

# Text modules for your trade fair communication

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Fachmesse für Bäckerei  
und Konditorei

Trade Fair for the Bakery  
and Confectionery Trades

Messe Stuttgart  
26. - 29.10.2024

[www.suedback.de](http://www.suedback.de)

Partner:

BÄKO-ZENTRALE eG

Landesinnungsverband  
für das Württembergische  
Bäckerhandwerk e.V.

Landesinnungsverband  
des Konditorenhandwerks  
Baden-Württemberg

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Page of 1 10

You can object to an advertising address by Landesmesse Stuttgart GmbH at any time  
(By e-mail to [widerspruch@messe-stuttgart.de](mailto:widerspruch@messe-stuttgart.de) or to the postal address of Landesmesse Stuttgart GmbH).  
Information on the use of your data can be found at: [www.messe-stuttgart.de/data-protection-declaration](http://www.messe-stuttgart.de/data-protection-declaration).



Mitten

im Markt

12/2023

# 1. Visitor invitation letter

Version 1

**Meet us at südback 2024 in Stuttgart – your free day ticket**

Dear Mr. Mustermann,

Experience the entire range of the bakery and confectionery trades at südback in Stuttgart from 26 to 29 October 2024. A diverse exhibition range and an exciting accompanying programme await you on three event days.

Be inspired by new products and topics and look forward to inspiring encounters – at the industry meeting 2024 in Stuttgart.

Be our guest: We cordially invite you to visit südback. With this letter you receive your registration code for a **free day ticket to the fair**. For appointments or questions, please contact:

Max Mustermann, phone 0711 / 123456  
info@musterfirma.de

Find all information on südback, tickets and your travel at [www.suedback.de/at-a-glance](http://www.suedback.de/at-a-glance)

We look forward to meeting you!

Best regards,  
Max Mustermann



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Version 2

**Better with you. – Better with süback.**

Dear Mr. Mustermann,

The countdown is on and preparations are well under way. We are excited already to present trend-setting solutions and ideas fresh from the rack at süback in Stuttgart from **26 – 29 October 2024**.

Register at [süback.de/en/tickets](https://suedback.de/en/tickets) with this free registration code **XXXXXXXXXXXX** and meet us in **Hall XY, Stand XX**.

For all information about süback, see [www.suedback.de/at-a-glance](https://www.suedback.de/at-a-glance)

We look forward to your visit. Get inspired by fresh ideas and fine suggestions!

Best regards,  
**Max Mustermann**



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## 2. Text modules

### Binder

Don't miss it! From 26 to 29 October 2024, we will be exhibiting at **südback**, the trade fair for the bakery and confectionery trade in Stuttgart. [www.suedback.com](http://www.suedback.com)

### Calendar entry

südback – trade fair for the bakery and confectionery trade  
26 – 29 October 2024 in Stuttgart  
[www.suedback.com](http://www.suedback.com)

### Südback - Industry meeting with competence for the bakery and confectionery trade

Look forward to **südback** from 13 to 15 April 2024. As one of the most important trade fairs for the bakery and confectionery trade, **südback** is simply a must attend event. This is where the industry meets to be inspired and to exchange ideas with colleagues. The halls of the Stuttgart Exhibition Centre and the *family atmosphere* of the exhibition make **südback** a strong trade fair with extraordinary charm for a strong region.

In 2024, **südback** once again sends strong impulses for the bakery and confectionery trade with trend-setting innovations and an informative and varied accompanying programme.

[www.suedback.de/at-a-glance](http://www.suedback.de/at-a-glance)

### Better with südback.

At **südback**, the trade fair for the bakery and confectionery trade, from 26 to 29 October 2024 you will learn everything about the latest trends, make contacts and exchange ideas with manufacturers and colleagues in personal encounters. You will receive a comprehensive market overview for everything from business furnishings and equipment, raw materials, merchandise, sales promotion, work and operating technology through to services for the baking trade. Look forward to a lively atmosphere, a varied accompanying programme and personal encounters that will boost your business.

[www.suedback.de/at-a-glance](http://www.suedback.de/at-a-glance)



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### **südback – It smells like fresh ideas!**

Can you smell it too? The sweet scent of südback is in the air!

Find out more about living craftsmanship and the colourful variety of accessories and ingredients at südback. The trade fair with flair will take place in Stuttgart from 26 to 29 October 2024. You know how essential innovation and creativity are for success in trade and sales. It's only a few more weeks now and we can't wait to introduce you to the trends and innovations of tomorrow. Meet your colleagues from the baking industry at Messe Stuttgart and be inspired by fresh ideas and fine suggestions.

[www.suedback.de/en/at-a-glance](http://www.suedback.de/en/at-a-glance)

### **südback – a strong trade fair for a strong region**

From October 26 to 29, 2024, südback in Stuttgart will once again provide strong momentum, present trend-setting innovations and inspire with original ideas. As the most important trade fair for the bakery and confectionery trade in the region, it is a must attend event for the baking industry.

On three trade fair days, visitors to the 6 exhibition halls can expect an extensive range of products and services on an area of around 60,000 gross square meters. The offer of the exhibitors covers store furnishings and equipment, raw materials, merchandise, sales promotion, work and operating technology as well as services relating to the baking trade. südback attracts exhibitors with an informative accompanying programme and practical demonstrations of innovations and trends. Use südback for your success and enjoy the regional character of the fair!

[www.suedback.de/en/at-a-glance](http://www.suedback.de/en/at-a-glance)

### **Exhibiting companies**

At südback 2024, more than 600 companies will be presenting their products and services in the field of baking. The major exhibition areas at the traditional meeting point in Stuttgart are raw materials, working and operating technology, commercial goods, store furnishings and equipment, sales promotion and services.

[www.suedback.de/exhibitor-directory](http://www.suedback.de/exhibitor-directory)

### 3. Travel and accommodation

#### Our tips for a comfortable journey

When you arrive at südback, you benefit in many ways from Europe's most modern exhibition and conference center in Stuttgart and can enter the trade fair buzz stress-free. The direct connection to the A8 motorway, the B27 national road, the airport as well as to the light rail and urban rail grid makes for pleasantly short distances to us.

Our tip: With the online ticket, you can use public transport (VVS) free of charge.

Important information about:

Arrival [www.suedback.de/travel](http://www.suedback.de/travel)

Parking [www.suedback.de/parking](http://www.suedback.de/parking)

#### Looking for a hotel?

Numerous hotels are located in the immediate vicinity of Messe Stuttgart. Book your desired hotel as early as possible!

[www.suedback.de/accommodation](http://www.suedback.de/accommodation)

### 4. Secure your ticket

#### Manage your ticket and registration easily online!

Trade visitors benefit directly from südback, in a personal conversation with exhibitors and experts. Tickets are only available online – simply use our service and register comfortably from home.

Purchase tickets and redeem your admission code at: [www.suedback.com/tickets](http://www.suedback.com/tickets)



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## 5. Impulses for social media

### Before the trade fair

Visit us in Stuttgart from 26 to 29 October 2024 at südback ! We are looking forward to your visit [#südback](#) [#südback2024](#) [#partofsuedback#bakery](#) [#bakingindustry](#)

Did you know? We will be at südback in Stuttgart, the trade fair for the bakery and confectionery trade!

südback will once again open its doors from 26 to 29 October 2024 at the exhibition grounds in Stuttgart. Join us when we present our latest products and innovations in Hall XY at Stand XY!

### Trade fair set-up and presentation of the exhibition stand

The countdown is on... While our stand at südback is still being set-up, we are already in the starting blocks. We look forward to seeing you in Stuttgart from 26 to 29 October 2024!

Visit us from 26 to 29 October 2024 at südback in Stuttgart, stand XY Hall XY and learn everything about XY!

Want to know all about the latest trends and innovations around XY ? Our team is ready for you from 26 to 29 October 2024 at südback in Stuttgart at stand XY in hall XY!

### After the fair

Goodbye and see you next time! We would like to thank all our highly interested visitors who came to our stand at südback in Stuttgart.

That was südback in Stuttgart. We had a lot of fun and hope you gathered a many impressions and inspirations.



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## 6. General information

### südback at a glance

Main topics and a list of exhibitors, opening hours and prices, travel and accommodation. This and much more can be found at:

[www.suedback.de/at-a-glance](http://www.suedback.de/at-a-glance)

### Would you like to know where to find the exhibitors, products and services that interest you?

Then the südback Exhibitor Index will help you. Use the convenient search function and just create your personal watchlist with your favorites!

[www.suedback.de/exhibitor\\_directory](http://www.suedback.de/exhibitor_directory)

### Become part of the südback community

Follow us on Facebook and Instagram and share your exhibition highlights at #südback #südback2024!

<https://www.linkedin.com/showcase/suedback/>

<https://www.instagram.com/suedback/>

**Subscribe to our newsletter at:**

### Information about südback

Date: 26 – 29 October 2024

Location: Messe Stuttgart

Opening hours: 9:00 – 18:00

Website: [www.suedback.com](http://www.suedback.com)

Hashtag: #suedback2024 #partofsuedback

## 7. Other advertising materials

Please take a look online at our [overview of all advertising materials](#) that we offer you free of charge – from banner generator to invitation voucher to logo download.

[www.suedback.de/advertising\\_materials](http://www.suedback.de/advertising_materials)



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## 8. Link collection

Website	<a href="https://www.messe-stuttgart.de/suedback/en/">https://www.messe-stuttgart.de/suedback/en/</a>
Information about the trade fair	<a href="https://www.messe-stuttgart.de/suedback/en/fair/at-a-glance">https://www.messe-stuttgart.de/suedback/en/fair/at-a-glance</a>
Venue overview	<a href="https://www.messe-stuttgart.de/suedback/en/travel-accommodation/venue/site-plan">https://www.messe-stuttgart.de/suedback/en/travel-accommodation/venue/site-plan</a>
Exhibitor Index	<a href="https://www.messe-stuttgart.de/suedback/en/exhibition/exhibitors-products/exhibitor-index#/exhibitor">https://www.messe-stuttgart.de/suedback/en/exhibition/exhibitors-products/exhibitor-index#/exhibitor</a>
Impressions of the 2022 trade fair	<a href="https://www.messe-stuttgart.de/suedback/en/fair/review/review">https://www.messe-stuttgart.de/suedback/en/fair/review/review</a>
Advertising materials	<a href="https://www.messe-stuttgart.de/suedback/en/exhibitor-services/registration-services/free-advertising-material">https://www.messe-stuttgart.de/suedback/en/exhibitor-services/registration-services/free-advertising-material</a>
Arrival	<a href="https://www.messe-stuttgart.de/suedback/en/footer-navigation/visit/access-routes">https://www.messe-stuttgart.de/suedback/en/footer-navigation/visit/access-routes</a>
Opening hours and tickets	<a href="https://www.messe-stuttgart.de/suedback/en/tickets-opening-times">https://www.messe-stuttgart.de/suedback/en/tickets-opening-times</a>
Newsletter	<a href="https://www.messe-stuttgart.de/suedback/en/news/newsletter">https://www.messe-stuttgart.de/suedback/en/news/newsletter</a>
LinkedIn	<a href="https://www.linkedin.com/showcase/suedback/">https://www.linkedin.com/showcase/suedback/</a>
Instagram	<a href="https://www.instagram.com/suedback/">https://www.instagram.com/suedback/</a>



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## 9. Contact Marketing Communications

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