

Messe **Basel**

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 141 000 square metres, 83 000 square metres of which is suitable for multi-storey stands.

Our exhibition site includes modern hall complexes, a multifunctional Event Hall, the Congress Center Basel with 25 congress and conference rooms and our own Musical Theater. 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 occasion.



Basel exhibition site in the heart of the city



The cone of light during Baselworld

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



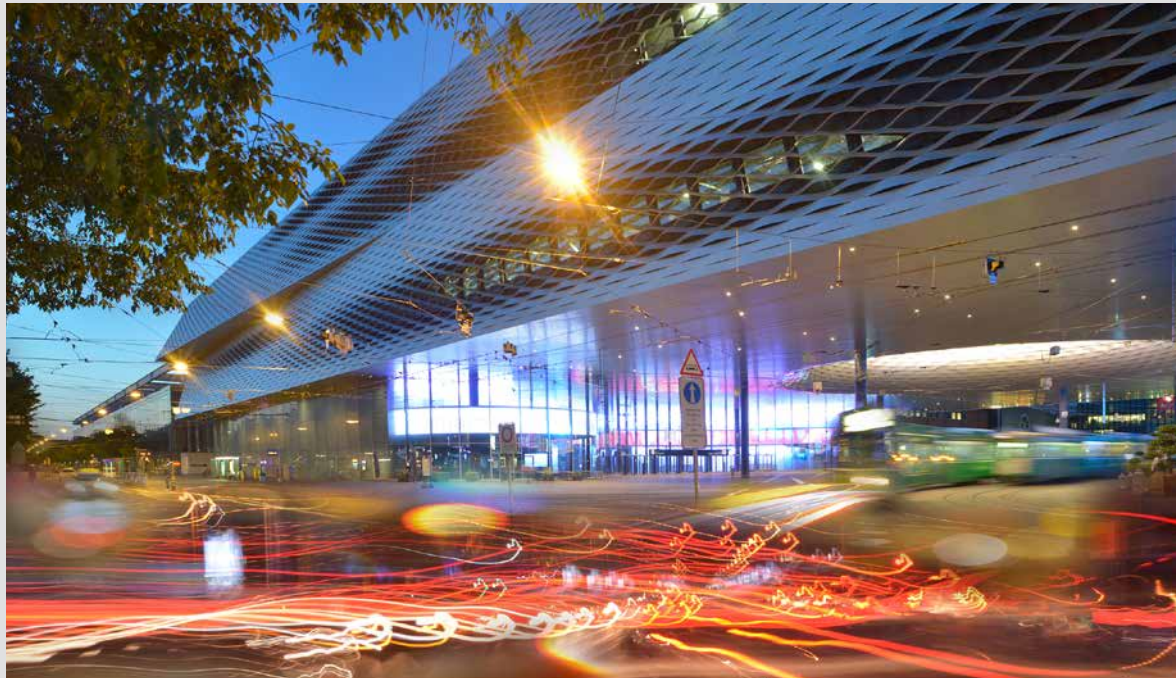
The Foyer South at Messe Basel



## 2.

### Hall complex by Herzog & de Meuron

The new exhibition complex designed by Basel architects Herzog & de Meuron combines functionality and aesthetics in a virtually perfect manner. The increased compactness of the site permits considerably more flexible management and enhanced comfort for visitors. At the same time, the new complex is an impressive architectural visiting card.



Hall 1 designed by Herzog & de Meuron

### Exhibition Square with the City Lounge

The central architectural feature of Messe Basel is the City Lounge with its 30-metre light cone. This covered public space, which can be likened to a station concourse or market hall, not only constitutes the entrance to the exhibition halls and our Event Hall, but is also the focal point of public life and considerably livens up Exhibition Square.



The City Lounge constitutes the entrance to Hall 1 and the Event Hall

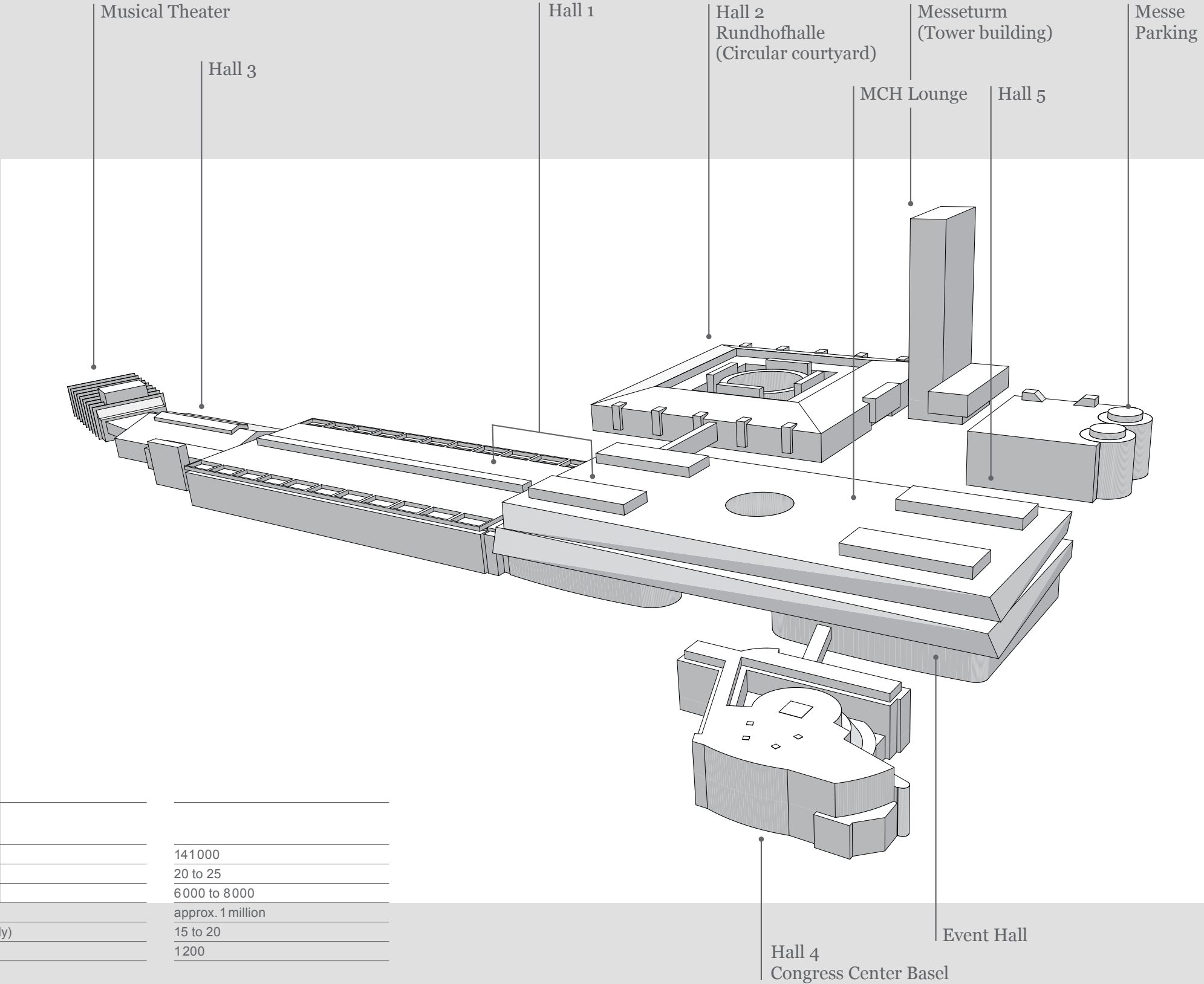
The tram stop is also located there and, around the edge, are the trendy “Namamen” ramen bar, the “Brasserie Monsieur Verseu” restaurant by Wassermann & Company, a kiosk with a bistro and the “MCH Lounge” which is suitable for events with up to 100 people.

3.  
Messe Basel  
site plan



Messe Basel: facts and figures

Exhibition area in square metres (gross)	141 000
Exhibitions (annually)	20 to 25
Exhibitors (annually)	6 000 to 8 000
Visitors (annually)	approx. 1 million
Various events in the exhibition halls (annually)	15 to 20
Parking spaces in the Messe Basel car park	1 200



Hall 1

With an overall area of 74 000 square metres, the Hall 1 complex constitutes the centrepiece of Messe Basel. With a cohesive hall area extending over 400 metres, a width of 90 metres and a hall height of up to 10 metres, Hall 1 is ideally suited to all different types of event. A unique inscription concept with a 112-metre-long LED illuminated strip in the two generously dimensioned foyers additionally creates a unique and individual atmosphere for your event.



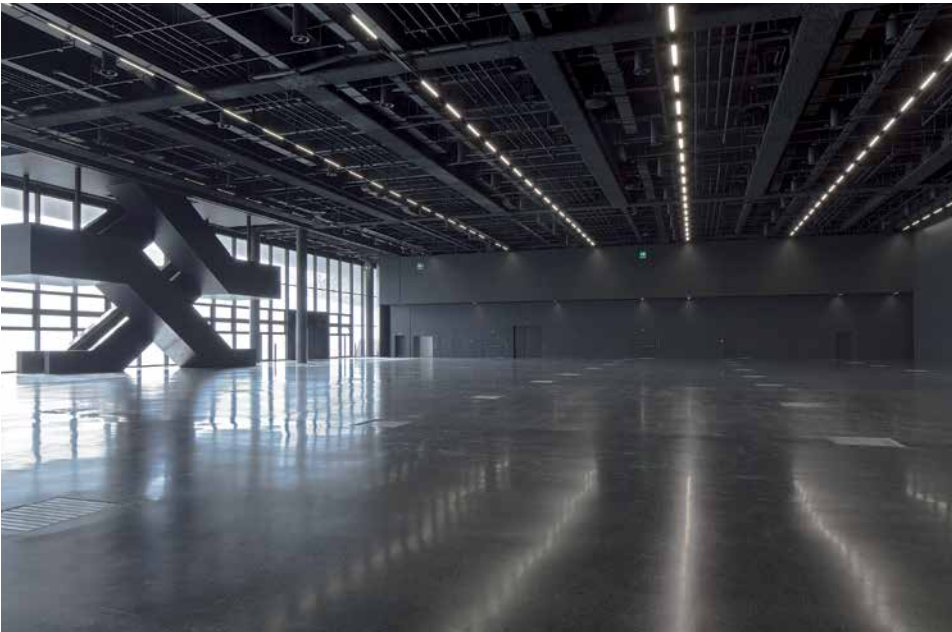
Hall 1 building with a cohesive hall area extending over 400 metres

Hall 1: facts and figures	
Floor plan	90 × 420 m
Storeys	3
Overall area	74 000 m <sup>2</sup> (incl. Event Hall)
Hall height	up to 10 m
Floor covering	Cast asphalt (ground floor) Concrete (first floor)

Event Hall

From the tram stop you have direct, ground-level access to the pillar-free Event Hall with its generously-dimensioned foyer and gallery, passing through the inviting entrance foyer. Over a surface area of some 3 300 m<sup>2</sup> plus 1 200 m<sup>2</sup> in the foyer, the Event Hall offers space for events with up to 3 000 people, while banquets for up to 2 000 people can be staged there. The Event Hall is directly linked to the Congress Center Basel via the walkway. The transparent building facade can be closed off by means of a mobile wall. The Event Hall is equipped with basic, state-of-the-art technical facilities. Additional technical equipment – such as the stage or the podium – can be installed on a flexible basis.

Event Hall: facts and figures	
Floor plan	65 × 50 m
Overall area incl. foyer and gallery	4 500 m <sup>2</sup>
Capacity	1 700 seminar
	2 000 banquet
	3 000 concert
Hall height	10 m
Floor covering	Cast asphalt



Event Hall with or without daylight



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. The roof that spans the courtyard at a considerable height provides protection against the weather without making it necessary to renounce the open-air feeling in the circular courtyard. Since there are directly adjacent exhibition halls on all three storeys, the outdoor area and the halls can be readily combined for exhibitions and events.



Circular courtyard of Hall 2 with its galleries



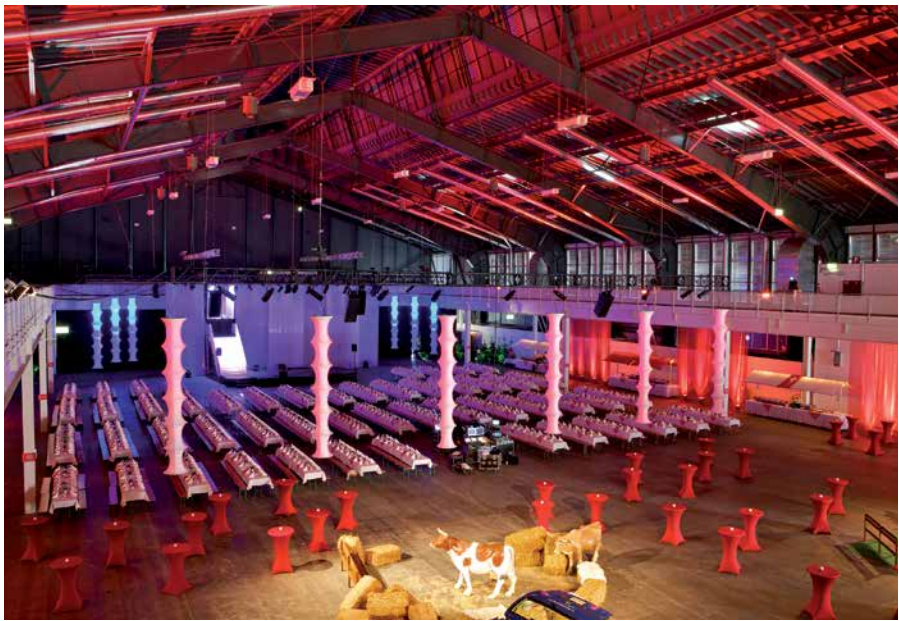
Distinctive emblem: the big clock

Hall 2: facts and figures	
Floor plan	140 × 140 m
Storeys	3
Overall area	44 500 m²
Hall height	4 – 8 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	
Hall 3	4 800 m²
Gallery	2 300 m²
Hall height	
Hall 3	5 – 18 m
Gallery height	4 – 5.5 m
Floor covering	Asphalt / concrete (gallery)



Pillar-free Hall 3 for smaller events and exhibitions

Hall 4

The three-storey Hall 4 is directly linked to the Congress Center Basel above it. It offers the ideal combination of trade fair, conference and exhibition infrastructure. Eleven modular rooms can be constructed on the ground floor of Hall 4, which are directly accessible from the main entrance to the Congress Center Basel. Apart from being available for independent, self-contained use, Hall 4 is particularly suitable for fairs which have specialist events running in parallel, as well as for congresses with break-out sessions and accompanying exhibitions. A walkway connects Hall 4 to Hall 1 complex. On the same level as Hall 4.1, there is also direct access to the five-star Swissôtel Le Plaza Basel.



Modular rooms in Hall 4 can be used either individually or in combination with each other

Hall 4: facts and figures	
Floor plan	85×60 m (first floor) 60×60 m (ground floor) 75×60 m (basement 1)
Storeys	3
Overall area	10 500 m²
Hall height	3.5–5 m
Floor covering	Artificial stone/granolithic concrete

Hall 5

This location is particularly suitable for smaller events and exhibitions, as well as for out of the ordinary activities. Hall 5 is right next to Messe Basel’s own car park, which has a total of 1 200 parking spaces.

Hall 5: facts and figures	
Floor plan	57×23 m
Storeys	1
Overall area	1 300 m²
Hall height	4.5 m
Floor covering	Asphalt



The Messe Basel car park



Hall 5 with its big glass frontage



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 and is linked directly to Hall 1 in the new Messe Basel building by means of a walkway.



The San Francisco plenary room has space for up to 1 450 people



Congress Center Basel's walkway to Hall 1

Congress Center Basel



The Montreal Auditorium during the Baselworld press conference



The foyer with daylight

Congress Center Basel: facts and figures

Number of rooms	25
Room capacity	20 to 5000 people
Exhibition areas	approx. 7 000 m <sup>2</sup> (over several storeys)
Events	approx. 250 per year
Visitors	approx. 200 000 per year
<a href="http://www.congress.ch">www.congress.ch</a>	



#### 4. 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.



Winkler Livecom



MCH Live Marketing Solutions – Event Management



MCH Live Marketing Solutions – stand construction

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

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. Wassermann & Company: high-quality and enthusiastic catering

Wassermann & Company is in charge of the catering for all the events held at Messe Basel and offers you and your guests customised concepts with authentic and honest cuisine. This incorporates as much local colour and down-to-earthness as possible and as much internationality and innovation as necessary. Food is prepared in the modern production kitchen located directly on the exhibition site.

The company also owns the “Brasserie Monsieur Verseau” on Exhibition Square, where everyone can enjoy classical French cuisine or down-to-earth dishes from the region throughout the year.



Wassermann & Company: exhibition catering to suit every taste



## 6. Made-to-measure infrastructure for your customised event

We maintain and operate modern exhibition, conference and event infrastructure in Basel and Zurich, which we will be pleased to make available to you: from individual conference centres or foyers, via full-scale exhibition halls, and right through to the Musical Theater. 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 and Messe Zurich form a national network, with infrastructure offerings that ideally complement each other in terms of exhibition space and geographical catchment area.



The Basel exhibition site during Art Basel



Modern hall complex by Herzog & de Meuron



Messe Zürich with its multifunctional halls

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



## 7. MCH Group: your success is our aim

The MCH Group is a leading international experience-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 at Messe Zürich

## 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 river Rhine with the backdrop of Basel's old town

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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