



# FOCUS VENDING @INTERGASTRA

## *Right at the heart of the vending sector*

**7 - 11 February 2026**  
**Messe Stuttgart**  
**Germany**



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# It's Vending Time!

## New markets for the sector

The vending sector provides the perfect solutions for modern 24/7 catering in the hotel and gastronomy sectors.

INTERGASTRA is going to become even more attractive when vending machine service providers, operators, vending and OCS entrepreneurs join the exhibition.

At INTERGASTRA, visitors can also expect to enjoy a comprehensive programme of accompanying events. From inspirational talks, the latest news and figures, to a sociable networking evening. In other words: **FOCUSVENDING** is bridging the gap between automated vending solutions and INTERGASTRA as THE LEADING EXHIBITION for hotels and gastronomy.



**Dr. Aris Kascheff**  
EVA Board Member  
Managing Director of BDV

Powered by



Bundesverband  
der Deutschen Vending-  
Automatenwirtschaft e. V.



VendCon



EUROPEAN  
VENDING & COFFEE  
SERVICE ASSOCIATION



# FOCUSVENDING: The future at INTERGASTRA!



The right place at the right time: we are providing the booming vending sector with the platform it deserves. Across the board, there is a demand for solutions that will efficiently combine a high standard of service with an appealing product range.

As a leading exhibition for the catering market, INTERGASTRA is showcasing the wide variety of vending opportunities with FOCUSVENDING.

In themed halls the size of football fields, market leaders will be presenting their latest products and services. Browse inspirational ideas in the areas of Beverages, Food & Convenience, Gelato, Kitchen Systems, Ambience & Equipment, as well as Digital Solutions.

Representatives of the hotel and gastronomy sectors come to INTERGASTRA - a key to markets - in order to find out more about the latest vending and OCS (Office Coffee Service) solutions.

## Customer potential from a variety of industries:

- ➔ Catering and communal food
- ➔ Hotels
- ➔ Coffee shops
- ➔ Hospitals / Nursing homes
- ➔ Bakeries
- ➔ Butcher shops
- ➔ Restaurants/Cafés
- ➔ Independent retailers
- ➔ Petrol stations
- ➔ Vending and OCS companies

# Driving innovation and attracting new target groups



At INTERGASTRA, those involved in the vending sector have the opportunity to explore new markets and gain wider appeal. The situation looks promising: challenges involving skilled employee shortages and cost pressures in the hotel and gastronomy sectors are driving innovation just as much as the customer's changing demands for quality and choice. Modern service systems and smart fridges are making a good impression,

with the same applying for travel hospitality, in which vending machines have made innovative "24-hour convenience service" possible.

Vending machine solutions are also gaining momentum in the premium and luxury segments and those that include a QR code function and perfect temperature settings are just as popular as the 24/7 shop concepts.

## Highlights and solutions

### → Payment systems and telemetry

Coin validators, note readers, cashless payment methods, mobile payment and telemetry solutions

### → Cups

Hot and cold cups (PP, paper, disposable/reusable), as well as lids and trays

### → Design & Visibility

Outfitter and designer trends, individual systems and complete turnkey solutions, modular systems

### → Fill products

Snacks (sweet/salty), (frozen) food, ice-cream, electronic cigarettes and cold drinks, soft drinks and energy drinks

### → Ingredients

Coffee (filter coffee, instant, beans, espresso, pads, capsules, liquid), InCup, toppings, hot chocolate and soups

### → Coffee machines

Professional machines, portafilters and coffee grinders for gastronomy, hotels, bars, bakeries and shops

### → Office Coffee Services

OCS solutions (automatic coffee machines, beans, InCup, instant coffee, capsules, pads)

### → Smart Fridges & Micro Markets

ID verification and access control systems, automatic product recognition

### → Floor-mounted appliances

Hot and cold drinks, snacks, food, ice-cream, frozen products, returns, bakery and meat vending machines, independent retailers

### → Water

Water coolers, gallon systems, dispensers with/without post-mix, water filtration

## A growing market:



**+ 620,000**  
Vending machines



**3.37 Bn. Euro**  
Total turnover



**12 million**  
Products sold/day

Source: BDV



# How you stand to benefit!



The vending machine sector is one to watch! Why? Because it's opening the doors for everyone from catering companies to cafés, providing superb opportunities to secure the future of their businesses. We are passionate about creating the ideal environment for your solutions to flourish.

What can you expect? An attractive stand location at the top exhibition for hotels and

gastronomy. The chance to meet with a large number of investment-ready decision-makers, who are willing to hear about your vending solutions. In Stuttgart, you will meet the people who are calling the shots in the world of vending machines. Enjoy personal introductions to those in the coffee and vending machine business, as well as important names in the hotel, (communal) catering, care and gastronomy sectors.

## Far more than your trade fair stand: Benefit from all that we have to offer!

### ➔ Guided Tours

Organised by bdv and Messe Stuttgart: The Guided Tours offer exclusive insights and personal guided tours.

### ➔ Non-guided Tours | Use our updated and expanded directory

Our directory of products and services available across all the halls has been expanded to include more than 200 vending machine-specific highlights. Visitors can put together their own individual tours and will be sure to discover what you have to offer.

### ➔ National Operator Get-Together

Top themes from the world of vending machines, tips for industry newcomers, vending machine market figures and current legal issues.

### ➔ Networking Industry Evening

Chat with colleagues, meet new people, share thoughts and ideas with manufacturers and retailers - book an overnight stay to make the most of this opportunity.

### ➔ Top-quality stage programme

A series of inspirational talks on the latest important topics from the world of coffee and vending machines.

# Exhibitor feedback:



**Ralf Mohaupt**  
National Key Account Manager EGV|AG

*"Stuttgart's INTERGASTRA was very successful for EGV Unna AG, we made plenty of new contacts and had the chance to further explore existing partnerships. We were impressed by both the event concept and our stand."*

**Stefan Stüwer**  
Managing Director of Stüwer GmbH and Co. KG

*"A key theme is the integration of technology that not only makes life easier for the consumer, but also ensures that the products on offer are fresh and of good quality. Visitors to INTERGASTRA have the chance to experience this advanced machinery first-hand and discover the potential it boasts for various applications."*



**Fritz Engelhardt**  
Chairman of DEHOGA Baden-Württemberg

*"Even a break of four long years couldn't dampen the spirits of INTERGASTRA: 2024 was once again THE motivational event for the hospitality industry, with participants demonstrating a strong sense of community. I'm already looking forward to 2026!"*

**Prof. Dr. Stephan Rüschen**  
Professor for Food Trade and Head of DHBW Studies

*"The vending machine sector showcased its innovative character and demonstrated the ways in which it can support the gastronomy and hotel sectors."*



**Ralf Lang**  
Publisher of VendingSpiegel

*"INTERGASTRA 2024 has shown that trade visitors to Stuttgart are not just interested in hot drinks and catering machinery, but that vending machinery solutions are also becoming increasingly important. With FOCUS **VENDING**, INTERGASTRA has managed to provide a superb platform for this."*

# Highlights of INTERGASTRA 2026 FOCUS **VENDING** & FOCUS **COFFEE** - Strong duo under the one roof!



Topical, lucrative and a true visitor magnet: the themed hall for coffee and **FOCUSVENDING** is where customers from catering, hotels, community catering and public institutions gather when attending INTERGASTRA.

This is where you will find what you are looking for: smart concepts for greater efficiency and top-quality service. This is the perfect platform for you and your products! Come and join us on this journey of success!

## Themed halls relating to vending machines



### FOOD

From healthy snacks to entire meals: Vending machines provide solutions for our new working world, in which fresh ingredients and food trends count.



### SERVICES & IT

Cash register and payment systems, along with browser and app-based solutions, including for sales promotions.



### BEVERAGES

Liquid gold: Secure new business opportunities with a selection of beverages when taking on the vending machine trend.



### EINRICHTUNG & TISCHKULTUR

Everything to whet your appetite - even for vending machines: interior decoration, design, building technology.



### COFFEE & CONFECTIONERY

Almost half of the coffee consumed comes from a vending machine. There are new opportunities to explore here, such as with the Office Coffee Service (OCS).



### OUTDOOR. AMBIENTE. LIVING.

The perfect platform for those involved in outdoor gastronomy, including the perfect sun and weather protection systems.



### KITCHEN SYSTEMS

Innovative ideas for kitchen technology and equipment. Vending machines can replace the classic canteen service, as just one example.



### GELATISSIMO

The coolest trends and a wide range of ice-cold products and services will be on display in the Ice-Cream Hall - ice-cream vending machines included.

# A selection of our stand packages:

## Included services for CLASSIC Special basic package (€113/m<sup>2</sup>)

Stand construction system Octanorm Standard, aluminium, 250 cm high | White walls, plastic-coated, 250 cm high | Ceiling 1m deep at the open stand sides | Spots installed on busbar, 1 spot per 3m<sup>2</sup> stand space | Panel for company or product name at open stand sides | Labelling in standard Helvetica font, semi-bold, black | Ribbed carpet flooring in graphite grey or another standard colour | Power supply 230 V/3 kW incl. consumption and socket | Planning and organisation with setup and dismantling

## Additional services for CLASSIC Special complete package (€155/m<sup>2</sup>)

Stand construction services from Basic Package incl. 1 FERRUM 74 table, glass tabletop and 3 MYA chairs, black | 1 m<sup>2</sup> cubicle incl. coat rack | Stand cleaning services | Daily waste disposal 80 l refuse bag | 1 long-term parking permit (car)



## Included services for CONCEPT LIGHT Special basic package (€119/m<sup>2</sup>)

Stand construction system Octanorm Maxima Light 40/40, aluminium matt anodised, 250 cm high | White walls, plastic-coated, 250 cm high | 2m<sup>2</sup> cubicle with coat rack | Tower construction, 200x100 cm, height 100 cm, with 2 floor lamps | Wall panels for labelling on open aisle sides, width 50 cm | TROLL spotlight on wall elements, 1 spotlight per 2 m/wall | Labelling in standard Helvetica font, semi-bold, black, for tower and wall panels | Ribbed carpet flooring in graphite grey or another standard colour | Power supply 230 V/3 kW incl. consumption and socket | Planning and organisation with setup and dismantling

## Additional services for CONCEPT LIGHT Special complete package (€170/m<sup>2</sup>)

Stand construction services from basic package incl. 1 bridge business table in white, 120x60 cm, height 110 cm, glass table top and 2 bar stools in LEM white, black | Stand cleaning services | Daily waste disposal 80 l refuse bag | 1 long-term parking permit (car)

## Included services for LOOK Special basic package (€251/m<sup>2</sup>)

Stand construction system Octanorm Maxima Light 40/40, aluminium matt anodised, 250 cm high | White walls, plastic-coated, 250 cm high | Maxima Light ceiling construction, 250 cm high | Spots installed on busbar, 1 spot per 3m<sup>2</sup> stand space | Ribbed carpet flooring in graphite grey or another standard colour | 4m<sup>2</sup> lounge area with wood-effect flooring on platform with backlit acrylic edge, 100 mm high | Wall panel, backlit (both sides), to separate the lounge area, 150x350 cm, 30 cm deep | Full-surface digital print on textile with individual motif on wall panel (one-side, outside), 150x350 cm (WxH) | Full-surface digital print on textile with individual motif on cubicle wall, 200x250 cm (WxH) | 2m<sup>2</sup> cubicle, 200x100 cm with coat rack | Power supply 230V/3 kW incl. consumption and socket | Planning and organisation with setup and dismantling

## Additional services for LOOK Special complete package (€305/m<sup>2</sup>)

Stand construction services from basic package incl. 1 business bridge table in white, 120x60 cm, height 110 cm, glass tabletop and 3 LEM bar stools in white, black | 1 lounge seating arrangement with 1 COBALT table and 3 TOM VAC chairs, white | Stand cleaning | Daily waste removal 80 l refuse bag | 1 long-term parking permit (car)





# Your trade fair stand: full service or individual solutions



We have tailored package solutions (all-in trade fair stand packages) in various sizes that will ensure your time here has been well spent. Our stand construction team will take care of all the details, all you need to do is bring the products - everything else is perfectly prepared by us.

If you're looking to do something extra special, we will be more than happy to bring

your ideas to life. We are here to help when it comes to planning your time at the exhibition. You can also add your own impressive touches to the stand with additional furniture, decoration or catering services, which can be booked through our partners.

Leave a lasting impression on visitors with your own individual stamp and our professional service.

## Sample calculation for your 12 m<sup>2</sup> Full-Service trade fair stand

Item	Price/m <sup>2</sup>	Total amount
Stand type (e.g. row stand)	€254.00/m <sup>2</sup>	€3048.00
Bronze Media Package*		€490.00
Environmental surcharge + AUMA fee	€8.00/m <sup>2</sup> + €0.60/m <sup>2</sup>	€103.20
<b>Total area price</b>		<b>€3641.20</b>
Stand construction CLASSIC Special basic package <b>or</b> CLASSIC Special complete package	€113.00/m <sup>2</sup> <b>or</b> €155.00/m <sup>2</sup>	€1356.00 <b>or</b> €1860.00
<b>Total price area and stand construction including additional costs</b>		<b>From €4997.20</b>

### \* The Bronze Media Package includes:

Company name, link to website, stand number | Company logo (OAV) | 3 categories in the product and services directory | Introductory text in company profile (2,500 characters and 1 picture OAV) | 1 contact person in the Online Exhibitor Directory | 2 product presentations up to 3,000 characters and 1 picture (OAV) | Print and digital advertising materials | Exclusive booking rights for advertising spaces, sponsoring, rooms and publications

## Services included with your stand space: perfect advertisement for your trade fair stand!

Make the most of our personalised promotional measures to attract customers to your stand at INTERGASTRA. **They are free for you to use as an exhibitor!** Talk to us - we'll be more than happy to provide you with further advice!

### Choose from the following promotional materials:

- ➔ **Voucher with admission codes** - send your guests a personal invitation
- ➔ **Logos** for your website, e-mail signature and other media
- ➔ **Mailshots** - address your target group directly
- ➔ **Press service** for your efficient press and PR work
- ➔ **Online banners** - make people aware of your participation and stand number

# Everything at

## Quantifying your success

### Visitor structure



**44 %**

Gastronomy, restaurants, hotel restaurants



**17 %**

Hotels and guesthouses



**13 %**

Communal food, catering, home and hospital catering



**10 %**

Food and beverage retail, retail chain, wholesale retail



**10 %**

Cafés, coffee shops

### Visitor numbers



INTERGASTRA 2024 was attended by

**89,497**

visitors from 99 countries

### Visitor feedback

**91%**

would recommend INTERGASTRA to other people

**82%**

of the attendees work in purchasing and procurement

**>60%**

hold a managerial position

**>50%**

of the attendees expect the trade fair to become increasingly important in future.



**The public awards**

**INTERGASTRA top marks**

(1 = very good; 6 = unsatisfactory)

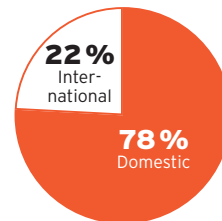


**1.7**



### Top exhibitor nations

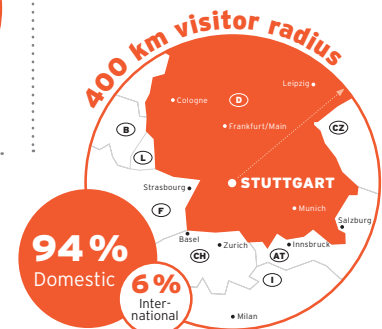
- 1 Germany
- 2 Italy
- 3 Austria
- 4 Switzerland
- 5 Netherlands
- 6 France



REGISTER HERE!

Space available for exhibitors INTERGASTRA 2026:

**119,800 m<sup>2</sup>**



### Vending at a glance

**12 million**

Drinks and snacks are consumed from vending machines

**620,800**

vending machines for food and drinks are estimated to be currently operated in Germany

**>70%**

of vending machines for food and drinks are located within businesses

Source: BdV

### Advantages



Consistently high quality



**24/7**

Constant availability



Always the right temperature



Variety of products



Various payment options



Speed

### Share of sales

**75%**

Hot beverages

**16%**

Cold beverages

**9%**

Snacks & Food

# a glance!

## Perfect infrastructure



### Right next door to the airport

Only 300 m from the terminal to the entrance.



### Just off the motorway

Within easy reach of the A8 motorway and several other main roads.



### Straight into the city

Just 30 mins. by underground (U-Bahn) or urban rail (S-Bahn) to the main station and the city centre.



### Seamless setup and breakdown

Lorry access to every hall: Ground-level halls with large logistics areas.



### Taxis and buses

Several bus stops and taxi ranks in the immediate vicinity.



### Ideal infrastructure

One of the most technologically equipped trade fair centres in Europe.



### On-site parking

15,000 parking spaces around the trade fair centre.



### News for 2028: Long-distance rail connections

Getting to INTERGASTRA will be faster and easier with ICE express trains.

# Submit your no-obligation registration now and secure your stand!

Register before 31st March 2025 to benefit from the early-bird discount and get a head start preparing your INTERGASTRA 2026 appearance. Why register early? When you register early, we can prioritise your special requests to make sure they're fulfilled.

All prices and information for your exhibitor place in our trade fair:

 [www.intergastra.com/registration](http://www.intergastra.com/registration)



REGISTER NOW HERE!

Early-bird discount available until 31<sup>st</sup> of March 2025

## Key milestones for 2025



**Got any questions?**  
I'm more than happy to help:

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## Organiser and Publisher

Landesmesse Stuttgart GmbH & Co. KG, Messepiazza 1, D-70629 Stuttgart

## Promotional supporter



LANDESINNUNGSVERBAND  
DES KONDITORENHANDWERKS  
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Bundesverband  
der Deutschen Vending-  
Automatenwirtschaft e. V.



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