

## Conventions in Nuremberg:

### There's something going on here!

- “Imagine, You're in Nuremberg”
- Where history and modernity meet
- Nuremberg: Practical for planners

**At the IMEX America, Nuremberg pulls out all the stops to simplify the job of event planners as much as possible – namely the planning. For this reason, the NürnbergConvention relies on imagination at the Sands Expo: The idea that you're not in Las Vegas with its impressive growth in surface area but in Nuremberg instead, where medieval history and modernist architecture meet in a manageable space. Between them, there are numerous comfortable and atmospheric hotels and always a little spot for enjoyment.**

### As powerful as Nevada

Practical for planners: NürnbergConvention stands for destination and locations in one. The city is Nuremberg in Germany, the center of the “Nuremberg metropolitan area” with 3.5 million residents and a gross domestic product of EUR 146 billion, as much as the state of Nevada, where the IMEX America is to take place!

The main location is the NürnbergConvention Center, a conference center with room for 12,800 participants and a gigantic multipurpose hall, with a capacity directly connected to sensational exhibition spaces. Sensational? Yes, because they were partially designed by Zaha Hadid, who unfortunately passed away too soon. She was the designer whose London-based architectural firm designed trade fair halls in Nuremberg for the first time – and did it in a very environmentally conscious way. Thus, halls 3A and 3C received a magnificent award from the highest authority: The German Sustainable Building Council (DGNB) awarded the newest Nuremberg halls what is known as the “Superlative in Sustainability”, the DGNB “platinum” certificate. According to the DGNB, no trade fair hall can boast comparable values to 3A and 3C of the NürnbergMesse.

### Inspiration and planning security

Naturally, Nuremberg has a lot of room and space for events in other areas. Nuremberg is a cultural center, where the largest cultural history museum of German-speaking countries is located – which can gladly be used as conference



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center! Or can it be something breathtakingly modern? If so, then the right place would be the “New Museum” that shows art and design from the 1950s to the present day. Its location behind a stylish concave glass façade invites such conferences.

“Imagine You’re in Nuremberg” is the promise of Marisa Meschkat and Kristina Kastellan, who are on-site at the Sands Expo for NürnbergConvention: “We are the ones who can exactly inform what the Nuremberg destination offers with all its locations.” Marisa Meschkat: “It’s about inspiration and planning security at the same time.”

The modern ITC infrastructure of the NürnbergMesse, which allows data speeds of up to 40 Gbit/s, makes this possible. Customers at the Nuremberg trade fair venue benefit from this thanks to one of Germany’s most efficient network structures.

### **About NürnbergConvention**

NürnbergConvention is the conference brand for Nuremberg. Under the umbrella of NürnbergConvention, NürnbergMesse and the Nuremberg Tourist Board (Congress- und Tourismuszentrale Nürnberg – CTZ) market the city of Nuremberg as a location for conferences, meetings and other events. The NürnbergConvention Center (NCC), which belongs to NürnbergMesse, has 12,800 spaces available in its NCC Mitte, NCC West and NCC Ost centres and the multifunctional Frankenhalle. All the NCCs and the Frankenhalle are directly connected to exhibition halls, which offer a total of 180,000 square metres and include new halls designed by Zaha Hadid. The NürnbergConvention Bureau (NCB) run by NürnbergConvention offers event planners “service from a single source”.

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All press releases and further information on NürnbergConvention can be downloaded free of charge at [www.nuernberg-convention.de](http://www.nuernberg-convention.de)