mm (exhibitor design)	INCLUDED
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**Design-Datasheet** with specification for Backdrop- and Sidedrop-Design available in German and English language at the ESTC 2024 Event Website/ Exhibitor- and Sponsor Page and by email.

# Backdrop Specification (Booth Backwall Cover)

For OPTIONAL item: Full color printed backdrop, designs self-delivered by exhibitor



Note: This is example for a 4m wide booth backwall (much wider than height).  
The 2m booth backwall has an almost squared format.

## Design Example of **PLATINUM Sponsor**

4 m x 2,50 m backwall  
and  
2x (left and right side of the booth)  
0,5 m x 2,50 m sidewalls

Note: Top 0,5 m x 0,5 m of the  
sidewalls reserved for company  
logo and booth number.

Printable textile sizes slightly smaller.  
→ Please refer to previous page!

**Design-Datasheet** with specification for  
Backdrop- and Sidedrop-Design available  
in German and English language at the  
ESTC 2024 Event Website/ Exhibitor- and  
Sponsor Page and by email.

# Our Information for Exhibitors – 1/2

(Status: 22.03.24)

## Exhibition setup - Show times - Exhibition Dismantling

- Booth construction company sets up exhibition: Wednesday, September 11, 2024, 7 am – 1 pm  
→ checking with hotel “silent start” at 6 am
- Shipped materials will be stored in room MOA 14 on Tuesday, September 10, 2024
- Exhibitors can move into their booths to do their setup from around: 12 pm
- Lunch break for PDC- and HIR-Workshop participants and Exhibitors: from 12:30 pm
- Exhibition opens: 1 pm  
→ still considering start 2 pm or after first session only
- **Show times (21 h):** Wednesday, September 11, 2024, 1 pm/ 2pm – 8 pm (7 h)  
Thursday, September 12, 2024, 9 am – 6 pm (9 h)  
Friday, September 13, 2024, 9 am – 2 pm (5 h)
- Exhibitors clear their booths on Friday until: **2:00 pm / 2:30 pm**
- Dismantling of the exhibition by the booth construction company starts: 2:00 pm
- Handover of the cleared exhibition area back to the hotel by: **6 pm** → checking with hotel 8 pm



# Our Information for Exhibitors – 2/2

(Status: 23.04.24)

## **Delivery of material to the event venue**

- Plan for arrival of your material at the hotel on Monday, September 9, 2024
  - Receiving Department (Monday to Saturday 7 am – 8 pm / +49 30 39 40 43 – 7712)
- Please use the shipping label format and content as attached
- Shipment address is:
  - Mercure Hotel MOA Berlin  
Receiving Department - at the back end of the building  
Stephanstraße 41  
10559 Berlin, Germany
- Contact at the Mercure MOA hotel is Mr. David Schmidt, Convention Sales Coordinator, MOA MEET, Stephanstraße 41, 10559 Berlin, Germany, Phone: +49 30 39 40 43 - 7312, Mail: khu@moa.de
- For shipments from abroad, due to unknown custom clearance time, please send early; earlier arrival at the hotel need to be announced

## **Shipment of material back to your company**

- Please book in advance the transportation and pick-up yourselves, print the label and bring it
- Pick-up: Friday, September 13, 2024, between 2 pm - 8 pm at the hotels' Receiving/ Shipment Department

# Hotel's General Standard Information for Exhibitors

## **Delivery, Pick-up and storage of goods:**

All deliveries and pick-up's must be organized via our goods receiving department. The acceptance of goods is permitted from Monday to Saturday, between 8:00 am and 10:00 pm

Acceptance of goods from the Mercure Hotel MOA Berlin will only take place for deliveries that are delivered to the goods receiving area on the 2nd floor. Collection/acceptance of goods that are only delivered to the kerbside must be requested prior to delivery. A corresponding personnel expense will be invoiced in this respect. To segregate the delivery in the goods receiving departments the following labelling is mandatory: Hotel MOA Berlin

## **Eventname and local contact person (organizer or exhibitor)**

Stephanstrasse 41  
10559 Berlin

We will gladly send you our Shipping Label → [attached in the Info](#)

In the event of incomplete or missing information, the shipment might be rejected or opened by our technical staff.

## **Delivery address for cars (up to 1.90m height)**

Birkenstr. 21, 10559 Berlin

## **Delivery address for trucks (acceptance of goods at the back end of the hotel)**

Stephanstr. 41, 10 559 Berlin

Please note that we do not offer truck parking spaces. In the delivering zone, truck parking is not permitted at any time. In the event of trucks are being placed on the hotel premises, towing costs and handling fees incurred will be charged and added to the organizer's invoice. Hence, the organizer is responsible for passing on the information to its exhibitors.

## **Post event pick-up and storage**

All goods/materials/documents have to be removed directly after the event or must be picked-up no later than the following day. The event organizer is responsible for any pick-up arrangements. All parcels which have not been picked up or have not been provided with a sufficient labelling, will remain in storage for a maximum of 14 days. All parcels that have not been provided with a pick-up order will be disposed of at a charge. All disposal costs and handling fees (10% of total amount of disposal costs) are being added to the organizers's invoice. Hence, the organizer is responsible for passing on the information to its exhibitors.

# Mercure Hotel MOA Berlin

Veranstaltung:

Datum:

Hotel Ansprechpartner  
vor Ort:

Ansprechpartner des  
Kunden vor Ort:

## ***Warenannahme:***

*(Montag bis Samstag 7:00 – 20:00 Uhr / 030 39 40 43 – 7712)*

*Hinteres Hausende der*  
Stephanstraße 41  
10559 Berlin



# Mercure Hotel MOA Berlin

Event:

Date:

Hotel contact  
on site:

Client contact  
on site:

## ***Receiving Department:***

*(Monday to Saturday 7am – 8pm / 030 39 40 43 – 7712)*

***Back end of***

Stephanstraße 41

10559 Berlin



# Meeting Room Layout – Level 1 / Poster Exhibition

(Status 25.04.24)

Plenary Session Room + Poster Exhibition in MOA 10-12

