

## Become a beverage partner for the Beverage Innovation Bar

### Innovation Flow Lounge @ drinktec 2017

#### The source of inspiration for promotion, product innovation and packaging

The Innovation Flow Lounge is an exclusive networking and communication platform for decision-makers in the fields of marketing and sales as well as product, brand and innovation managers and the perfect place for your product placement! Besides first-rate presentations in the IDEArena and Talking Table discussions, visitors can enjoy innovative drinks at the Beverage Innovation Bar.



powered by



### Full-time presence at the bar

- **Beverages served** from Monday through Thursday

(Mon. 12:00–15:00, Tue.–Thur. 11:00–15:00)

- **Product appears on beverage menu (including logo)**

- **Online presence** at [drinktec.com/ifl2017](http://drinktec.com/ifl2017)

**First item** (each version of a product counts as an item) EUR 240

**Each additional item** EUR 80

Package price for more than 5 items upon request

### Drink of the Day—Your beverage in the spotlight

Take advantage of this special offer to promote your brand—make your beverage the Drink of the Day! Enjoy special attention directly at the Innovation Flow Lounge and online for the entire day.

- **Product appears as Drink of the Day on beverage menu (including logo)**

- **Product appears on bar's promotion board** for one day

- **Product appears on tabletop displays**

- **Online presence** at [drinktec.com/ifl2017](http://drinktec.com/ifl2017) with **product photo and brief description**

**Per item** EUR 800

To ensure that your participation in the Beverage Innovation Bar is a success, please ensure the following:

- All bottles and cans from which beverages are served must have a label indicating the manufacturer, product name, ingredients, quantity, nutritional values and other information required by law.
- If your product must be imported into the Federal Republic of Germany, you are responsible for handling all customs formalities yourself (includes declaring ingredients in German and labeling goods as samples that are not for sale). Please be sure to take care of any necessary import licenses, the need to provide special information, etc. on time.
- For your convenience, Messe München GmbH will dispose of leftover beverages, deposit bottles and other empty containers (return shipment not possible).

### Our service

- Service staff provided
- Glasses provided
- Refrigeration available
- Products may be delivered up to five working days before fair begins (September 4, 2017)
- Beverages served:
  - Only non-alcoholic beverages
  - Only from bottles and cans
  - 40 servings per item and day, Drink of the Day: 80 servings



**More information:**  
[drinktec.com/ifl2017](http://drinktec.com/ifl2017)

# drinktec.com

World's Leading Trade Fair for the  
Beverage and Liquid Food Industry  
Processing + Filling + Packaging + Marketing

#### Dates and venue

Monday–Friday,  
September 11–15, 2017  
Messe München

#### Organizer

Messe München GmbH  
Messegelände  
81823 München, Germany

## Order form

Please fill in and return to contact below no later than: **August 4, 2017**

Yes, I want to be part of the Beverage Innovation Bar in the Innovation Flow Lounge @ drinktec 2017.

Item:	Short description	Shipping unit
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

I would like to have the item \_\_\_\_\_ (Item No. from above) be the “Drink of the Day” on \_\_\_\_\_ (date/no date preference). Available on a first come, first-served basis.

**My data:** (please fill in)

Company name		VAT number
Last name	First name	Title
Position	Street address	
Postal code	City	Country and/or state
Tel.	E-mail	

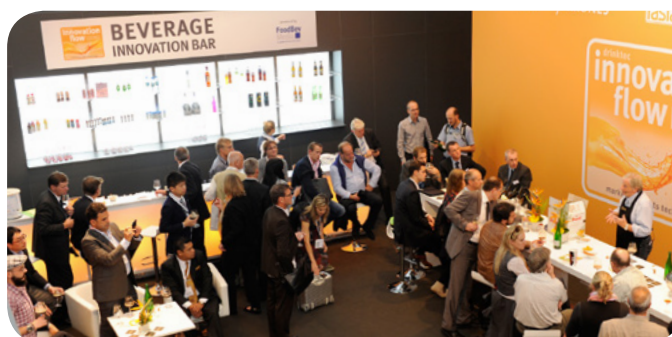
I will send a printable logo of my company and product (300 dpi) and a specification sheet with a detailed description of the product to [franka.henke@messe-muenchen.de](mailto:franka.henke@messe-muenchen.de) by **August 4, 2017**.

\_\_\_\_\_  
Date, Signature

## Your contact person

To return completed application and request additional information, please contact:

c.t.b. Werbeagentur GmbH | Mrs. Annick Seiz  
Tel. +49 30 4360224-285 | Fax +49 30 4360224-299  
[a.seiz@ctb-logo.de](mailto:a.seiz@ctb-logo.de)



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