

# EXHIBITOR INFORMATION AT-A-GLANCE

## ► World Congress Venue:

Intercontinental Berlin  
Budapester Strasse 2  
10787 Berlin, Germany

***Do NOT ship your exhibit freight directly to the meeting venue. See #2 - DSV below for the only possibility for direct to venue freight.***

## ► Hotel Reservations:

Limited ISHRS group block reservations are available at our meeting hotel, the InterContinental Berlin. The ISHRS run-of-house group rate is EUR 219 single/244 double plus 7.5% city tax. The VAT is included in the rate. The group rate includes guest room WiFi and breakfast in the hotel restaurant. Please make your reservations early as the group guest rooms are limited. The group rates are available through September 18, 2025 or while room availability lasts. For more information and to make your reservation, visit the hotel information on our meeting website at <https://33rdannual.org/>.

## ► THE SUPPLIERS – WHO PROVIDES WHAT?

The information and ordering processes for all the official suppliers is included in the Exhibitor Service Manual (available starting July 23, 2025.)

## #1: Messe Service Bau – Exposition Services:

Messe Service Bau is the EXCLUSIVE, SOLE PROVIDER of the following services:

- trade show rental equipment & furnishings
- audio/visual equipment
- carpet rental (note that gray carpet is provided in the booth package)
- exhibit labor for installation & dismantling
- in-booth cleaning

On a NON-EXCLUSIVE basis, Messe Service Bau also offers:

- signs & graphics
- custom booth options\*

**All confirmed exhibitors will receive an exhibitor portal link directly from Messe Service Bau to place orders.**

**\*If you plan to have a CUSTOM-BUILT BOOTH**, regardless of booth builder, your booth design needs to be approved by the ISHRS. Please contact Jule Uddfolk with the ISHRS at [juddfolk@ishrs.org](mailto:juddfolk@ishrs.org) for further information.

## Questions? Contact:

Andre Gromann  
+49 33056 2248, [andre.grohmann@messeservicebau.de](mailto:andre.grohmann@messeservicebau.de)  
OR  
Sabine Wichmann  
+49 33056 2248, [sabine.wichmann@messeservicebau.de](mailto:sabine.wichmann@messeservicebau.de)

## **#2: DSV – Official Freight Partner:**

DSV is our official international freight partner for the 33rd World Congress. DSV provides shipping, freight handling/drayage and customs services. You are not required to use DSV's shipping or customs services – you may use the shipper and customs broker of your choice. However, DSV is recommended to ensure smooth transit of your exhibit goods. **However, all exhibit freight must be shipped to DSV's advance warehouse for forwarding to the show floor.**

Please review their [Shipping Instructions](#) early and carefully to become familiar with shipping and import/export rules and regulations for Germany. It is highly recommended that you contact DSV early to be sure you will not have any issues shipping your exhibit goods to Berlin for the 33rd World Congress.

KEY FREIGHT DEADLINES	
September 22, 2025	<b>ADVANCE SHIPMENT RECEIVING BEGINS</b> First day the warehouse will begin receiving advance shipments without surcharges.
October 17, 2025	<b>ADVANCE WAREHOUSE SHIPMENT DEADLINE</b> Last day for advance shipments to arrive at warehouse without surcharges.

### **IMPORTANT POINTS:**

1. **All exhibit shipments, regardless of which shipper/customs broker you use, must be shipped to DSV's advance warehouse, NOT directly to the meeting venue.** The **only exception** is that DSV will receive exhibitor deliveries at the InterContinental Berlin docks **ONLY on Wednesday, October 22<sup>nd</sup> during exhibitor set-up hours, starting at 1:00PM.** Deliveries to the meeting venue on any other days will not be accepted. Contact DSV for further instructions if you plan to ship directly to the meeting venue.
2. **Many non-EU companies may require a EORI # to ship to Germany and this government application takes time. Do be sure to ask your shipper/customs broker early in the process if your company requires an EORI #. If you are shipping through DSV, our official freight partner, the ISHRS's EORI # will be used for your shipment.**
3. **Non-EU exhibitors are not encouraged to hand carry exhibit goods** which will be subject to customs clearance on arrival. In the event you are stopped at the airport upon arrival, you may be required to hand over the goods along with the required paperwork. Not following the proper customs clearance procedures in advance may result in your not having your exhibit goods for the show.

Click here to view the [DSV Shipping Instructions](#).

### **Questions? Contact:**

Rob Henry, Manager of International Fairs & Events  
+1-786-577-6752, [rob.henry@dsv.com](mailto:rob.henry@dsv.com)  
OR  
Regina Cox, International Projects Manager  
+1-786-577-6755, [regina.cox@dsv.com](mailto:regina.cox@dsv.com)

## **#3: InterContinental Berlin – Additional Internet Service & Additional Electrical:**

InterContinental Berlin is the official and exclusive provider of electrical and internet service.

**Regarding electrical**, each exhibit booth will include one power strip with three outlets (Berlin electrical is 230 volts at frequency of 50 Hertz and the plug type is F. Exhibitors must bring their own converters and adapters.)  
Per the energy conservation rule at the InterContinental Berlin, all electronic devices in the booth must be shut off at the end of each day.

**Regarding internet service**, note that complimentary wireless internet is provided for all attendees and exhibitors in our meeting space. However, if you require a dedicated line for assured connection, you will want to explore ordering a dedicated line through the InterContinental Berlin at your own cost.

Please contact Jule Uddfolk with the ISHRS at [juddfolk@ishrs.org](mailto:juddfolk@ishrs.org) for further information on additional electrical or internet service.

#### **#4: SmartSource for Lead Retrieval Services:**

SmartSource has been selected as the official lead retrieval partner for this year's World Congress. They offer a lead retrieval app for use on your own phone.

Click here to view the [Smart Source Lead Retrieval Informational Flyer](#). Their information will also appear in the Exhibitor Service Manual.

Visit their Ordering Portal for more information:

Project / Access Code - ISHR1025

Order Link - <https://mysmartsource.com/>

**SmartSource's discount deadline is October 2, 2025 and all orders must be placed by October 25, 2025.**

#### **Questions? Contact:**

Deb Rogers

+1-847-610-7121, [drogers@thesmartsource.com](mailto:drogers@thesmartsource.com)

#### **► Location of the Exhibition/Floor Plan:**

Click here to view the [Exhibit Floor Plan](#). Exhibit booths are located at the InterContinental Berlin in the Pavillon, Wintergarten and Potsdam Foyer on the Lobby Level. These exhibit areas are either directly outside of or down the hall from the General Session in the Potsdam Ballroom.

#### **► Exhibit Booth Fee, Dimensions & Details:**

The fee per each 2 meter deep x 3 meter wide exhibit booth is USD \$3,850 through July 22, 2025 and then \$4,150 after that. To maintain uniformity and to prevent obstruction of view of adjoining exhibit booths, solid or draped objects cannot be higher than 2.5 meters in the back and cannot be higher than one meter along the sides.

#### **The fee for each Exhibit Booth includes:**

- One 2-meter-deep x 3-meter-wide exhibit booth (white hard-shell structure with gray carpeting)
- A basic ID sign displaying company name and exhibit booth number
- Two spotlights to illuminate the booth space
- One power strip with three outlets (Berlin electrical is 230 volts at frequency of 50 Hertz and the plug type is F. Exhibitors must bring their own converters and adapters.)
- Janitorial service for aisles only of the exhibit area (not inside of booth cleaning)
- A one-year listing in the Online Buyers Guide which is located in the Members Only section of the ISHRS website.
- Listing in the Final Program Guide
- Listing on the 33rdannual.org congress website
- Listing in the ISHRS conference app

For anything additional, you will need to order it through the official suppliers.

Note that **no furnishings are included** in the booth package. You will need to order furnishings at your own expense through the official expo service contractor, Messe Service Bau.

There is **no storage space** for exhibitors in the exhibit area. The ISHRS does not provide storage space for exhibitors. If you require storage, you must create storage space within your booth (not in the aisles) or discuss storage possibilities with DSV or Messe Service Bau.

Per the **energy conservation rule at the InterContinental Berlin**, all electronic devices in the booth must be shut off at the end of each day.

#### **The Booth Personnel Badge Fee includes:**

Food & beverage for badged exhibit representative, consisting of coffee breaks and lunches on Thursday, Friday and Saturday, and refreshments during the Thursday evening Welcome Reception.

#### **► Exhibit Personnel Registration:**

All personnel staffing your exhibit booth must register as exhibit personnel and pay the USD \$450 Booth Personnel Badge Fee, with a maximum of four (4) exhibit personnel per 2x3 meter exhibit booth. If you wish, you may add exhibit personnel up to the maximum of four (4) per exhibit booth using the [Exhibitor Information Form](#) up until September 17, 2025.

Food & beverage provided for exhibit personnel consists of coffee breaks and lunches on Thursday, Friday and Saturday, and refreshments during the Thursday evening Welcome Reception.

## ► **Show Schedule:**

### **EXHIBITORS SET-UP:**

Wednesday/October 22, 2025	<b>3:00PM-7:00PM</b>
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### **SHOW HOURS:**

Thursday/October 23, 2025	<b>8:00AM-7:30PM</b>
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<i>Welcome Reception in Exhibit Area:</i>	<b>6:00PM-7:30PM</b>
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Friday/October 24, 2025	<b>10:00AM-5:00PM</b>
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Saturday/October 25, 2025	<b>9:00AM-2:30PM</b>
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### **DISMANTLE:**

Saturday/October 25, 2025	<b>2:30PM-6:00PM</b>
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**Exhibits must NOT be disturbed, dismantled or removed before 2:30PM, Saturday, October 25, 2025.** All exhibit materials must be removed from the exhibit area by **6:00PM on Saturday, October 25, 2025.**

## ► **Exhibit Prospectus is the Exhibitor Contract:**

Please carefully review the [Exhibit Prospectus](#), as it is your exhibitor contract. It is important that all your exhibit representatives are familiar with the rules and terms in this document.

## ► **NEW THIS YEAR – Expanded Sponsorship Opportunities:**

**Sponsorship opportunities include:**

- Welcome Reception enhancements
- Berlin Exhibit Hall Quest
- Photo booth sponsorship
- Gala dinner experiences
- Tabletop Exhibit at Live Surgery Workshop
- Final Program Guide Ad
- Hotel Room Drop

See the [Sponsorship Brochure](#) for full details and prices.

## ► **Ancillary Function Request Process:**

ISHRS approval, which may be granted or denied by the ISHRS at its sole discretion, is required for all exhibitor-sponsored ancillary functions. Requests for such activities must be submitted in writing via the [Ancillary Function Request Form](#) by September 17, 2025.

## **QUESTIONS:**

If you have questions regarding exhibiting, please contact:

Jule Uddfolk, CMP

ISHRS Meetings & Exhibits Manager

Direct Phone: 1-773-883-1236

[juddfolk@ishrs.org](mailto:juddfolk@ishrs.org), [info@ishrs.org](mailto:info@ishrs.org)