

On course for success: UNITI expo increases exhibition space by adding another hall

Due to the high demand and an already fully booked forecourt equipment Hall 3, organizers of UNITI expo 2016, which will take place June 14-16, 2016 in Stuttgart, Germany have announced the addition of a new hall in order to meet exhibitor demand. The new Hall 5 will be available for exhibitors from the areas of forecourt equipment, fuel logistics and alternative fuels. The booth allocation will start at the beginning of October.

Original planning set the exhibition space at 30,000 sqm for UNITI expo 2016. However, the addition of Hall 5 could expand the exhibition to up to 40,000 sqm – a significant upgrade from the 25,000 sqm of UNITI expo 2014, proving the growing worldwide relevance of the trade fair.

“The expansion of exhibition space has proved to be the right step since we have already received the first bookings and numerous requests for the new hall,” says Bruno Boroewitsch, responsible for exhibitor sales at UNITI expo. “The high demand has exceeded all our expectations, reinforcing our position in the development of the exhibition concept.”

The carwash & car care sector has registered the biggest growth of all areas, recording more than a 100-percent increase in exhibitor bookings compared to 2014. Organizers have set a big focus on the carwash industry by bringing professionals into the discussion and working on tailor-made services.

UNITI expo’s new approach has proven a success as it positions itself as the new leading European trade fair for the carwash industry. For 2016, organisers expect to triple the carwash area of the previous edition.

“We see direct contact with professionals from all industries as a key factor for the positive development of UNITI expo,” said Elmar Kühn, Managing Director of UNITI-Kraftstoff GmbH, organizer of UNITI expo.

A further developed shop & convenience concept has also received great feedback from industry professionals, resulting in a significant increase of the dedicated trade fair area from 2014. Impressive and exciting presentations will be surprising visitors in next year’s edition. Lekkerland, for example, will be displaying new retail concepts, as well as exhibiting the latest products in a state of the art 700 sqm booth.

Hack AG and their partners will not only be showing ideas and products related to the on-the-go food & beverage market in its 500 sqm “Genussgarten”, but will also be providing the catering for all visitors of UNITI expo.

About UNITI expo

UNITI expo is considered the leading trade fair for the retail petroleum sector in Europe. The three- day trade fair and information event takes place every two years at Stuttgart Exhibition Centre and covers all areas of the retail petroleum sector. The first UNITI expo was held in June 2014 and attended by a total of 11,000 professionals from 92 countries. With 344 exhibitors from 29 countries, the exhibition space spanned an area of 25,000 sqm (270,000 sq ft). UNITI expo is organised by UNITI- Kraftstoff GmbH in cooperation with management consultancy WDM and communications agency com-a-tec.

Press contacts:

North America, Latin America, China

Darren Wight
Tel. +1 513 280-0047
dwight@deanhouston.com

International

Melanie Allgaier
Tel. +49 7721 9830 – 33
melanie.a@com-a-tec.de

Germany, Austria, Switzerland

Tobias Bott
Tel. +49 30 755414 – 416
bott@uniti.de