



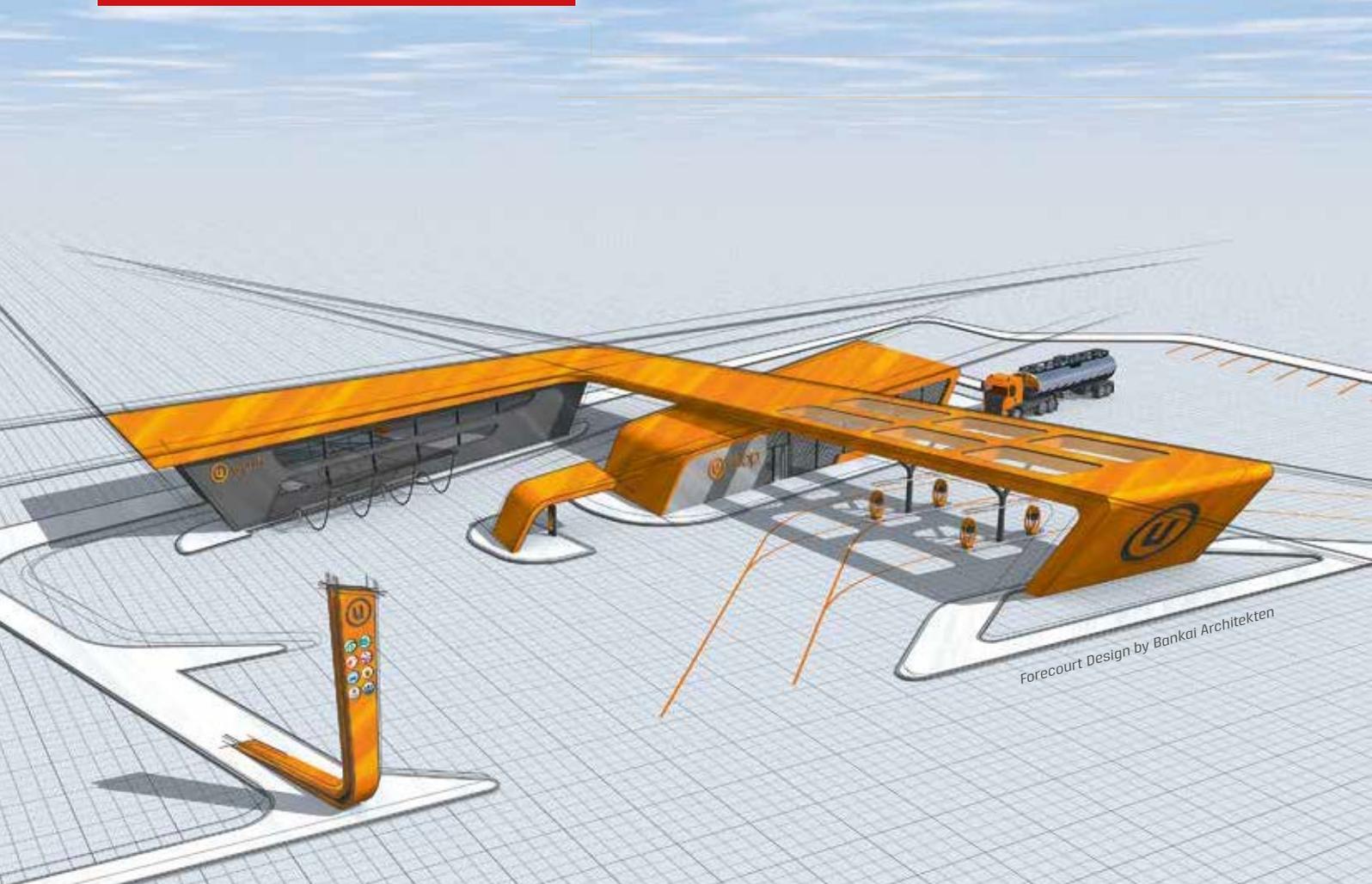
"Save the Date"
17-19 May 2022

QR code for
calendar entry

UNITI expo



17 - 19 May 2022, Stuttgart, Germany



Franchise & co-branding pavilion

www.uniti-expo.com

UNITI expo - the platform for the retail petroleum and car wash industries in Europe

UNITI expo is the leading European trade fair for the retail petroleum and car wash industries. With its series of talks, compact three-day format and two-year cycle, it is precisely tailored to the needs of its target audience. **UNITI expo** therefore provides a unique opportunity for exhibitors and visitors to make new contacts and strengthen business relationships with their customers.

UNITI expo will place great emphasis on the shop & convenience sector that is currently undergoing major changes in Germany and Europe. Numerous oil companies, medium-sized retail petroleum operators and owners of individual stations from Germany and Europe come to Stuttgart every two years to find out about trends and meet the most important players. Primarily small oil companies, medium-sized businesses and individual operations

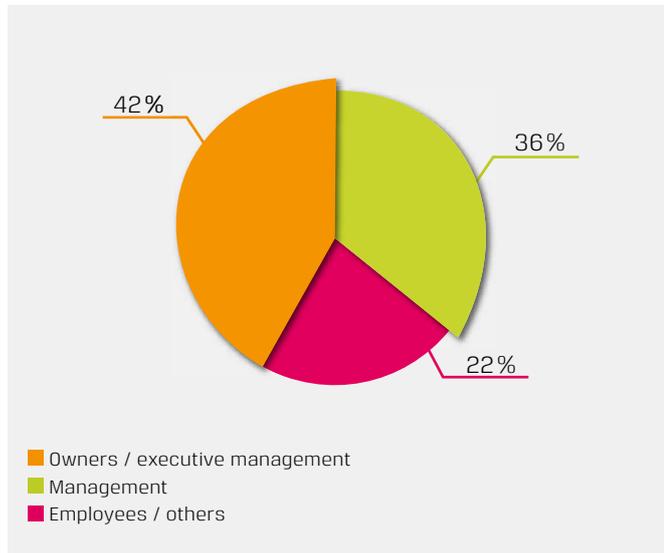
are looking for well-functioning shop & bistro concepts.

Take advantage of this opportunity and, with minimal costs and effort, present what you have to offer in the Franchise & co-branding pavilion at **UNITI expo 2022**. Meet many decision-makers and expand your networks. There is no other event in Germany and Europe that allows you to reach more top retail petroleum decision-makers in one place.

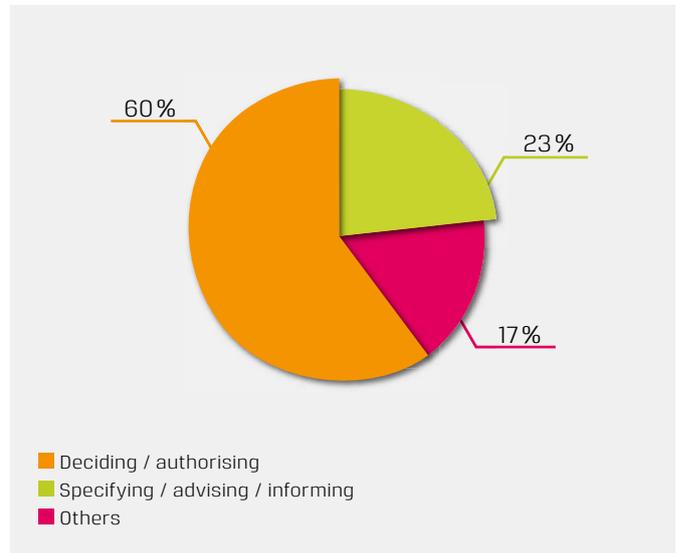


UNITI expo 2018 in figures

High quality visitors - a pure trade fair



High decision-making power of visitors



In the center of Europe,
with a **global** reach

17,000 participants
from **120** countries

467 exhibitors
from **37** countries



UNITI expo 2022

Industry expertise and partners

Together with its partner association MWV (the German association for the petroleum industry), UNITI represents around 85% of Germany's petrol station market. The assistance provided by business consultancy WDM, experts in shop & convenience, and com-a-tec, owner of the leading international

online portal PetrolPlaza, makes up a team with an extraordinary degree of industry expertise, both nationally and internationally. In addition, the successful partnership concept of UNITI expo attracts a large number of cooperation, association and media partners from around the world.

Cooperation partners of UNITI expo 2022



Oil companies and fuels retailers exhibiting at UNITI expo 2022



Association partners of UNITI expo 2022



Media partners of UNITI expo 2022



Franchise & co-branding pavilion



* Design concept:
Subject to changes

The growing importance of the convenience channel and the increasing product variety for on-the-go consumption is indisputable. At the same time, the number of medium-sized retail petroleum operators and regional petrol station brands that do not have group-wide, centrally specified convenience concepts is on the rise. This leads to a high number of ambitious, medium-

sized companies that are looking for convincing and forward-looking franchise and co-marketing shop and bistro solutions.

For the first time, UNIM expo will offer its national and international visitors a unique pavilion in 2022: the Franchise & co-branding pavilion. Oil companies, which are exhibiting their own concepts

at UNIM expo, will obviously also be very interested in this pavilion.

In order to provide visitors and exhibitors with a maximum benefit while keeping costs manageable, the Franchise & co-branding world offers three principles:

Keep it focused

- › ONLY franchise & co-branding concepts are permitted in the pavilion
- › Targeted marketing ahead of the event in the relevant media, mailings and invitations
- › Clear guidance that provides a quick overview of the trade fair

Keep it simple

- › Booking turn-key packages, setting up projects, presenting them
- › Floor, walls, poster printing, electricity supply, cleaning ... it's all included
- › Just one concept per area
- › Fixed, manageable costs

Keep it flexible

- › Size, carpet colour, outlets ... everything can be selected by customers
- › Any number of areas can be booked



Franchise & co-branding pavilion



* Design concept:
Subject to changes

The pavilion will be centrally located in Hall 1

The **UNITI expo** franchise & co-branding packages

Services:

- › Double floor for electric power and water supply
- › Rear wall incl. real wall digital print
- › Optional carpet colour
- › Basic furniture included; customized furniture upon request
- › 16 A electricity supply included; three-phase alternating current, water and waste water upon request
- › Stand cleaning before and after the trade fair
- › Pavilion application, signs in the hall, guidance system included
- › Visitor tickets for your guests (quantity as requested)
- › Inclusion in the print and online version of the exhibitor directory
- › Listing as an exhibitor with logo in partner media tankstellenWelt and PetrolPlaza
- › Identifier with logo on all hall plans
- › 3 tickets for the UNITI expo networking party on 17 May 2022

Investment:

- › **€10,000** / for a space of 12m², including the services referenced above
- › + **€600** per additional m²

If interested, you can find our contact information on the back of this brochure. Please note that these attractive packages are limited.

Statements regarding **UNITI expo 2018**

“For us, it is the leading trade fair for convenience and petrol stations.”
EDEKA Food Service, Marko G. Unger, Sales Manager Convenience

“What fascinates me is the versatility here The creative solutions ... which we would normally not meet as medium-sized companies, and here we have the chance to do so.”
J. Knittel Söhne Verwaltungsgesellschaft mbH (AVIA Partner), Dipl.-Kfm. Udo Weber, CEO

“We are happy, we are very satisfied, especially with the number of visitors who were here, who we were also able to cater for.”
HACK AG, Peter Hack, Owner

“UNITI expo has become the relevant international trade fair for the sector.”
Shell Deutschland Oil GmbH, Peter Muschick, National Sales Manager Retail Branded Wholesale

“If you want to win the customers of tomorrow, you have to be there today, where the future will be made. And that's why I'm here at the **UNITI expo**.”
Deutsche Tamoil GmbH, Carsten Pohl, CEO

“UNITI expo is a very important platform for Coca-Cola and our brands to present our innovations and ourselves. We see this as a successful platform to meet our customers.”
Coca-Cola European Partners Deutschland GmbH, Martin Kiefer, National Key Account Manager

“We provide premium „Snack-in-Shop“ bratwerk solutions and this is already our second time at UNITI expo, which has proven to be an ideal platform for searching for partners.”
bratwerk by Mario Kotaska Köln GmbH, Thomas Jehne, Managing Director

Official
aftermovie



Interested?

Your exhibitor contact



Ben Boroewitsch
com-a-tec GmbH
P. +49 7721 98 30 60
F. +49 7721 98 30 70
uniti-expo@com-a-tec.de



Trade visitors

All information about the
UNITI expo 2022 can be found at:
www.uniti-expo.com

Conceptual consulting



WDM management consultancy
Walter D. Mangold

Organiser



UNITI-Kraftstoff GmbH
Jägerstraße 6
10117 Berlin
Germany
www.uniti.de

Event venue



Landesmesse Stuttgart GmbH
Messepiazza 1
70629 Stuttgart
Germany
www.messe-stuttgart.com



www.uniti-expo.com

Follow us:



We look forward to meeting you in 2022!