

31 October 2024

Dear exhibitors,

There are only 19 days left until we open the doors to Formnext 2024. With more than 859 exhibitors, the halls will be buzzing with AM activity just as you are used to. The feedback from our registered visitors also indicates great anticipation for Formnext. Not only the visitors, but also we are impressed by your announcements for this year's edition. You want to get in the mood, too? Here you can find a preview of the [Fon Mag Expo Edition](#) for your trip to Frankfurt. The printed version will of course be available at the trade press both at Formnext (new location: [12.1, D81](#)).

Before you set off, here is some important information for a successful, uncomplicated, and smooth Formnext:

FIRST THINGS FIRST

INVITATION TO THE FORMNEXT PARTY ON 21 NOVEMBER

The Formnext party on the Thursday of the show has become legendary. We don't want to miss this opportunity to let the first days of the fair pass in a relaxed atmosphere with some snacks and drinks, great conversations and good live music. You are cordially invited to the Formnext party on Thursday, 21 November! The party starts at 6 p.m. in hall 9.0. Just bring your exhibitor badge to get in. Non-exhibitors need a separate ticket in addition to their exhibition ticket (Networking Pass) to gain access!

FOR MAXIMUM SUCCESS AT THE SHOW

USE YOUR FREE TICKETS FOR CUSTOMER INVITATION

The personal invitation is key to maintain and develop customer relationships. Have you sent out your tickets yet? Your free ticket contingents included in the SMS package can be viewed directly in the [Ticket Services for Exhibitors](#). Invite your customers and contacts to Formnext now. Our [support hotline](#) will be happy to assist with any questions or problems regarding tickets you may have.

SHORT-TERM MARKETING OPPORTUNITIES

If you still need a special booster to communicate your Formnext participation, here is our [last-minute edition of advertising options](#) that can be realized even at very short notice. >>>

INCLUDED SERVICES AND IMPORTANT ON-SITE INFORMATION

YOUR JOB OFFERS

In our [Career Area \(Hall 12.0, E22\)](#) you will once again find the AM Job Wall. This will also be the venue for our [Career Day](#) on 21 November. Take the opportunity to attract the attention of new talents and invite them to your booth for an initial chat at Formnext. Drop off your job offers (for your included adverts, please refer to the [SMS package](#) you booked) as an A4 printout at the organizer's counter in the foyer of the Portalhaus. The counter will be open from 10 a.m. on 18 November.

NEW in 2024: You can also use [AM Jobs](#), our online career portal. Here you can set up an employer profile free of charge and also upload job advertisements free of charge from the SMS Classic package onwards. You have already received your login details and codes for the free uploads. Please use our [how-to guide](#) or contact us at support-formnext-amjobs@mesago.com for any questions.

PRESS SERVICES

We will be happy to publish your press event in our press calendar. Register your event in the [Exhibitor Services Shop](#). Your press material can also be displayed in the Press Centre. The Press Centre (Hall 11, Foyer South, Level Via) will be open on the last set-up day, Monday, 18 November, from 2 p.m. – 5 p.m.. Please drop off your materials during that time.

LEADMANAGEMENT

We would like to draw your attention to a change in 2024: From now on, you will only be able to use the QR code on visitor tickets to read the first name, surname and company of your stand visitors. If you would like additional data such as e-mail address, address and country when scanning the tickets, please be sure to use our Lead&Track by LeadSuccess service. Our lead management tool enables you to follow up contacts easily and generate business opportunities during and after Formnext. You can also find a quick [overview of the integrated functions, services and upgrade options](#) here. Please note that the scan function of the Messe Frankfurt Navigator app is not linked to Lead&Track! If you have any further questions, please contact [Stefan Rapp](#).

EXHIBITOR PASS & ACCESS

- Please note the [changed entrance situation for exhibitors](#) this year
- and that we can only grant access to the exhibition grounds to persons with a valid exhibitor pass during the early opening hours.
- In order to use your pass as a free ticket for local public transport, you must have a printed copy of it with you in accordance with the RMV terms and conditions. Badge holders are available for you at all entrances. >>>

RESTAURANTS & SERVICES

We have all the restaurants and cafés available for you on the exhibition grounds. To save you long waits at peak times, we have also set up a [food zone with food trucks \(Hall 12.0, P02\)](#). You can find all the details on our [exhibition grounds & services page](#).

FORMNEXT NAVIGATOR APP

The [Formnext Navigator app](#) is your ideal trade fair companion. With the integrated maps, the event calendar and your personal watch list, you can quickly and easily find your way around the exhibition grounds.

ALL INFORMATION TO TAKE WITH YOU ON SITE

Our [last-minute information](#) includes everything you need to know about setup, your time at the show, and dismantling. This [short version](#) will certainly be helpful for your stand constructors, so please pass it on to your stand construction partners.

Now that we have really told you everything there is to know, you are well prepared for a successful Formnext week. We cannot wait to see you in Frankfurt and wish you a safe and pleasant journey. If you have any questions or need help, you can reach us personally at the Organizer Counter in the foyer of the Portalhaus and of course [by phone](#).

See you in Frankfurt!

Your Formnext Team