



Preamble

The Current
tekom fair

Arrival, Hotels,
Experience



Fair Information

The tekom fair
for Technical Communication
November 8 – 10, 2022
Messe Stuttgart

The Top Event for Technical Communication

Glimpse of the Future

Preamble

The Current tekomp fair

Arrival, Hotels, Experience

The tekomp fair – along with the tcworld conference organized in parallel in English – is the biggest and by far the most popular event for technical communication world-wide.

It is the must-attend event for the entire field of technical communication. Exhibitors, whether long established in the market or innovative newcomers, appreciate the high quality of the professional audience: from technical writers, employees from the industry, software companies or service providers such as translation bureaus and consulting companies to publishers, printers or associations.



The increasingly international flavor with a continuously growing proportion of overseas visitors has opened up access to new markets. In 2019, 160 exhibitors from almost 30 countries created the perfect atmosphere for effective networking and were successful in initiating business relationships.

Do you want to provide insights into the most recent technical developments to a wide audience? Are you looking for an exchange with experts? Use the manifold possibilities as an exhibitor to present your company and your products in step with actual practice.

Don't miss the most important business platform for the sector – take the opportunity to present your company at tekomp fair 2022!

Your Advantages as an Exhibitor

- + High Visitor Quality**
 The tekomp fair, purely for professional visitors, brings together all key market players of TC from the areas of information development and management: qualified professionals, decision makers, software manufacturers, consultants and service providers from the fields of product data management, multimedia, translation and localization.
- + Growing Internationality**
 Use the ever-growing number of companies represented among exhibitors and professional visitors to gain access to growing markets.
- + Enhanced Opportunities for Presentations**
 As an exhibitor, you can profit from the many opportunities to present yourself outside your exhibition stand and additionally by booking a 45-minute presentation time slot.
- + Comprehensive Conference Program**
 In your capacity as exhibitor, you can attend all lectures and workshops that are part of the tcworld conference. Become fully informed about future technologies and sector trends.

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Highlights of the tekomp fair

- Service
- Consultation
- Editing software
- Translation and localization software
- Software development
- Visualization software
- Management software
- Technical standards
- Publishers, printers, associations

Target Audience

Participants from the technical communication and documentation field

Dates

Tuesday – Thursday
 November 8 – 10, 2022

Organizer

tcworld GmbH
 Rotebühlstraße 64, 70178 Stuttgart
 +49 711 65704-0, Fax +49 711 65704-99
 info@tekomp.de

Place

ICS Stuttgart, Messeplaza 1,
 70629 Stuttgart

Data for the navigation system

Flughafenstraße/Airport
 70629 Stuttgart
 (for older systems:
 70629 Leinfelden-Echterdingen)

Coordinates

Longitude: 09° 11' 24" East
 Latitude: 48° 41' 45" North

Fair Times

Tuesday – Wednesday 9:00 AM to 6:00 PM
 Thursday 9:00 AM to 4:00 PM

Exhibitor Opening Times

Tuesday – Wednesday from 7:30 AM to 7:30 PM
 Thursday from 7:30 AM

Dates of the 2022 tekomp fair
 To Help You Plan Early

Mid-May

Start of Registration

May 27, 2022

Booking deadline for the first stand allocation

from May 30, 2022

Allocation of the stand spaces

Beginning of June 2022

Confirmation of the stand spaces to the exhibitors

From Now On

Reservation of hotel rooms

Other Dates

All other dates will be made available on the exhibition portal once registration starts at:

tcworldconference.tekomp.de/fair

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tekomp fair Organization Exhibitor Support

Kathrin Sözen
+49 711 65704-57
k.soezen@tekomp.de

Stefanie Kutz-Getrost
+49 711 65704-80
messe@tekomp.org

Registration for the tekomp fair Advertisement and Sponsoring

Kathrin Sözen
+49 711 65704-57
k.soezen@tekomp.de

Stuttgart Convention Bureau

Heike Ade
+49 711 2228-268
heike.ade@congress-stuttgart.de

Hotel Reservations

**Hotel Department of
Stuttgart Marketing**
Keyword: "tekomp2022"

Online

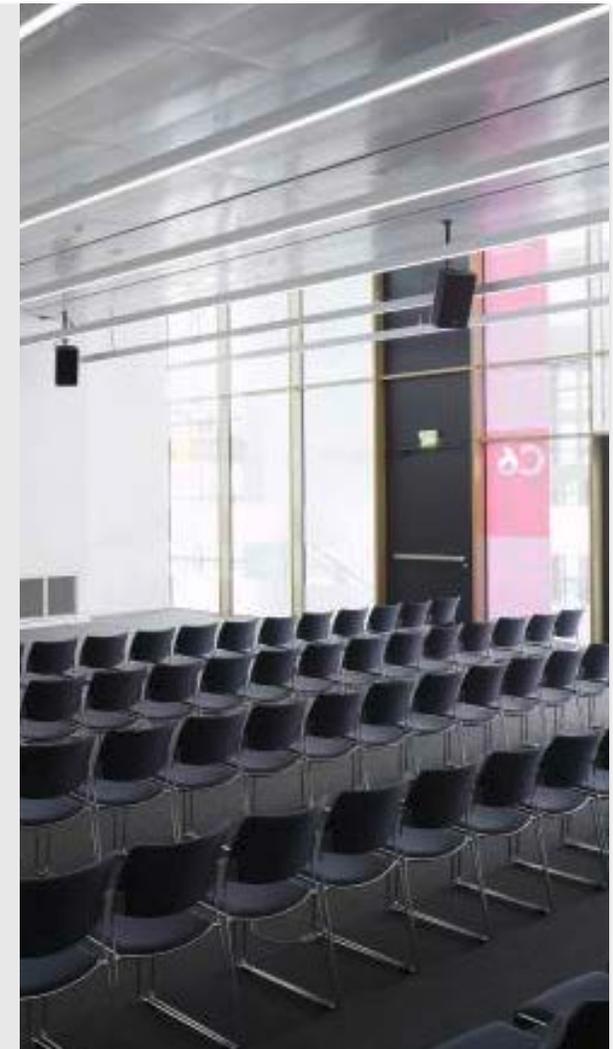
via the [hotel booking portal of
Stuttgart Marketing](#)

by Phone:

(Mon – Fri from 10:00 AM to 5:00 PM)
+49 711 2228-100

Email:

hotels@stuttgart-tourist.de
Keyword: "tekomp2022"



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Setup C1

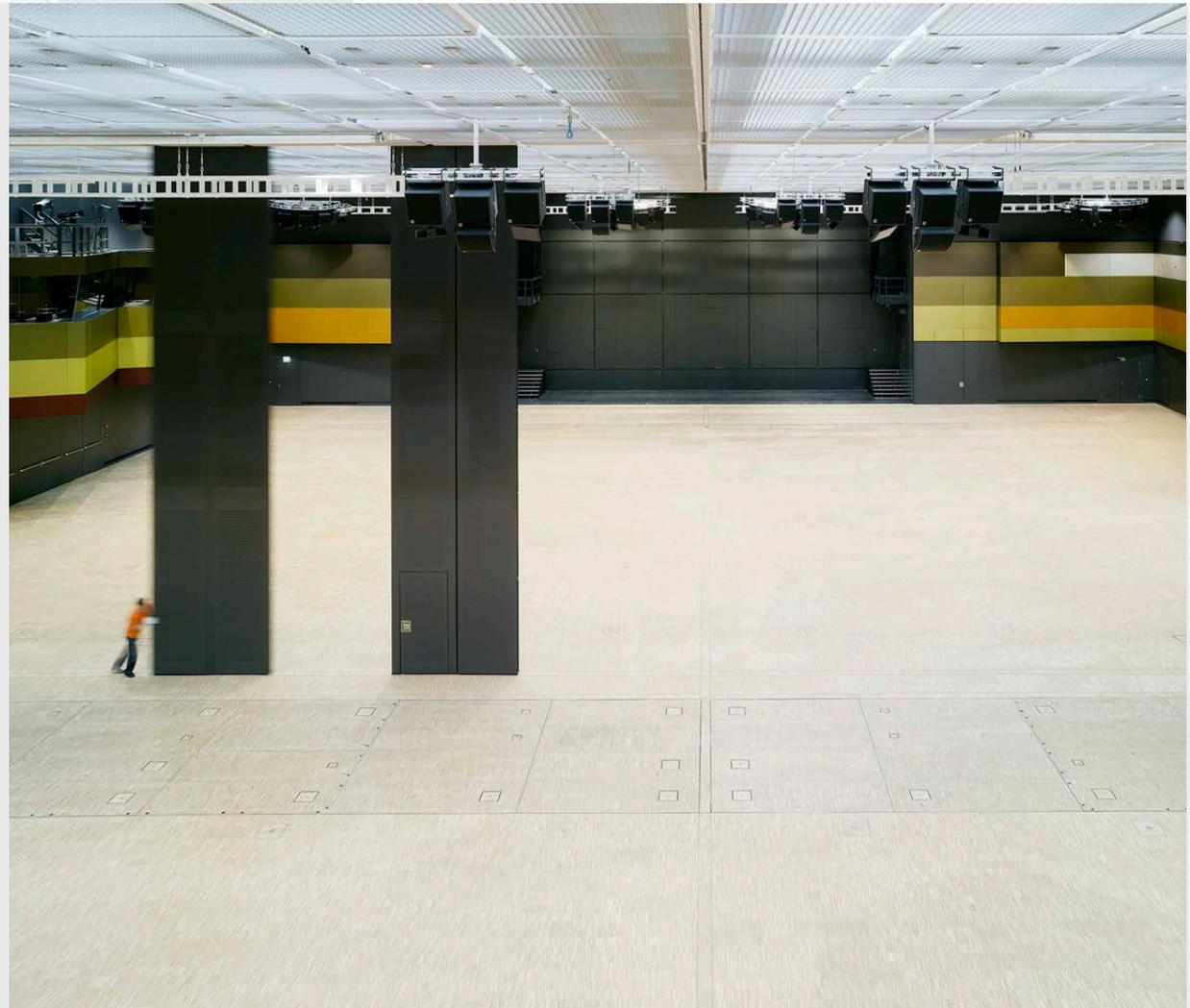
Monday, 11/07/2022, 6:00 AM
to Tuesday, 11/08/2022, 3:00 AM
(Pre-setup on request)

Setup C2

Monday, 11/07/2022, 6:00 AM
to Tuesday, 11/08/2022, 3:00 AM
(Pre-assembly on request)

Dismantling C1 & C2

Thursday, 11/10/2022,
4:00 PM to 12:00 AM
(Extended dismantling on request)



Calculate Your tekomp fair Budget Now

The Main Costs at a Glance

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To help you plan your fair budget, an overview of the prices for the various stand spaces as well as additional charges have been given below.

Registration

You can register now for tekomp fair 2022. The registration forms are available at: tcworldconference.tekom.de/fair

Costs per sqm Stand Space for 3 Days

tekomp Company Members

Row area (open on 1 side)	300 Euro/sqm
Corner area (open on 2 sides)	330 Euro/sqm
Head area (open on 3 sides)	345 Euro/sqm
Island area (open on 4 sides)	370 Euro/sqm

Non-members

Row area (open on 1 side)	415 Euro/sqm
Corner area (open on 2 sides)	445 Euro/sqm
Head area (open on 3 sides)	490 Euro/sqm
Island area (open on 4 sides)	530 Euro/sqm

Co-exhibitors

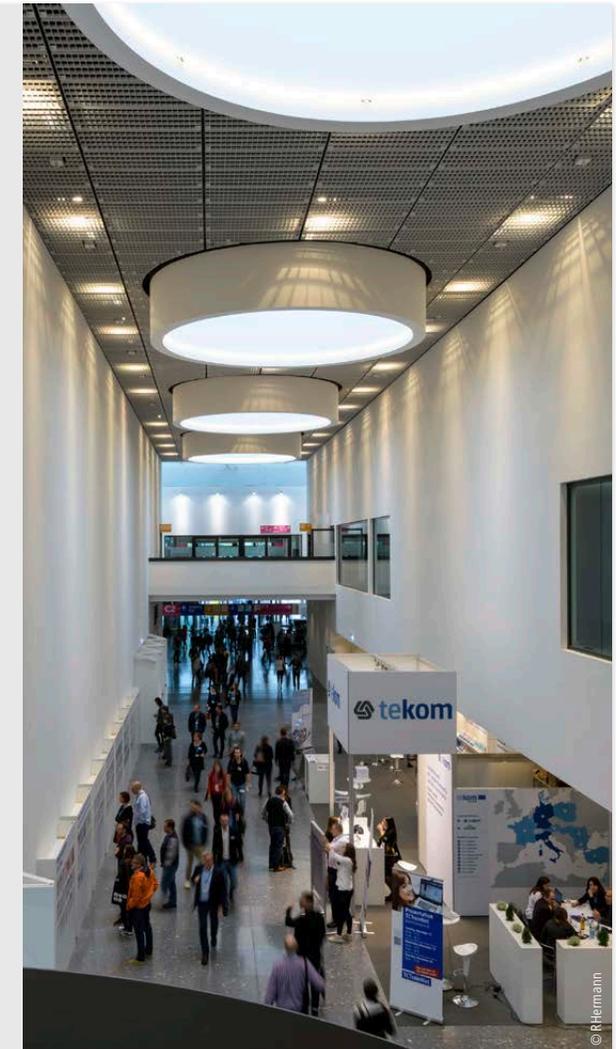
Members	230 Euro/day
Non-members	280 Euro/day

For additional stand personnel, the following reduced fees will be charged:

Stand Personnel

Members	95 Euro/day
Non-members	150 Euro/day

Prices do not include statutory VAT.



Microstands at tekomp fair 2022

**Exclusive offer
for new exhibitors!**
**20 % off for
Start-ups**

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If you've never been an exhibitor at the tekomp fair, but you'd like to test your success as an exhibitor without great (financial) risk, the microstand is the right choice for you.

Take advantage of this one-time offer, which can be booked as a complete package. We'll take care of all the organization for you (including stand assembly as well as ordering furnishings and services)!

Don't wait – we're allocating these microstands on a first-come, first-served basis.

Cost for a Microstand*

tekomp company members	2,750 Euro
Non-members	3,350 Euro

Price per stand for 3 days (NOT including VAT)

* The price is based on a minimum number of 16 exhibitors. If this number of exhibitors is not reached, we reserve the right to choose a different stand design than the one shown (of the same value, of course).

Registration

The registration forms are available at:
tcworldconference.tekomp.de/fair

Your Services Including Microstand:

- Rental costs for the exhibition space (approx. 4 sqm)
- Stand construction:
 - Common area with carpet and bar tables
 - One back wall with your logo, illuminated (Note: additional roll-up displays of your own are not possible. On request, the back wall can be designed for an extra charge)
 - 1 x bar stool, 1 x triple power socket
- Planning, transport, setup and dismantling
- 230 V power connection
- Electricity flat rate
- Daily cleaning and waste disposal
- Conference fees for 1 stand personnel (access to the entire conference program incl. lunch)
- Entry in the exhibitors directory



Contact us:
sales@tekomp.de
+49 711 65704-57

Special Area Sponsor Bar

Increase Your Presence at the fair!

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At the tekomp fair and tcworld conference, coffee, tea and soft drinks will be offered to all visitors free of charge. The serving stations are heavily frequented during the conference breaks.

If a sponsor bar is booked, the beverage station (beverages paid for by the organizer) is at your stand. In consultation with us, you can design a cozy (lounge) area with seating. You rent the stand space at a reduced price.

Of course, you present yourself as an exhibitor, but a clear marking as sponsor bar is obligatory.

We would be happy to work with you to implement further ideas.

We want to offer visitors a pleasant restart in the live experience of the fair.

That is why we also welcome your suggestions for areas that can be used for general purposes, for example work, relaxation or play areas.

Please contact us.



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For an Enhanced Presentation at the tekomp fair

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Showrooms

Present your company and products in a branded showroom! Here, visitors receive sales documents, relevant company information, and access to your social media channels and can write you a message or make an appointment.

A showroom is available to every exhibitor free of charge.

Exhibitor Presentations

Present your products and services in the exhibitor presentations. Answer the questions of the visitors live. New: Announcement in the conference programme.

NetworkingLounge

In the NetworkingLounge you will find all attendees of the event online and can find potential customers, network and exchange information with existing contacts. Via the search and filter function, you will find the persons who fit your profile.



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Reach New Target Groups at the Technology Days!

The digital event for Technical Communication

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The Technology Days will again be held as an online event on November 2–3, 2022, prior to tcworld conference 2022!

Participate in a technical presentation and demonstrate your expertise on a jointly defined main topic. The program will be developed in consultation with a moderator and other exhibitors.

Presentations are being sought, especially in the areas of: Content creation and content management systems, (international) management for TD/project management, language and translation technologies and terminology as well as visualization and video creation.

Advantages of Participation

- Distinct from the conference
- Free participation for fair visitors and conference attendees
- Own marketing (as an independent event incl. exhibition)

- The exhibitor presentations are not in competition with the conference program.
- The content focus and program ideas will be developed together with the exhibitors.

Contents

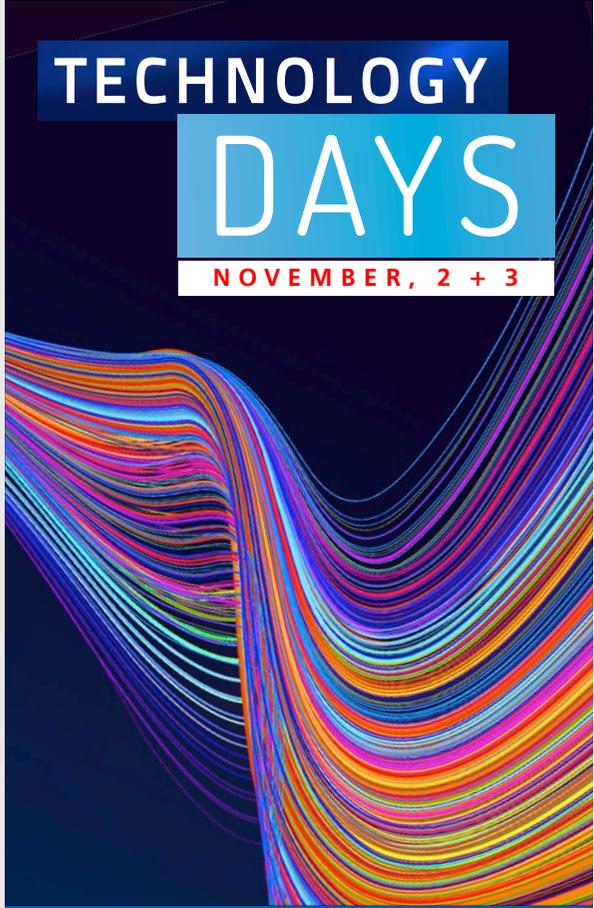
- 1 lecture (lecture form of your choice)
 The presentation will be recorded and made available to the exhibitor (e.g. for the exhibitor's own landing page).
- Possible participation in the panel (limited availability)
- Access to list of participants in your presentation
- Logos in the event-related mailings

Costs

tekomp company member	1,500 Euro
Non-member	2,000 Euro

Prices do not include statutory VAT.

Bookable only for exhibitors of tcworld conference 2022



**TECHNOLOGY
 DAYS**
 NOVEMBER, 2 + 3

Contact us:
sales@tekomp.de
 +49 711 65704-57

The Event Venue

ICS – International Congress Center Stuttgart

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ICS, International Congress Center Stuttgart, a division of Landesmesse Stuttgart GmbH, is one of the largest and most modern congress centers in Germany today. Since its opening in the autumn of 2007, it has successfully developed into one of the most coveted locations – centrally located in Europe, central to the market.

As an innovation driver for the top ten locations in Stuttgart, ICS sets new standards: Located directly next to the international airport of Stuttgart and motorway A8, with its unique, transparent glass architecture and the most modern conference technology and space for up to 10,000 guests.

An area of around 7,800 sqm and 20 lecture and workshop rooms are available in ICS for the tcworld conference.



ICS Entrance



ICS Lobby



Exhibition Hall C2



Exhibition Hall C1

messe-stuttgart.de/en/organisers/

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Map of the Exhibition Ground

Overview, Ground Floor

Overview, First Level

There are 950 parking spots in parking garages P22/23 and another 4,200 parking spots in the Bosch parking garage available for the tekom fair. You will be directed to these spots arriving from any direction via a parking guidance system.

- | | |
|---|---|
|  Information |  Pharmacy at the airport |
|  Press |  Bus stop |
|  Kindergarten |  Suburban train station S2, S3 |
|  ATM |  Car park |
|  VIP Lounge |  Multi-level parking garage |
|  Restaurant, Café, Bistro |  Underground garage |
|  WC |  RV parking |
|  German Red Cross |  Motorway |
|  Coin-operated telephone |  Main road |
|  Smoking area | |
|  Forum of churches | |
|  Quiet room | |
|  Trade fair shop | |
|  Service Center, Business Center | |



Overviews

Map of the Exhibition Ground

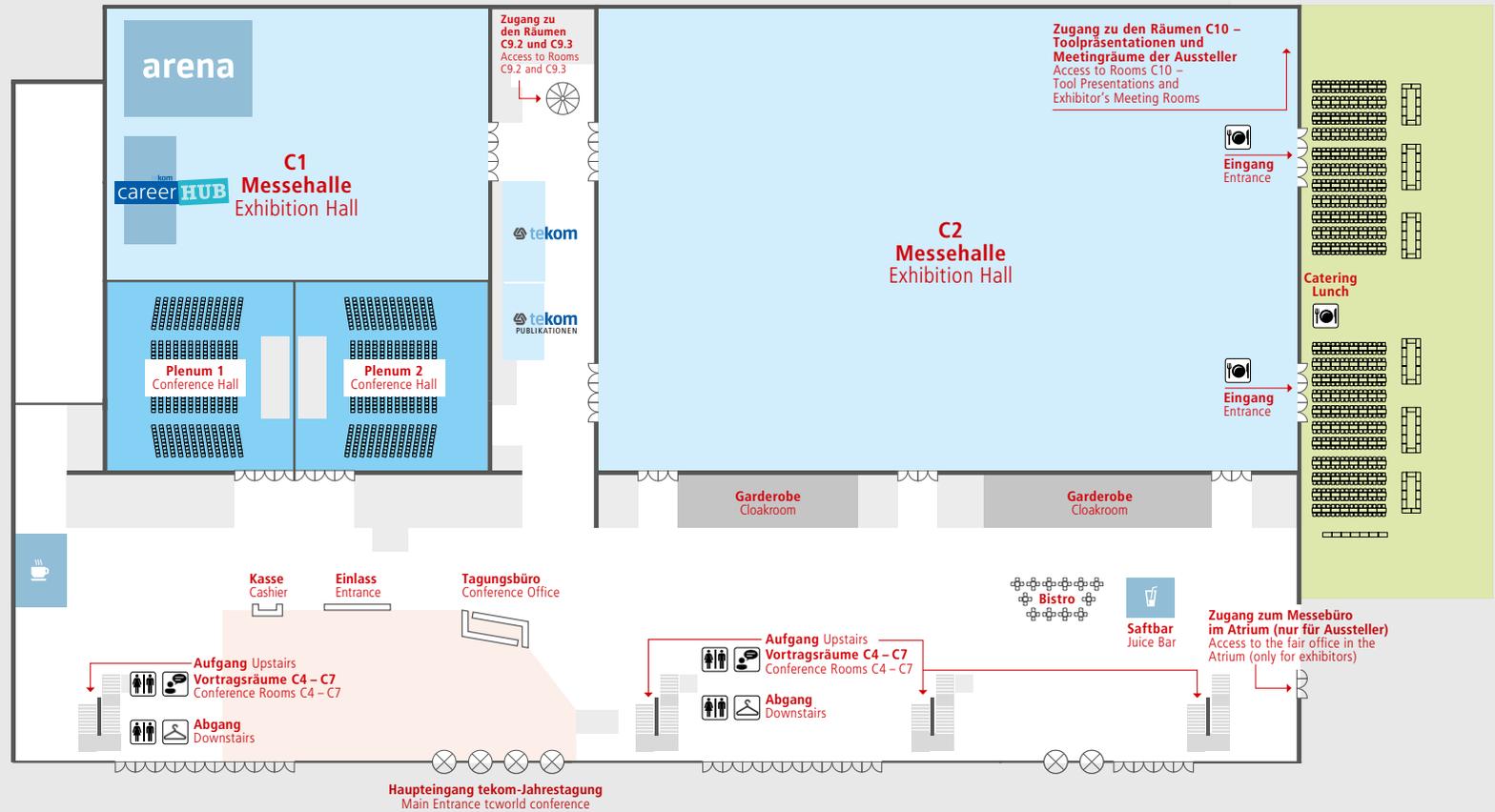
Overview, Ground Floor

Overview, First Level

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Ground Floor

tekom fair area and catering
 (subject to change)



Overviews

Map of the Exhibition Ground

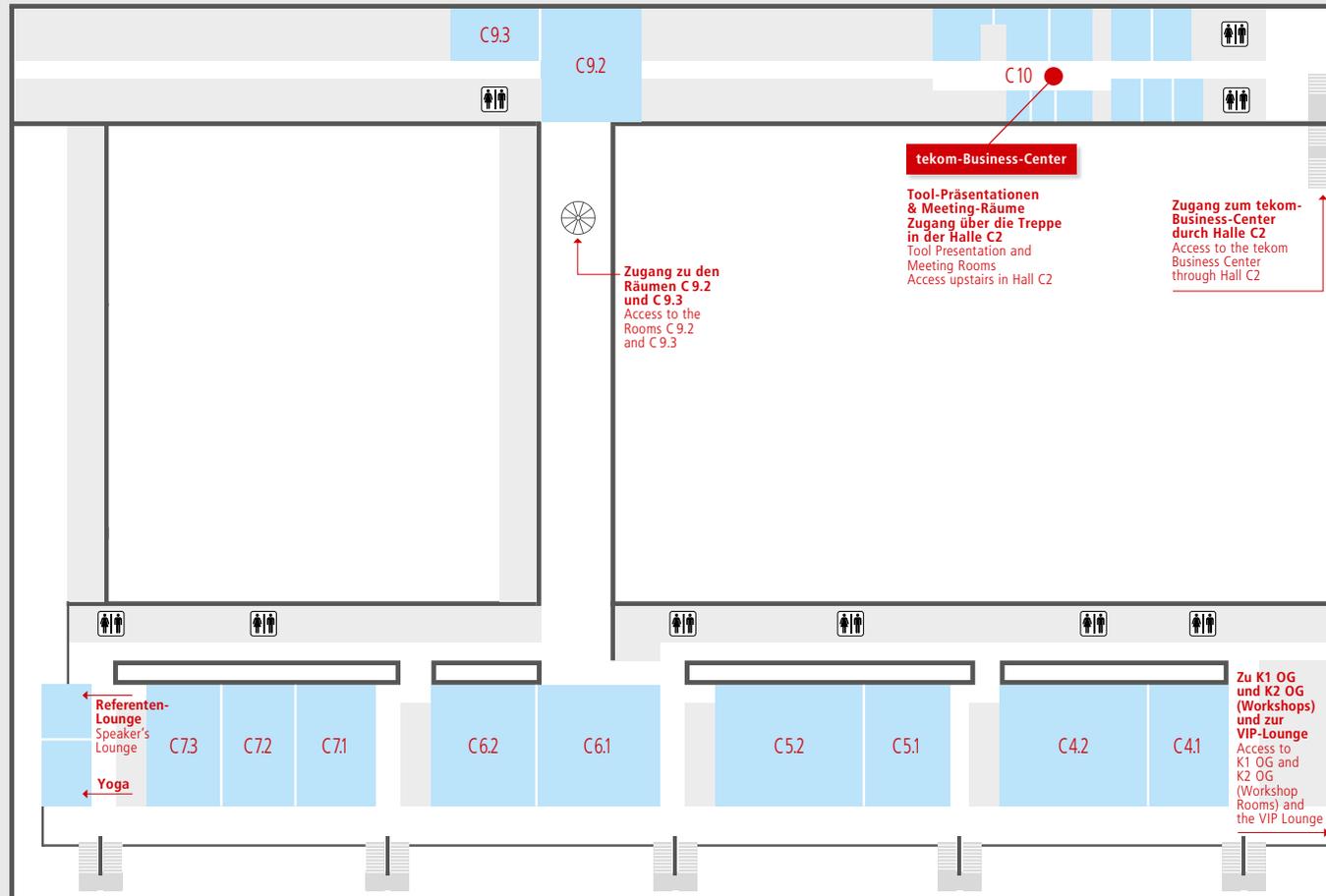
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First Level

Convention area
 (subject to change)



Arrival

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Arrival by Car

Arrival by Plane, Train & Bus

The new Stuttgart Trade Fair Center is 13 kilometers away from Stuttgart city center and is located directly next door to Stuttgart Airport. Please follow the signs towards Messe Stuttgart/Airport.

Arrival via the B27 Main Road

From Stuttgart or Tübingen

The parking garages at the western edge of the fair site are accessible from both directions. Please follow the guidance system.

Arrival via the A8 Motorway

From Stuttgart: Leave the motorway at the "Echterdinger Ei" junction and go to the access road for the airport and trade fair center. Please follow the guidance system to the parking garage.

From Munich: The "Messe/Flughafen" exit on the A8 motorway leads you to the multi-level parking garage over the motorway.

Parking during the tekomp fair

Parking garages, P22/23 and the Bosch parking garage (P20) are open for you during the tekomp fair. Please follow the parking guidance system.



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Arrival by Plane

The airport terminals are approx. 200 meters from the fair site and can easily be reached on foot.

Arrival by Train

Stuttgart is directly connected to 13 European capitals via the rail network (ICE, IC and InterRegio trains).

From the Main Railway Station to the New Stuttgart Trade Fair Center

Take the suburban trains S2 or S3 towards Flughafen/Messe. Travel time: 27 minutes.

Arrival by Bus

The Stuttgart Trade Fair Center can also be easily reached by bus – the routes shown below serve the venue:

Bus Route 826

Tübingen, Bebenhausen, Dettenhausen, Waldenbuch, Steinenbronn, Leinfelden – then continue with suburban trains S2 or S3

Bus Route 828 – Airport Sprinter

Tübingen, Bebenhausen, Dettenhausen, Waldenbuch, Steinenbronn, Echterdingen, Stuttgart Airport

Bus Route 122

Esslingen, Scharnhausen, Plieningen, Echterdingen, Stuttgart Airport

Bus Route 74

Nürtingen, Oberensingen, Hardt, Wolfschlugen, Sielmingen, Bernhausen, Stuttgart Airport

Bus Route 809

Neuenhaus, Aich, Grötzingen, Harthausen, Bernhausen, Stuttgart Airport

Bus Route X3 – eXpresso

Pfullingen, Reutlingen, Stuttgart Airport

Welcome to the Congress Region Stuttgart

Stuttgart – Cosmopolitan, Charming, Innovative

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Experience Stuttgart

A center of culture, a shopper’s paradise, a city famous for its automobiles and its musicals: Stuttgart’s diversity can’t fail to captivate. Automobile legends come to life in the fascinating Mercedes-Benz Museum and the spectacular Porsche Museum. The city’s cultural calendar of events is bursting with top-caliber art exhibitions, wonderful festivals and outstanding performances by the Stuttgart Ballet and the Stuttgart Opera. Stuttgart is famous all over the

world for its musicals and its legendary festivals such as the Spring Festival, Stuttgart Wine Festival, Cannstatt Beer Festival and Stuttgart Christmas Market. For sports fans there are first-class events on offer throughout the year, including football, showjumping and tennis. And for a particularly relaxing experience Stuttgart has no fewer than three mineral spas. The recreational and leisure facilities in Stuttgart are second to none.



Stuttgart Convention Bureau

The Convention Bureau is your central, expert contact partner for the planning, organization and realization of events in the Stuttgart Region.

We’ll be happy to assist you – please give us a call:

Marketing & Sales

Heike Ade
 +49 711 2228-268
 heike.ade@congress-stuttgart.de

congress.stuttgart-tourist.de/en/plan-your-event

Accommodations

How to Book Your Hotel Stay

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To make your tekomp fair planning as comfortable as possible, we offer you different options to book your hotel stay:

1. Online booking

Via the [hotel booking portal of Stuttgart Marketing](#) you can book rooms from the special contingent.

Here you will find the list of selected hotels, including category and short description.

You will receive your reservation confirmation by email immediately after the online booking.

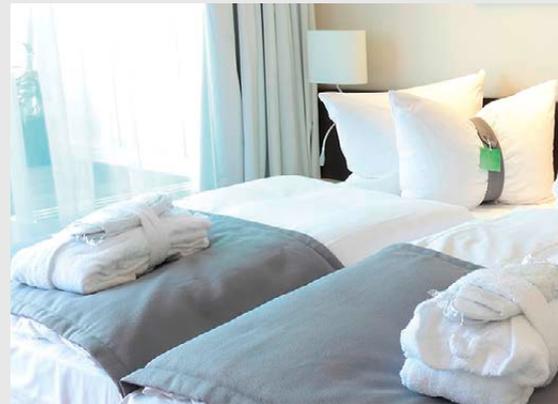
2. Reservation via Email

Send your inquiry to the hotel accommodation service of Stuttgart Marketing at: hotels@stuttgart-tourist.de

3. Reservation by phone

Of course, your reservation can be made by phone as well. Please specify the keyword "tekomp2022".

You can reach Stuttgart Marketing Monday to Friday (10:00 AM to 5:00 PM) at phone number +49 711 2228-100 through the hotel reservations of Stuttgart-Marketing GmbH.



Your Hotel Reservation

Keyword "tekomp2022"

+49 711 2228 100

(Mon. – Fri. from 10:00 AM to 5:00 PM)

Fax +49 711 2228 251

hotels@stuttgart-tourist.de

Travel Free of Cost



A room booking through Stuttgart Marketing at numerous partner hotels includes a special free ticket for local public transportation. Guests can use it to travel comfortably for up to 8 days in the entire Stuttgart region.

Stuttgart Region

Live Your Inspiration

Stuttgart I

Stuttgart II

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Experience Stuttgart

Tradition and innovation go hand in hand in Stuttgart and its surrounding region to create an exciting interplay. As a region known for its strong economy and scientific prowess, with a wide range of cultural, leisure and recreational activities on offer, Stuttgart is an ideal and inspirational event location.

This vibrant metropolis in the South of Germany is in season all year round. Stuttgart is varied and inspirational, endearing and unique, tradition-conscious yet full of surprises, relaxing and stimulating. Discover this fascinating city and its surrounding region!

You can look forward to a city with many faces: Stuttgart enthralles its visitors with its lively art and culture scene, excels with masterpieces of historical and modern architecture, hosts international sporting events, celebrates merry festivals and colorful markets, offers world-class shopping and a wealth of other unforgettable options. Stuttgart – the holder of the “City with the Highest Quality of Life” award – combines a high-class lifestyle with an atmosphere of welcoming hospitality, and innovative economic strength paired with a high recreational value.

Stages of world renown... with Stuttgart’s State Theaters the region is home to the world’s largest tripartite theater. Its ballet has enjoyed international acclaim ever since the days of John Cranko and Marcia Haydée, and Stuttgart State Opera has been awarded the coveted title of “Opera House of the Year” many times.



Stuttgart Region

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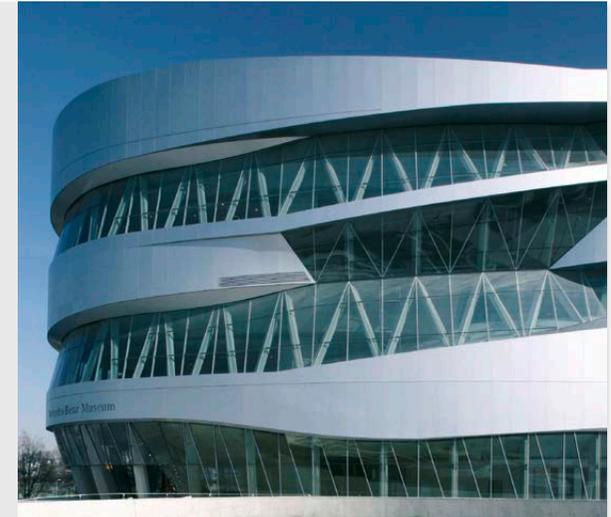
Experience Stuttgart

Architectural highlights and outstanding museums together create a unique symbiosis in Stuttgart. The glass cube of the New Museum of Art provides not only interesting insights into the municipal art collections but also wonderful views over the city.

Stuttgart, the cradle of mobility. It was here, in a little workshop, that Wilhelm Maybach and Gottlieb Daimler together invented one of the very first automobiles, and today the city boasts two of the world's most magnificent automobile museums. This is still the site of the main production plants of both Mercedes-Benz and Porsche today, and the people here feel a close bond with the history and tradition of these two global concerns. The spectacular double-helix construction of the Mercedes-Benz Museum attracts both automobile and architecture enthusiasts from all corners of the globe, while at the new Porsche Museum the Zuffenhausen sports car specialists display their legendary mobile icons in bold architecture and a sophisticated ambience.

The combination of cosmopolitan flair and green oases makes Stuttgart a city of delightful contrasts. Extensive parks in the heart of town and idyllic vineyards directly opposite the main railway station provide peace and relaxation. Killesberg Hill Park and the "Wilhelma" – the only zoological and botanical gardens of their kind in the world – invite you to relax and explore. And no fewer than three mineral spas, fed by the most prolific mineral springs in Western Europe, are guaranteed to promote health and well-being.

Merry festivals with typical Swabian "gemütlichkeit" in a stylish setting are places for celebration, enjoyment and discovery. There's the lively "Stuttgart Spring Festival", the elegant "Summer Festival" on warm August evenings, the "Stuttgart Wine Festival" in late summer with its attractively decorated arbors, or the traditional "Stuttgart Christmas Market" in the heart of town. Once you've experienced the hospitality and the exuberant atmosphere of Stuttgart's festivals and markets, you'll want to return time and again.



Imprint

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tcworld GmbH

Rotebühlstraße 64
70178 Stuttgart
GERMANY

www.tekom.eu
+49 711 65704-0
Fax +49 711 65704-99

HRB 22804, Amtsgericht Stuttgart
CEO: Dr. Michael Fritz