

# USA Pavilion at ILA Berlin 2020

## Participation Options

- **Basic Turnkey Booth Package (per each 9 sqm; minimum 9 sqm)** includes Walls, Floor Covering, Lighting, Exhibitor Name Sign, Table, 3 Chairs, Business Counter, Barstool, Power Outlet, Wastebasket, Custom Graphics Wall Poster, 2 Exhibitor Badges.  
**Cost: €795 per sqm**
- **Standard Turnkey Booth Package (per each 9 sqm; minimum 9 sqm)** includes Walls, Floor Covering, Lighting, Exhibitor Name Sign, Table, 4 Chairs, Business Counter, Barstool, Power Outlet, Wastebasket, Custom Graphics Wall Panel, Overhead Custom Graphics Display, 3 Exhibitor Badges.  
**Cost: €895 per sqm**
- **Premium Turnkey Booth Package (per each 9 sqm; minimum 9 sqm)** includes Walls, Floor Covering, Lighting, Exhibitor Name Sign, Table, 4 Chairs, Business Counter, Barstool, Power Outlet, Wastebasket, 2 Custom Graphics Wall Panels, Overhead Custom Graphics Display, Logo in Printed Pavilion Directory, 3 Exhibitor Badges.  
**Cost: €995 per sqm**
- **Pavilion Space Only (minimum 18 sqm)** provides the raw space for exhibitors to construct a custom booth within the premier footprint of the USA Pavilion. This option also provides access to all USA Pavilion services.  
**Cost: €450 per sqm**

**U.S.  
COMMERCIAL  
SERVICE**United States of America  
Department of Commerce

All participation options include exhibit space with daily cleaning and full access to all USA Pavilion services. There is a Mandatory Participation Fee of €150 charged for each exhibitor registration and a Co-Exhibitor Fee of €150 charged for each co-exhibitor registration. Corner spaces are charged a premium of 10% of the space charge per requested corner.

### ILA Berlin is certified by the U.S. Department of Commerce.

Trade fairs receiving Trade Fair Certification (TFC) from the U.S. Department of Commerce serve as vital access vehicles for U.S. firms to enter and expand foreign markets. A TFC show ensures a high-quality, multi-faceted opportunity for American companies to successfully market overseas.



## Pavilion Benefits

powered by **BFOR**

The USA Pavilion at ILA Berlin allows U.S. exhibitors to participate jointly, in a prime show location, under a USA brand umbrella.

Pavilions are designed to help exhibitors and supporting trade organizations and government agencies make the most of the international trade show experience by providing cost-effective and hassle-free participation options with extensive pre-, during- and post-show support allowing focus on promotion and sales.

### Benefits include:

Strong USA branding – focal point for international importers and brokers

Prime location

All-inclusive participation options

Professional guidance and logistical coordination

Marketing support services from relevant government agencies or industry associations

Business Lounge incorporated into the USA Pavilion (with meeting space and food and beverage service)

WiFi internet access

Daily cleaning

Global opportunity without the complications of exhibiting overseas

## Contact Information

For more information contact:

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To register, visit: [b-for.com/archives/events/ila-berlin](https://b-for.com/archives/events/ila-berlin)

