



## Important information for PSI 2025

### **For forwarding to:**

- Stand management
- Stand personnel
- Stand construction company
- Other companies commissioned with the trade show participation
- Other internal offices

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### **Exhibition Management of PSI 2025**

The PSI team is at your disposal in the exhibition management office.  
Found objects can also be handed in and collected here.

The exhibition management office is open from:

Saturday	04.01.25	On-call duty
Sunday	05.01.25	09:00 a.m. – 06:30 p.m.
Monday	06.01.25	08:00 a.m. – 07:30 p.m.
Tuesday	07.01.25	08:00 a.m. – 07:00 p.m.
Wednesday	08.01.25	08:00 a.m. – 07:00 p.m.
Thursday	09.01.25	08:00 a.m. – 08:00 p.m.

### **Ticket Vouchers**

To make your trade show appearance a complete success, let us join forces! In addition to our extensive marketing activities, we offer you the opportunity to invite your customers to PSI 2025 via admission ticket vouchers. Admission is free of charge for your customers and these customer invitations are also free for your company. You can obtain admission ticket vouchers via your personal access in the Exhibitor Service Center.

### **Opening ceremony**

On 7<sup>th</sup> of January 2025, the PSI opening ceremony will take place in the PSI Community Café - in Hall 10 Stand G10 - from 10:00 to 11:00 a.m., followed by a champagne reception.  
Be there right from the start and drop by!

### **PSI NIGHT**

The party full of networking opportunities with industry experts and the PSI team will take place on the first PSI show day, January 7<sup>th</sup>, 2025, at:

**Düsseldorfer Event Residenz**  
**Bahnstraße 13-15**  
**40212 Düsseldorf**

It kicks off with the **dinner-ticket** starting **at 7:00 PM**. From then on, guests can review their many impressions from the first day of the show over champagne and canapés, before the buffet invites them on a culinary journey around the world. For those who simply want to dance and celebrate, they can join in with the **party ticket from 10:00 PM**. That's when the party night starts with live music and a DJ. It's the perfect opportunity to end the day in the unique atmosphere of the former Residenz-Theater from 1910 with customers, partners, and colleagues.

You can purchase the last **tickets [online](#)** during the trade fair. Be quick, as only a small number of PSI NIGHT tickets are still available.

### **Exhibitor passes**

You can generate your exhibitor passes online in the Exhibitor Hub in our Online Service Center. Please note that each person must be registered. You can print out your tickets on site from the last set-up day. Please note: If you enter the exhibition grounds by car, each vehicle occupant requires an exhibitor pass.

### **Set-up and dismantling**

#### **Set-up times**

Saturday, 04.01.25 from 07:30 a.m. continuously until Monday, 05.01.25 06:00 p.m.

No further work is permitted after the official end of set-up on Monday, 06.01.25. All vehicles must have left the halls by 05:00 p.m. and the hall aisles must be completely cleared at that time. Small work on the stand is permitted until 09:00 p.m.

Each hall has its own responsible **hall manager** who will be available to you during the set-up times (incl. early set-up) for central set-up information and will also be happy to put you in contact with the respective service providers of Messe Düsseldorf as well as our team in the Show Management Office (see page 4).

#### **Early set-up**

We offer a chargeable early set-up from Thursday, 02.01.25, to Friday, 03.01.24, in each case from 07:30 a.m. to 12:00 a.m. These set-up days must also be registered. Please use form R\_01 "Early set-up" in the Online Service Tool.

#### **Dismantling times**

Thursday, 09.01.25 from 05:00 p.m. continuously until Friday, 10.01.25 10:00 p.m.

For this period of days, it is possible to work around the clock in the halls. However, please note that from approximately 6:00 PM daily, only a limited crew of Messe Düsseldorf craftsmen will be on site.

**Please be aware of the dismantling electricity section on page 4!**

#### **Premature dismantling**

In accordance with the General Exhibition Terms and Conditions of RX Germany GmbH, no stand may be completely or partially vacated before the end of the event.

The dismantling of stand equipment and furnishings and the collection and packing of exhibition goods and exhibits are not permitted until the regular start of stand dismantling. Regular stand dismantling begins one hour after the end of the trade show at 05:00 p.m. on 09.01.2025 until 10.01.2025 at 10:00 p.m.

### **Electrical installations**

Your individual stand package does not include electrical installations. You have the possibility to book your individual electrical installation adapted to your stand requirements via form T\_01. The deadline was on 04.12.2025, but please contact the supplier. You may have to pay a surcharge.

### **Dismantling electricity**

All exhibitors must extend their power supply on site for dismantling in order to be supplied during dismantling. This can be ordered at the Messe Düsseldorf counter.

### **Deliveries to the stand during the show**

All deliveries (pallets, individual packages) for exhibitors to the show stand must be labeled as follows:

Company name of the exhibitor  
PSI 2025  
Hall and stand no.  
Contact person (Tel.)  
Messe Düsseldorf GmbH  
Tor 1  
D-40474 Düsseldorf

The access is ensured through gate 1 (halls: 9 - 11) at any time during the hall opening hours. The traffic regulations/access regulations apply. Messe Düsseldorf cannot accept exhibitor materials. Therefore, please ensure that a person authorized by you receives the materials at the exhibition stand. If this is not possible, storage and subsequent delivery to the exhibition stand can be arranged by Messe Düsseldorf GmbH's contract forwarding agents.

### **Catering**

For general stand catering, there is no obligation to use the in-house caterer SV Business Catering as long as the exhibitor serves his guests at the stand free of charge. The sale of food and beverages by exhibitors at their own stands is not permitted. The advantage of Messe Düsseldorf's catering service SV Business Catering is, of course, its immediate proximity to the exhibition halls and thus reduced logistics costs.

The deadline for orders has already passed, in special cases please try to contact SV Catering.

### **Delivery "Catering"**

The following regulation applies to all commercial suppliers of beverages, food and meals:

- Access is ONLY possible through gate 1 (halls: 9-11), address: Am Staad, Düsseldorf
- An Order from the exhibitor must be presented. The maximum time for access is 60 minutes.
- A deposit of € 100, - will be made at the time of access, which will be returned within 60 minutes upon leaving the premises. If the driver exceeds the agreed dwell time, the amount will be forfeited

### **Distribution of advertising material/promotion outside the stand**

We would like to point out once again that the distribution of brochure material and the use of promotion teams outside your stand area as well as on the entire exhibition grounds (this also includes the parking areas), without the written consent of the organizer of PSI, is prohibited. In case of violation, you will be charged a penalty fee of EUR 5,200.00.

### **Stand security**

The trade show organizer will organize hall security during the trade show period, which is not responsible for guarding your stand in detail. If you wish to have your own stand guard, please use form O\_06 in the Online Service Tool.

Please take care of your valuables at all times! In this context, we would like to point out once again that exhibitors are prohibited from providing their own stand guards.

Please note that stand security should be ordered in accordance with the **deadline of January 4<sup>th</sup>**. If stand security is requested on the exhibition grounds at short notice, Messe Düsseldorf would like to point out that the service may no longer be guaranteed.

### **Waste separation & waste disposal**

Catering waste and other waste (with the exception of production waste) that accumulates on the stand during the trade fair must be collected separately in accordance with the applicable regulations. If you have ordered the waste disposal service via the OSC of PSI (forms O\_02 and O\_03), you will receive four different colored waste bags in sets of 24 bags of 40 l or 90 l each, which are filled as follows:

- Plastics = yellow
- Paper = blue
- Glass = Green
- other mixed waste = grey

The bags that you have filled by type and placed in the aisle will be collected every evening after the trade fair closes. Waste that remains in the halls is estimated per cubic meter and charged according to the prices stated in order form O\_02.

### **Stand cleaning**

A hall cleaning service will be organized by the trade show organizer during the show period. This service is not responsible for cleaning your stand in detail. If you would like to have your own stand cleaning, please book this using form O\_04 in the Online Service Tool. **The deadline was on 04.12.2024**, but please contact the supplier. You may have to pay a surcharge.

### **PSI Services for memberships**

Take a journey of discovery through the ranks of PSI Services to discover the various PSI products, sales-promoting services and your added value as a member.

The PSI Membership Team will be happy to answer any questions you may have about your membership. Here you can find out about your services, leave your feedback and suggestions or ask your questions. You will find PSI Services in Hall 11 Stand A05.

### **"The Trendschau"**

The Trendschau is a product show of PSI 2025. The visitors become the jury and choose their favorite product from the exhibitors in the following categories:

- Fit throughout the year
- The culinary journey
- Highlights for sunny times

### **Product Finder**

Take advantage of the PSI Product Finder! Your sales promotion tool offers: product search, creation of your own preferred product and highlight listings, direct requests for offers 365 days a year!

The PSI Product Finder is the perfect way to get to know the product know-how from the industry. Here you can upload and present your latest products. Our sourcing team is on hand to provide you with help and advice.

### **PSI Academy**

On the stage of the PSI Academy (11A80), you will experience an exclusive supporting German and English program with practice-oriented lectures in the advertising market.

### **Jubilees of PSI**

Many of our member companies have been part of the PSI network for many years and every year it is an honour and a pleasure for us to welcome and honour the companies that have been with us for 25, 40, 50 and over 60 years.

The celebration will take place on 7 January 2025 in the PSI Academy, Hall 11 Stand A80, and in addition to the guests of honour, all visitors and exhibitors are cordially invited.

### **PSI TV-Studio**

In hall 10 (10L09) you will find the PSI TV-Studio. Be part of the live production and development of exhibitors' contributions to a hybrid trade show experience. The Studio offers the ideal platform to put the exhibitors' products in a different perspective.

### **PSI Sales Office**

Our sales team will be available in Hall 10 to answer any questions you may have about your next trade fair participation.

### **Community Cafés – Voucher**

In the PSI Community Café areas in Halls 9 (9E68) & 10 (10G10) you can expect a cozy atmosphere for a coffee or a relaxed chat - ideal for networking. As an exhibitor, you have the opportunity to purchase hot drink vouchers at the exhibition management (€2.10 each).



**Food & Beverages**

You are welcome to visit the trade fair catering during the following opening hours:

**Hall 9 - Restaurant/SB Food Plaza**

- 07.01. 09:00 a.m. - 5:00 p.m.
- 08.01. 09:00 a.m. - 5:00 p.m.
- 09.01. 09:00 a.m. - 03:30 p.m.

**Hall 9 - Fresh-Up (corner to Hall 10)**

- 07.01. 10:00 a.m. - 5:00 p.m.
- 08.01. 10:00 a.m. - 5:00 p.m.
- 09.01. 10:00 a.m. - 3:30 p.m.

**Hall 10 - Bistro (Indian cuisine incl. vegetarian & vegan)**

- 07.01. 09:00 a.m. - 06:00 p.m.
- 08.01. 09:00 a.m. - 06:00 p.m.
- 09.01. 09:00 a.m. - 3:30 p.m.

**Official figures of the show**

Total number of exhibitors 2025	International exhibitors
About 600	More than 50%

**Visitor concept/Industrial customers**

PSI is a trade fair for international promotional product suppliers and promotional product finishers on the one hand and promotional product retailers, distributors, and promotional product consultants on the other.

**On the 3rd day of the trade show, Thursday, January 9<sup>th</sup>, 2025**, only PSI member distributors have the opportunity to invite their industry customers. PSI does not invite marketeers. Those who want to show their customers the full variety and creativity of promotional products can guide their guests individually through the trade show on the last day of the show.

Marketeers whose promotional products distributors are not yet PSI members can search the PSI distributor member database at [www.psidistributorfinder.com](http://www.psidistributorfinder.com) for a PSI distributor who can advise them.

**Regulations for distributors**

On the PSI Network page, PSI distributors will find the button "Invite my industry customers", a personal information page with invitation code and advertising banner for download. This page also shows PSI distributors which marketeers have accepted their invitation and have already successfully registered.

**Regulations for exhibitors**

Please note that on Thursday, 09.01.2025, due to the presence of industrial customers, the display of net price lists is not permitted at the PSI Trade Show 2025! Gross price lists must be available and used for industrial customers.



### **Reporting irregularities and violations**

If plagiarism is spotted at the show or products that violate current laws, please inform the show management immediately. PSI will then inform a lawyer and/or customs for support. Unfortunately, fraudulent access must be reported immediately to the police on site and prosecuted accordingly.

### **Lead Tracking**

#### **Collecting leads made easy**

Benefit from the Lead Manager app (formerly Emperia): the RX lead management app for maximising the efficiency and simplicity of collecting, managing and following up on your trade fair contacts. Turn your trade fair team's smartphones into a lead management tool: Easily scan, edit and manage business contacts - online, offline and all in one app. The Lead Manager app (formerly Emperia) is already included in your stand package.

#### **All advantages at a glance**

Simple and compact: Emperia is a compact app that doesn't burden your device and can be used intuitively. No internet connection? No problem! All scans are stored on your device and can be synced later. Download your leads whenever you want - during or after the event. Share your contact information and up to three PDFs digitally with your scanned visitors. Multiple users: your team can log in across multiple devices. All at no additional cost. Add information and a score to each lead. This allows for effective and personalized follow-up.

#### **Your Access Data**

You will receive your access code via email shortly before the show. You can also find it in the Exhibitor Hub under "Lead Manager App" at any time. Please share the access code and this information about the Lead Manager App (formerly Emperia) with all users who will be using the App for your company at the show. Please note that the access code will be sent automatically to the main contact stored for your company.

For further information please take a look on the Lead Manager info sheet.

### **Exhibitor survey**

The exhibitor survey will be held online this year. Please take part to support further improvement of the show.

### **Stay on the exhibition grounds**

During the trade show, you as an exhibitor can stay at the exhibition center on Tuesday and Wednesday from 08:00 a.m. to 07:00 p.m. and on Thursday from 08:00 a.m. to 04:00 p.m. followed by dismantling. We kindly ask you to have left the premises one hour after the end of the show.



### **Parking permits for cars**

Parking permits can be ordered using form L\_01 in the Online Service Tool.

The parking tickets will be sent digitally. A printout of the parking ticket must remain clearly visible in the vehicle during the access and parking process. **A mobile download is therefore not sufficient.**

Parking tickets can also be purchased on site at the Messe Düsseldorf counter at the Exhibition Management, according to availability.

*Please note:* The parking tickets are not valid during set-up and dismantling!

### **Traffic guide for entering the exhibition grounds during the set-up and dismantling periods**

**Please make sure to pass this information on to your stand construction and driving personnel!**

The traffic and entry regulations for the set-up and dismantling periods will help you and your stand construction companies to have as smooth a stay as possible on the Messe Duesseldorf grounds at the exhibition center.

### **Traffic restrictions**

#### **Environmental zone**

An environmental zone has been set up in the state capital of Düsseldorf. Only vehicles with an emissions sticker are allowed to enter the inner-city area.

Details of the environmental zone, the sticker requirement and in particular the exemption regulations, as well as a map of the roads affected, can be found in detail on the website of the state capital.

The grounds of Messe Düsseldorf, the parking lots and the Highway 44 to the trade show center are not affected by the Low Emission Zone.

<https://www2.duesseldorf.de/kfz/feinstaub.html>

#### **General traffic regulation**

- The instructions of the Messe Düsseldorf personnel responsible for traffic control/logistics must be followed.
- The German Road Traffic Regulations (StVO) apply throughout the exhibition grounds.
- The maximum speed allowed on the exhibition grounds is 30 km/h.
- Driving on the exhibition grounds with vehicles of any kind is at the exhibitor's own risk and is only permitted with the appropriate permit, a valid entry permit or a valid parking permit.
- Marked driveways, fire department movement areas and escape routes (loading gates and emergency exits, etc.) must be kept clear at all times.

Vehicles of any kind and containers may not be parked on the exhibition grounds during the show.

Parking spaces for trucks, trailers and containers are available on the exhibition grounds to a limited extent and can be rented. Please use forms L\_01 (parking spaces) or L\_02 (parking spaces for replenishment units).

Your contact persons for queries regarding your order are:

Parking cards: Ms. Düe, [DueeJ@messe-duesseldorf.de](mailto:DueeJ@messe-duesseldorf.de)

Parking spaces for replenishment units: Mr. Hemsing [HemsingM@messe-duesseldorf.de](mailto:HemsingM@messe-duesseldorf.de)



Messe Düsseldorf GmbH reserves the right to remove vehicles, trailers, containers, and empties of any kind that are parked illegally or in no-parking zones without prior notice at the expense and risk of the party causing the illegal act. Guarding and custody are excluded.

In case of emergency, leave a telephone number on the vehicle/swap body where you can be reached.

The operation of your own cranes and forklifts on the exhibition grounds is not permitted. Only equipment belonging to the forwarders contracted on the grounds may be operated. The forwarding agents exercise the sole right of forwarding within the exhibition grounds, Messe Düsseldorf GmbH, i.e. moving exhibits, stand structures etc. to the stand incl. provision of any auxiliary equipment.

### **The partner for PSI 2025 is:**

#### **Schenker Deutschland AG**

Düsseldorf trade fair/special transport office

Trade Show PSI/RX

Entrance Gate 1 via the A44 motorway / **Delivery address**

Stockumer Kirchstraße 61, 40474 Düsseldorf / **Postal address**

This forwarding agency is also happy to take over the storage of your full load before the start of the set-up as well as your empty goods during the event. You can order these services online via the PSI 2025 Online Service Center using form L\_03.

**Attention:** Messe Düsseldorf GmbH cannot accept, temporarily store or warehouse your goods!

### **Parking and arrival**

#### **Bus shuttle**

A free bus shuttle runs between the parking lot (P2) and North Entrance during the opening hours for exhibitors and visitors:

07.01.2025	08:00 a.m. – 07:30 p.m.
08.01.2025	08:00 a.m. – 07:30 p.m.
09.01.2025	08:00 a.m. – 05:00 p.m.

#### **Parking lot for trucks - vans - trailers**

The parking lot for empty trucks - vans and trailers is located in the parking lot P2 - field 27/28. During the construction and dismantling period there is no parking fee.

#### **Group of Visitors**

The bus parking spaces are located exclusively in the Arena-Straße. It is not permitted to enter the exhibition grounds or drive into the entrance areas to drop off visitors or only after prior consultation with the Messe Düsseldorf.

#### **Arrival by "bus and train"**

Bus (line 896) - Airport - Exhibition Center

Bus line 896 takes you from the airport to the exhibition center. (East Entrance, Messe-Center, South Entrance, North Entrance)

Subway (U78) - Central Station - Exhibition Center

The U78 line of the Rheinbahn shuttles every 10 minutes between the subway stops. „Düsseldorf Hauptbahnhof" (main station) and "Merkur Spiel Arena/Messe Nord".



Subway (U79) - main station – Exhibition Center

The U79 takes you from the main train station to the exhibition grounds. From there, the U79 runs to/from the stops „Düsseldorf Hauptbahnhof" (main station) and "Messe Ost/Stockumer Kirchstrasse" or "Freiligrathplatz".

The exact departure times can be found in the following link: <https://www.vrr.de>

**Arrival "Taxi "**

ATTENTION: It is not possible to enter the showground. Cab stops will be available in front of North Entrance and in front of the Messe-Center during the opening hours of the event.

**For more information, please visit:**

[www.taxi-duesseldorf.com](http://www.taxi-duesseldorf.com)  
[www.taxi-duesseldorf.com](http://www.taxi-duesseldorf.com)

Telephone: +49 211 3333  
Telephone: +49 211 99999

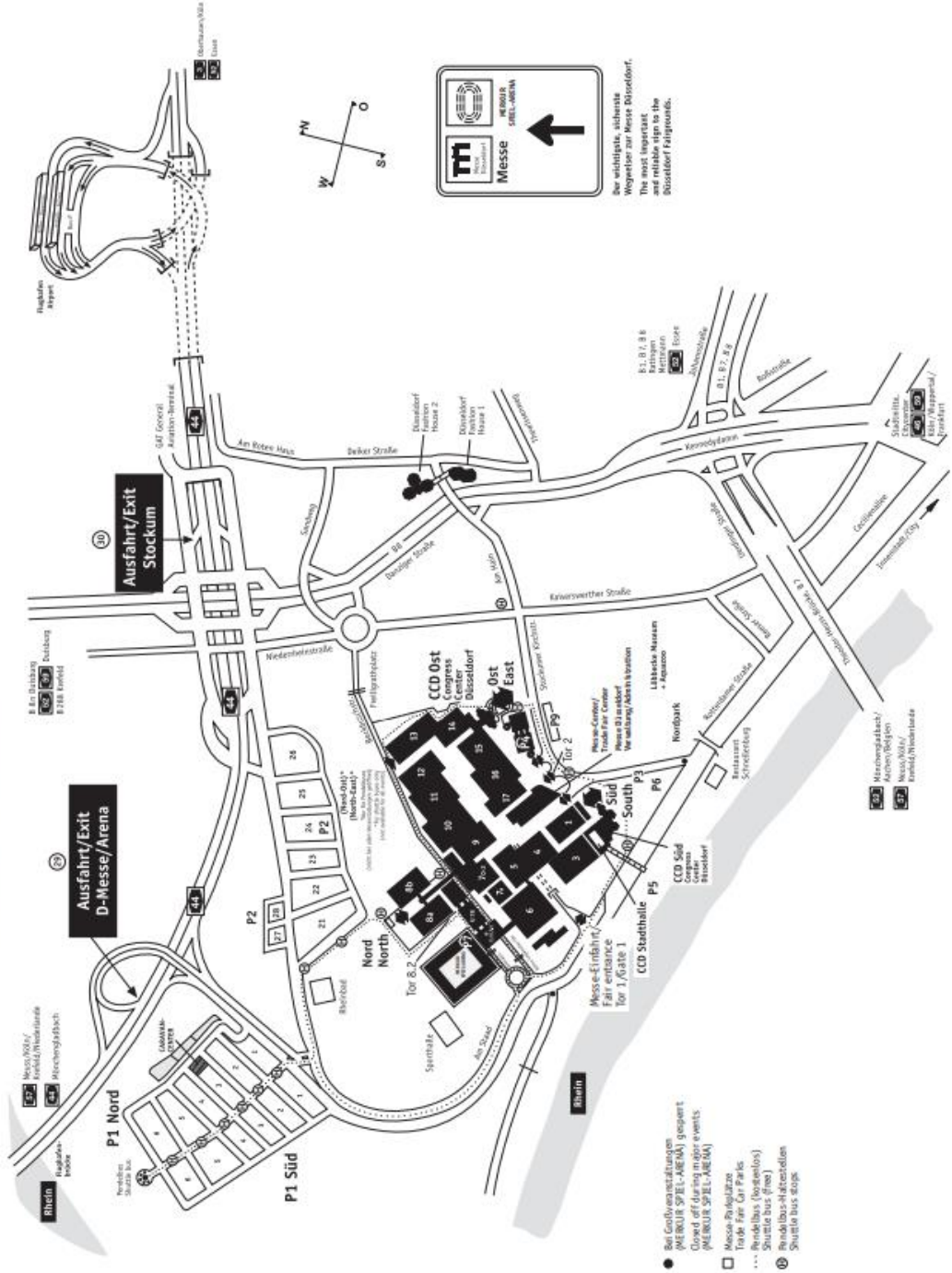
**Emergencies & doctor**

In emergencies, please inform the following contacts immediately:

<b>Responsible office</b>	<b>Contact</b>
Police	+49 211 870 9230 North Entrance Outdoor area ground floor
Fire department / ambulance	112
Doctor	Messepraxis Düsseldorf 40474 Düsseldorf North Entrance

## Messeanfahrt · Parkplätze Route to the Fair · Car parks

Navit: 51° 16' 10.78" N  
Am Staad: 06° 43' 30.31" E








Die wichtigste, schnellste  
Wegeleiste zur Messe Düsseldorf.  
The most important  
and reliable sign to the  
Düsseldorf Fairgrounds.

## Entrance regulations

The entrance to the premises is via GATE 1. Please observe the traffic regulations.

Für Ihr Navigationssystem / for your navigation system: D-40474 Düsseldorf, Am Stad

## Verkehrsregelung / Traffic Regulations

	Aufbau/construction		Laufzeit/duration				Abbau/ deconstruction
	Sa/Sa – So/Su 04.01. – 05.01.25	Mo/Mo 06.01.25	Di/Tu – Mi/We 07.01. – 08.01.25	Do/Th 09.01.25			Fr/Fr 10.01.25
			7 – 18 Uhr 7am – 6pm	7 – 14 Uhr 7am – 2pm	14 – 17 Uhr 2pm – 5pm	ab 17 Uhr from 5pm	
	Freie Einfahrt/ free entry	Freie Einfahrt/ free entry	Pfand/deposit (max. 60 min.)	Pfand/ deposit (max. 60 min.)	gesperrt/ closed	Freie Einfahrt/ free entry	Freie Einfahrt/ free entry
	Freie Einfahrt/ free entry	Freie Einfahrt/ free entry	Pfand/deposit (max. 60 min.)	Pfand/ deposit (max. 60 min.)	gesperrt/ closed	Freie Einfahrt/ free entry	Freie Einfahrt/ free entry
	Freie Einfahrt/ free entry	Freie Einfahrt/ free entry	Pfand/deposit (max. 60 min.)	Pfand/ deposit (max. 60 min.)	gesperrt/ closed	Freie Einfahrt/ free entry	Freie Einfahrt/ free entry
	Freie Einfahrt/ free entry	Freie Einfahrt/ free entry	Pfand/deposit (max. 60 min.)	Pfand/ deposit (max. 60 min.)	gesperrt/ closed	Freie Einfahrt/ free entry	Freie Einfahrt/ free entry
	Freie Einfahrt/ free entry	Fahrverbot/ driving ban	Freie Einfahrt/ free entry	Pfand/deposit (max. 60 min.) (7:30 – 9:00 h) gesperrt/ closed (9:00 – 18:00 h)	gesperrt/ closed	Freie Einfahrt/ free entry	Freie Einfahrt/ free entry

### Erläuterungen:

Ein Befahren des Messegeländes ist nur zum Be- und Entladen gegen Pfandhinterlegung von € 100,- in bar möglich. Die Verweildauer ist beschränkt.  
Bei einer Zeitüberschreitung verfällt der Betrag.

Ein Befahren des Messegeländes ist auch in Ausnahmefällen nicht möglich.

Bitte beachten Sie die Regelungen der StVO zum Fahrverbot an Sonn- und Feiertagen.

Freie Einfahrt für Fahrzeuge:  
via Tor 1 = Hallen: 9 – 11

### Notes:

For a deposit of € 100.00 in cash, drivers can enter the trade fair for loading and unloading. Please note the time limits for entry. Please note that deposits will lapse if drivers exceed these limits.

Even in exceptional cases, driving is not permitted on the trade fair grounds.

Please note that driving is banned on Sundays and public holidays as stipulated in the German Road Traffic Act (StVO).

Free entry for vehicles:  
via Gate 1 = Halls: 9 – 11