



**Important information for Messe Berlin exhibitors.  
Subject: Fee-based entries in catalogue-style media**

Some of our exhibitors have received offers for fee-based listings to be published in alternative, non-official media. These publications are often referred to as reference works, commercial directories, or independent trade show publications, etc. Exhibitors generally receive pre-printed order forms that list the name of the Messe Berlin trade show, the dates, and exhibitor contact information including hall and stand numbers. This often gives them the impression that the publication is officially sanctioned by Messe Berlin. When exhibitors sign these order forms, they are obligated to pay for the listing. In many cases, the publication contracts are automatically extended for one year if they are not cancelled within a specified time period.

We would like to inform you that we are not associated with these offers. **Messe Berlin is not affiliated with these publishers in any way.**

We want our exhibitors to know that **all Messe Berlin catalogues are either produced in-house, or outsourced for production and marketing to external suppliers.** The publishing houses contracted by us identify themselves to exhibitors as exclusive catalogue publishers for Messe Berlin or for the specific trade show project.

Incidentally, all registered trade show exhibitors are automatically listed with a basic entry in the official exhibition catalogue.

If you have had negative experiences with offers for fee-based entries in non-official publications, we advise you to contact AUMA, the Association of the German Trade Fair Industry (e-mail: [info@auma.de](mailto:info@auma.de)).