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## **Curtain up: NürnbergMesse puts its exhibitors in the spotlight with its own social media campaign**

- **A six-part video series profiles exhibitors at various trade fairs – ranging from organic food and toys to IT security**
- **“Together we create opportunities”: NürnbergMesse is positioning itself as a platform for industry expertise and face-to-face interaction**
- **Weekly releases on social media from April to May 2026**

**NürnbergMesse is kicking off the spring trade fair season with its new campaign, “Together we create opportunities”. In a six-part video series, the trade fair organiser profiles exhibitors from various specialist trade fairs across a wide range of sectors – from organic food and toys to IT security. The films offer insights into the exhibiting companies and explain what connects them to NürnbergMesse. “Our trade fairs provide a platform for diverse industry expertise and face-to-face interaction. And our exhibitors are far more than just customers – they are genuine partners with whom we jointly develop our offerings. That is why they are the stars of our new campaign,” says Peter Ottmann, CEO of NürnbergMesse Group. All videos are now available on a dedicated [landing page](#) and will be featured on NürnbergMesse’s social media channels over the next six weeks.**

NürnbergMesse provides a platform and home for around 120 trade fairs, conferences and corporate events worldwide. The new campaign puts the exhibitors themselves in the spotlight – as long-standing partners who, together with NürnbergMesse, are driving the development of their industries. The six companies featured here exemplify the diversity of the trade fair portfolio:

- **Neumarkter Lammsbräu (BIOFACH)** – Owner and Managing Director Johannes Ehrnsperger on uncompromisingly organic farming, sustainability and the commitment to a world fit for our grandchildren

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Mitglied der  
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- **HEITEC (embedded world)** – Executive Vice President Business Unit Electronics Matthias Rühr on innovation through direct customer dialogue and the international appeal of the trade fair
- **Buhmann Systeme (FACHPACK)** – Managing Director Dorothee Buhmann on a family atmosphere, personal collaboration and the future of trade fairs
- **qSkills (it-sa)** – The Jacobs family on IT security, knowledge transfer and the importance of interaction in a changing industry
- **Bruder Spielwaren (Spielwarenmesse)** – Managing Director Paul-Heinz Bruder on nearly 100 years of family tradition and international success from the region
- **Vected (Enforce Tac)** – Marketing and Sales Specialist Ralph Wilhelm on responsibility, security in an uncertain world and the value of a professional trade fair setting

The campaign launched at the end of last week with a preview of the various portraits. From now on, the six films and additional content will be released weekly on NürnbergMesse's social media channels ([LinkedIn](#), [Instagram](#)). All videos are available in one place on the [campaign landing page](#).

#### **About NürnbergMesse Group**

The NürnbergMesse Group was entered in the commercial register on 5 April 1974 as Nürnberger Messe- und Ausstellungsgesellschaft mbH (NMA) and is now one of the 15 largest exhibition companies worldwide. The Group employs more than 1,200 people at 15 international locations in Germany, Austria, Italy, Greece, Brazil, China, India, and the USA. It also has a network of international sales partners in more than 100 other countries. Its portfolio comprises around 120 on-site and online events focusing on five main areas: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. Overall, its events secure more than 12,000 jobs and generate billions of euros in purchasing power and tax revenue every year, making NürnbergMesse a major economic driver for the Nuremberg Metropolitan Region and Germany as a whole. As an employer and organiser of major events, NürnbergMesse takes its responsibilities for people and the environment seriously. Its business activities are aligned with the UN's 17 Sustainable Development Goals (SDGs) with the aim of achieving a CO<sub>2</sub>-neutral energy supply by 2028.

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All press releases, more detailed information, and photos relating to NürnbergMesse are available to download free of charge from: [www.nuernbergmesse.de/en/press](http://www.nuernbergmesse.de/en/press)