

The perfect location for every event:
Messe Basel

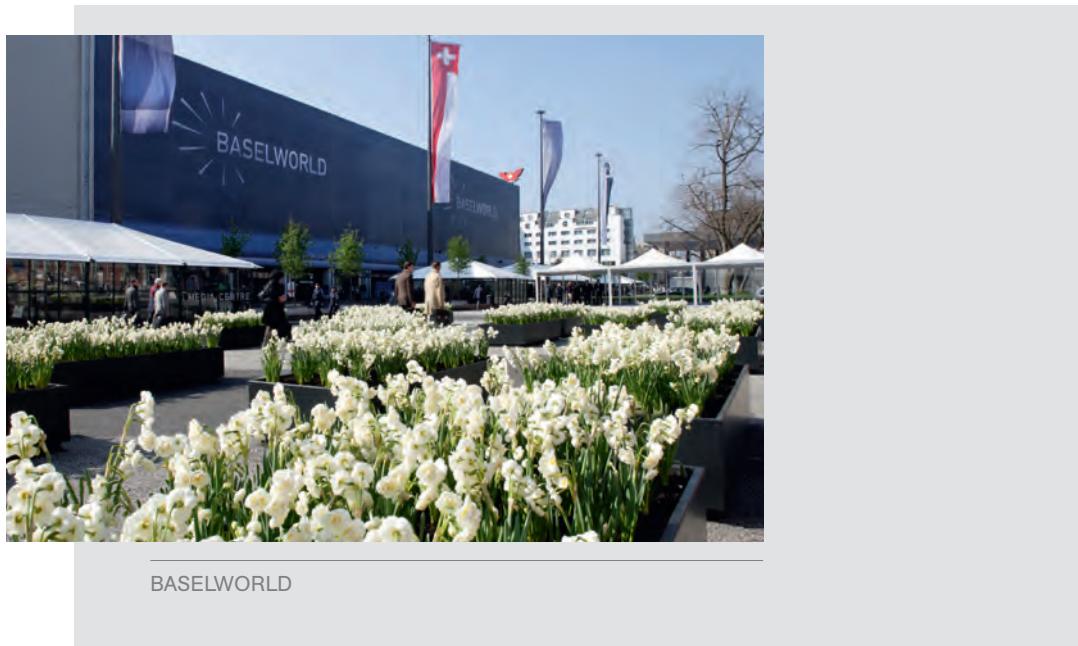
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1.

Switzerland's leading exhibition centre

Basel is the biggest and most important exhibition location in Switzerland and one of the key locations in Europe. Our exhibition site is in the heart of the city, with an overall exhibition area of 141000 square metres, 83000 square metres of which is suitable for multi-storey stands.

By 2013, our exhibition site will comprise modern hall complexes, a multifunctional event hall, the Congress Center Basel, with its sixteen congress and conference rooms, and our own Musical Theatre. Our premises offer comfortable facilities, together with state-of-the-art technology, satisfying the most stringent of demands. Many of the individual halls and rooms, with their multifunctional designs, can be combined with each other, permitting an exceptionally high level of flexibility in terms of configuration and capacity. Messe Basel can provide the perfect venue for each and every event – whether it be a trade fair, an exhibition, a congress, a shareholders' meeting, a concert or a company event.





Art | Basel

The best of locations
in a vibrant city,
with 141 000 square
metres of modern
infrastructure:
something that only
Messe Basel can offer.



Swissbau

2.

New buildings for Messe Basel

Our exhibition site in Basel will be undergoing extensive modernisation over the next few years. This will ensure that we have the infrastructure required to hold our most important events at our Basel location – in particular, BASELWORLD, the globally leading exhibition in the watch and jewellery sector.



The new building for Hall 1

On the basis of plans drawn up by Herzog & de Meuron, new hall buildings that satisfy high energy standards will be completed by 2013.

Hall 1 is being extended towards Exhibition Square by a new building that will have three exhibition storeys. The former building next to the car park is being replaced by a three-storey hall complex, with a multifunctional event hall on the ground floor. The two new hall complexes will be linked via a two-storey building above Exhibition Square, with the City Lounge at ground level – a wide, covered-over space with a big atrium which can be used by the public. The big continuous exhibition surfaces of our new halls will make our exhibition site even more compact, thus ensuring a greater level of convenience for our visitors.



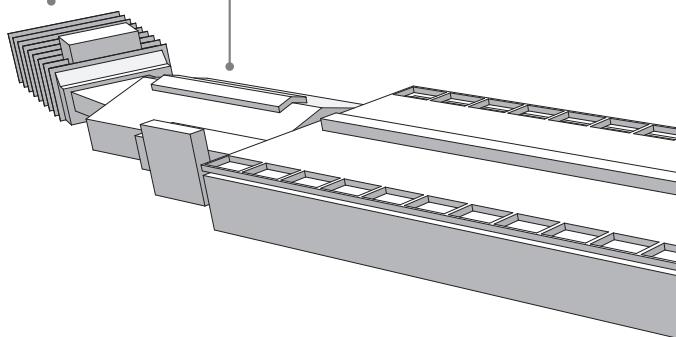
The new greened-over Hall 1

The new hall buildings will satisfy high energy standards, both in respect of the insulation of the shell and when it comes to providing the necessary heat and cold energy in a manner that is sparing on resources. A photovoltaic array is to be installed on the roof, which will also be greened over.

3. Messe Basel situation map

Musical Theater

Hall 3



Messe **Basel**

Messe Basel: facts and figures

Exhibition area in square metres (gross)

141000

Exhibitions (annually)

20 to 25

Exhibitors (annually)

6000 to 8000

Visitors (annually)

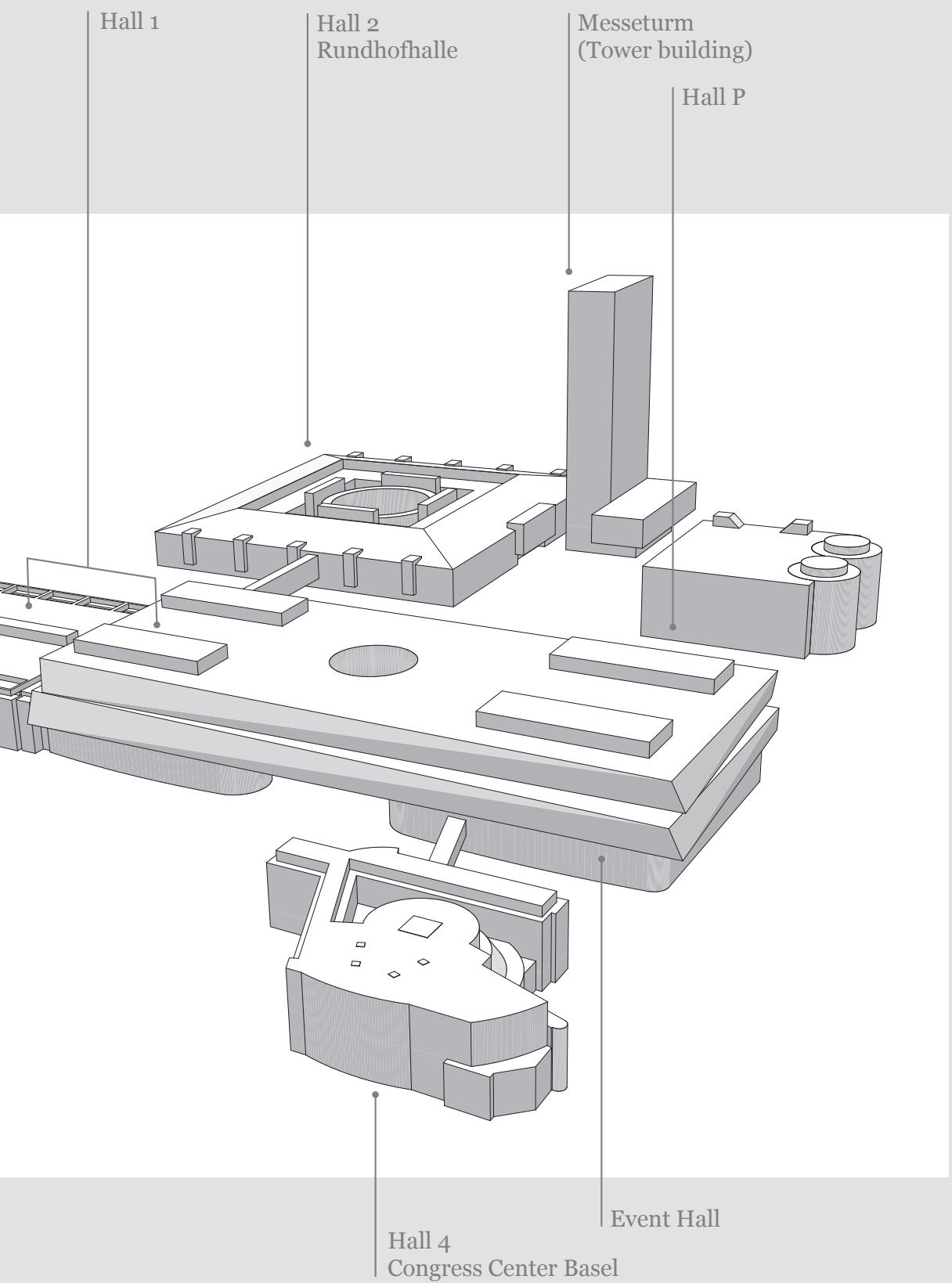
approx. 1 million

Various events in the exhibition halls (annually)

15 to 20

Parking spaces in the Messe Basel car park

1300



Hall 1 (as of spring 2013)

The three-storey hall complex with its multifunctional event hall on the ground floor forms the centrepiece of our new buildings at Messe Basel and will be completed by spring 2013 as an extension to the hall that was opened back in 1999. With a hall area extending over a length of 400 metres, Hall 1 will benefit from a unique atmosphere. Exhibitions with multi-storey stands (hall height up to 10 metres), events requiring stage and platform structures, and other big occasions, are just a few of the countless possibilities for events in this unique building.



The new Hall 1 building

Hall 1: facts and figures

Floor plan

90 x 400 m

Storeys

3

Overall area

74 000 m²

Hall height

up to 10 m

Floor covering

Cast asphalt (ground floor)

Concrete (first floor)

Event hall (as of 2013)

When the new buildings in Basel are completed, the new multifunctional event hall with its generous foyer and gallery will considerably extend the facilities available at Messe Basel. With an area of some 3 300 and 1 200 m² in the foyer, the hall will accommodate events for up to 2 500 people, while banquets will be possible for up to 2 000 people. From the tram stop, going past the new 360-day restaurant, there will be direct, ground-level access to the pillar-free event hall through the inviting entrance foyer.

Event hall: facts and figures

Floor plan

65 × 50 m

Overall area incl. Foyer and Gallery

approx. 4 500 m²

Capacity

1700 seminar

2000 banquet

2 500 concert

Hall height

10 m

Floor covering

Cast asphalt



CityLounge: access to the new Event Hall

Hall 2

Hall 2 bears the distinctive emblem of Messe Basel, the big clock on the glass front above the main entrance. And the eye-catching feature inside is the architecturally unique open circular courtyard with its galleries. This forms the perfect framework for events of all types that are accompanied by open-air activities. Thanks to the open courtyard, all three storeys of Hall 2 have a great deal of daylight and a spacious feel to them.



Rundhof Hall 2



Distinctive emblem: the big clock

Hall 2: facts and figures

Floor plan	140 x 140 m
Storeys	3
Overall area	44 000 m ²
Hall height	4 m
Floor covering	Asphalt (ground floor) polyurethane (upper floors)

Hall 3

The single-storey, pillar-free Hall 3 is the ideal location for holding small fairs, exhibitions or events. The gallery in the upper storey offers visitors an unimpeded view of the exhibition surface below.

Hall 3: facts and figures

Floor plan	100 × 50 m
Storeys	1 plus gallery
Overall area	4 800 m ²
Gallery	2 300 m ²
Hall height	4.6 – 18 m
Floor covering	Asphalt/concrete (gallery)



Hall 3

Hall 4

The three-storey Hall 4 includes not only the exhibition halls proper but also the Congress Center Basel located above them, with its sixteen congress and conference rooms. This infrastructure is ideal for trade fairs and events both with and without accompanying congresses and conferences. A walkway connects Hall 4.1 to Hall 1 in the new Messe Basel building. On the same level as Hall 4.1, there is also direct access to the five-star Swissôtel Le Plaza Basel hotel.



Basel Wine Fair

Hall 4: facts and figures

Floor plan

Storeys

Overall area

Hall height

Floor covering

85 x 60 m (first floor)

60 x 60 m (ground floor)

75 x 60 m (basement 1)

3

14 000 m²

3.5 – 5 m

Artificial stone

Hall P

This location is particularly suitable for smaller events and exhibitions, as well as for unusual activities. Hall P is right next to Messe Basel's own car park, which has a total of 1300 parking spaces.

Hall P: facts and figures

Floor plan

60 x 25 m

Storeys

1

Overall area

1500 m²

Hall height

4.5 m

Floor covering

Asphalt



Basel Holiday Fair

Congress Center Basel

Versatility and professionalism are the hallmarks of the Congress Center Basel. The Center offers its international, national and local customers multifunctional rooms, the latest in technology, and customised service – from the concept right through to the holding of events of all types. Key topics featuring in the congress business in Basel are life sciences, pharmacy and medicine. Corporate events such as annual general meetings and employee events are similarly a major line of business.

The Congress Center Basel is located immediately above Hall 4.1 and is linked directly to Hall 1 in the new Messe Basel building by means of a walkway.



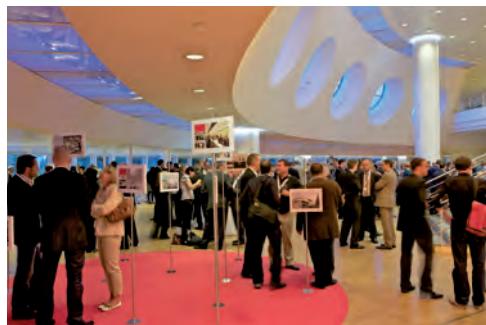
Outside view



The San Francisco Hall



The completely renovated Montreal Auditorium



Foyer

Congress Center Basel: facts and figures

Number of rooms

Room capacity

Exhibition areas

Events

Visitors

www.congress.ch

16

20 to 2000 people

approx. 7000 square metres
(over several storeys)

approx. 300 per year

approx. 200 000 per year

5.

Our unique service network for you

With our unique service network, we can contribute greatly to the success of your event, conference or exhibition. We provide all the services required for corporate and public events of all types. From consultancy and planning, right through to the actual holding of the event. In a comprehensive and customised manner, drawing on our extensive experience and with a truly professional approach.

The services that we provide ourselves range from planning to implementation, and from event management, via the necessary structures and fittings, right through to event technology. And all of this with a high level of flexibility and customer orientation. Because we regard working together with you on a partner-like basis as being just as self-evident as ensuring the complete satisfaction of your customers.



Technology for the Basel Tattoo



Impressive show at FIFA's event



The muba concert arouses emotions

We will gladly take on responsibility for the project as a whole, for different sub-projects or for individual process steps, as you require.



Wellness Aphrodite event



Live camera for BASELWORLD

We have been working together efficiently, on a partnership basis, with the authorities and offices at city, canton and federal level for many years. This makes it considerably easier for us to obtain the necessary permits for your event or exhibitions. And because Messe Basel has its own customs office on site, you and your partners are saved lengthy waiting times at the border customs office.

5.

Make Käfer your catering partner

Käfer is the name of a Munich family that is steeped in tradition. The Käfer brand is *the* address in Germany when it comes to reliable, top-quality offerings in all the different dimensions of food, service and retail.

To ensure that you can concentrate fully on your visitors, customers and business partners, our catering partner Käfer Schweiz GmbH will take care of this side of your event for you. A contact from Käfer's trade fair gastronomy division will be on the spot to coordinate food and drinks, and to ensure that things run smoothly behind the scenes – all specially tailored to your event and your budget.



Käfer Catering

Käfer

6.

Made-to-measure infrastructure for your customised event

We maintain and operate modern exhibition, conference and event infrastructure in Basel, Zurich and Lausanne which we will be pleased to make available to you – from individual conference centres or foyers, via full-scale exhibition halls, right through to the musical theatre. Our multifunctional rooms and buildings are equipped with the very latest technology, permitting flexible use, and are suitable for all types of event.

Messe Basel, Messe Zurich and Beaulieu Lausanne form a national “tripole”, with infrastructure offerings that ideally complement each other in terms of the exhibition space and geographical catchment area and which will be state-of-the-art once the modernisation work in Basel and Lausanne has been completed (in 2013 and 2020 respectively).



Messe Basel



Beaulieu Lausanne



Messe Zürich

Our product and services portfolio constitutes an impressive reference of our professional expertise.

MCH Group: your success is our aim

The MCH Group is a leading international live-marketing company group. With our activities in the three business fields of MCH Exhibitions, MCH Infrastructure and MCH Event Services, we offer our customers a service network spanning the entire exhibition and event market. Thanks to the experience acquired with our own internationally and nationally leading exhibitions, we are able to offer customised solutions for successful exhibition projects and comprehensive, high-grade services for your corporate and public events, anywhere in the world.



Giardina

8.

Trinational and outward-looking: the city of Basel

Basel is located in the triangle where Switzerland, France and Germany all meet. This city on the Rhine is a key international transport hub, with its airport close to the city, a Rhine port, two central stations, a dense public transport network and a modern road system ensuring good connections to everywhere in the world.



The Rhine promenade

As Switzerland's most dynamic economic region and one of the most productive and innovative worldwide, Basel is a key location for the life sciences industry. Eminent service companies from the financial industry and from commerce and logistics similarly rank amongst the strong sectors in the region. A beautiful, well-tended old city, the river Rhine, secluded parks – which are both clean and safe – all of this is Basel. Added to these come a wide selection of hotels, restaurants and bars, good shopping and a comprehensive range of free-time activities, including not least some 40 museums – some of which enjoy a global reputation.



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