



MR CONGRESS & INCENTIVE  
*Your DMC for Nuremberg*





*“Nuremberg shines throughout Germany like  
a sun among the moon and stars”.*

Martin Luther





## EXCELLENT TRADING LOCATION WITH TRADITION

Nuremberg is the second largest city in Bavaria and is one of the 15 largest cities in Germany. The city was first mentioned in documents in 1050. Nuremberg is known for its medieval old town with a historic mile and many architectural monuments, such as the churches, the Nuremberg Castle and many aristocratic buildings. Nationally significant are Nuremberg's Christkindlesmarkt (the traditional Christmas market), the Germanisches Nationalmuseum (Germanic National Museum) and the Spielwarenmesse (toy fair).

It is an excellent trading location with a great tradition! The Franconian metropolis lies in the middle of Europe, offers unique locations, has medieval heritage and is the center of digitization. Nuremberg is on the pulse of the healthcare industry and creates top talent in technology.



## HIPSTER CITY WITH A GREAT HEART

For a real master in the art of living, there is no way of life without culture and culinary delights, that's why he feels so good in Gostenhof. From one vintage shop you stroll to another bike shop, from the friendly optician to the flipped out designer shop. The trendy district of Gostenhof on the edge of Nuremberg's old town is an insider's tip. Cafés are simultaneously bookstores, mini shops sell their own Etsy-style creations.

For about a century, one of the major industrial areas in western Nuremberg was located. Where up to 2007 washing machines were transported across the yard at a height of twelve meters, the creative minds have built up a center here in recent years: the former AEG grounds in Nuremberg-Eberhardshof are now home to artists and start-ups.

Be assured, Nuremberg is rapidly developing into a hipster city with a great heart!



# HOTEL EXAMPLES



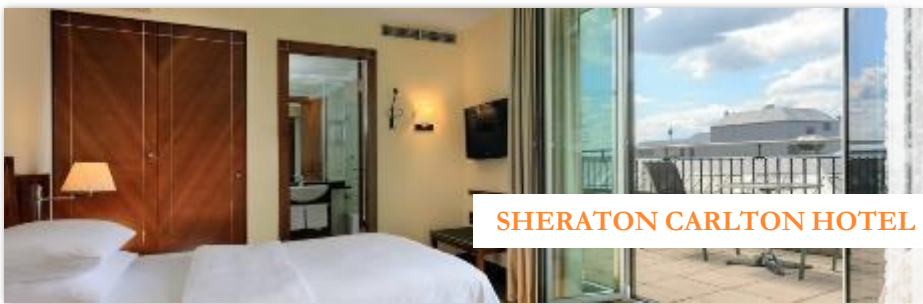
**MÖVENPICK NUREMBERG AIRPORT**



**HAMPTON BY HILTON**



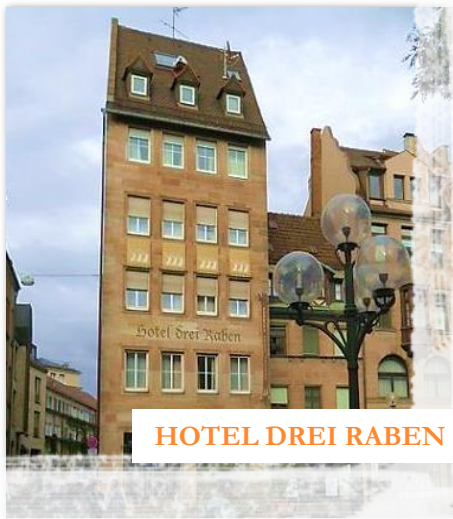
**LE MERIDIEN GARND HOTEL**



**SHERATON CARLTON HOTEL**



**H+ HOTEL NUREMBERG**



**HOTEL DREI RABEN**



# RESTAURANT EXAMPLES



ZUM GULDEN STERN



ALBRECHT-DÜRER-STUBEN



EINZIMMER KÜCHE BAR



TRÖDEL STUBEN



SOSEIN. GOURMETRESTAURANT





**DAS PAUL | SMART + URBAN**

## LOCATION EXAMPLES



**OFENWERK NUREMBERG**



**REDBLUE**



**IBA-FORUM**



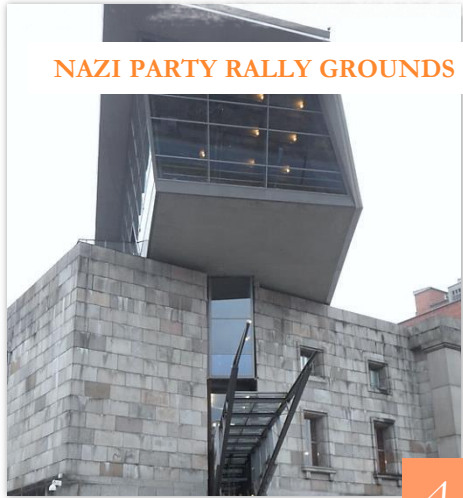
**ENERGIEPARK HIRSCHAID**



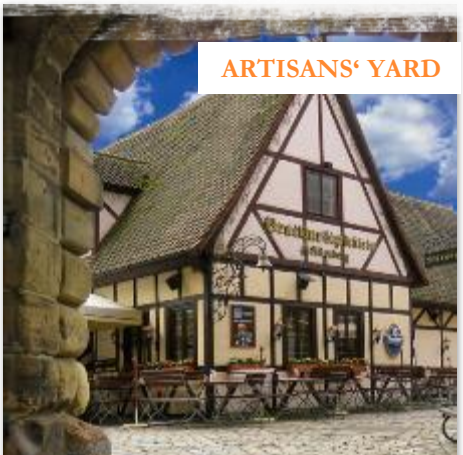
# WELCOME TO NUREMBERG



**IMPERIAL CASTLE**



**NAZI PARTY RALLY GROUNDS**



**ARTISANS' YARD**



**NUREMBERG ZOO**

*A worthwhile destination for visitors from all over the world*



**ALBRECHT-DÜRER-HOUSE**



**TOY FAIR**



**CHRISTMAS MARKET**



**COMMUNITY „ON“ AEG**





# MIR

*Experience*





# FROM SUSURRUS TO FACEBOOK

Communication is full of facets: listening and speaking, seeing and pointing, writing and reading. People have always sought to communicate with each other. With a lot of fun around this topic the attendees of a conference or an incentive can spend an efficient time in the heart of Nuremberg.

While part of the group rides the country with the stagecoach following the paths of the Patricians and poets, the other part takes a guided tour in the Museum of Communication Nuremberg, including many anecdotes and active participation in the hands-on stations. Afterwards groups will be swapped.

Finally, the participants together join the language party in the museum's restaurant "TINTO - tapas y vino". In a relaxed atmosphere, at this party one talks in a foreign language (can be chosen).







## MACHHÖRDNL-COFFEE

Visit the specialty roasting house with an espresso and brew bar in Nuremberg. In the Machhörndl, the main focus is on the quality of raw coffee, in particular on strong character and unique taste properties.

During the coffee educational & tasting, the award-winning master barista will give an insight into coffee origins, botany, harvesting and preparation methods. During a live roasting process one will experience the transformation of raw coffee into the final roasted coffee. It will be a joy to see and smell the different stages of the coffee.

Afterwards there is time to taste the coffee, as well. During a tasting (cupping) one experiences the variety of flavors and - at the same time - learns to notice the different nuances and to describe them correctly.







## DON'T SHIVER – SHAKE!

Oliver Kirschner has been owner and barman of the Yellow House in Nuremberg since 1989. He is best known inside the upscale German bar scene through his lectures, trainings and successful participation in cocktail competitions.

During this cocktail course in the Yellow House Nuremberg one learns everything about cocktails and the right mix. At the beginning one will gather useful information about the history of bars, the construction of a bar and the work equipment of a professional bartender. In addition, one gains insights into the glasses and spirits as well as the different ways of preparing the cocktails.

After a delicious lunch snack the attendees are going to learn to shake a cocktail independently. From a classic “Martini Cocktail” and a fruity “Strawberry Daiquiri” to a creamy “Coconut Kiss”, one gets to know about 10 alcoholic and non-alcoholic cocktails.







# EVERYTHING HAS AN END, ONLY...

...the sausage has two!

If you are in Nuremberg, you should absolutely try Nuremberg sausages - for good reason these delicacies are famous and well known far beyond the borders of Germany!

All good things come in threes, as the saying goes. Meaning here “3 Nürnberger Bratwürste im Weggla” (three Nuremberg sausages in a roll). This is a specialty that one must have tried. What the “Currywurst”-tradition is for Berlin, this is it for Nuremberg!

Learn more about the history of the Nuremberg Bratwurst on this culinary tour around the topic of sausages and get answers to questions such as: Since when do the people of Nuremberg eat Bratwürsts? Why are the sausages so small? Why do they only serve even numbers of Bratwurst on a plate and why only three in a roll? And what’s it about the tradition of “one on a fork”?







## OH COME, LITTLE CHILDREN...

... oh, come, one and all ... to the world famous Christmas market “Christkindlesmarkt” in Nuremberg. Every year since 1628, it is held during pre-Christmas time, but its roots probably go back to the times of Martin Luther, when the tradition of gift giving to children developed at Christmas.

The round about 180 red and white decorated wooden market stalls give off a seductive scent. It smells of gingerbread, mulled wine and roast sausages.

In addition, traditional goods such as handmade Christmas tree ornaments, tinsel angels, wooden nutcrackers, nativity scenes and colorful stars are crafted there to this day and are on offer.

Take a stroll through the festively lit alleyways along the booths and feel the fascination of this distinctive atmosphere.







# THE GINGERBREAD BAKERY

In the heart of Nuremberg, in close proximity to the beautiful fountain and the famous Christmas market “Christkindlesmarkt”, the shop-café “Die Lebküchneerei” (gingerbread bakery) presents itself in a new look after a comprehensive renovation with a spacious new room concept. Attendees of meetings or incentives here have the opportunity to bake luscious smelling, delicious gingerbread in teams!

One learns about the intricacies of the old craft of gingerbread baking and gets to know more about the world of spices - their origins, fragrances and how they unfold their magic in a perfect gingerbread. A little bit of “gingerbread science” for gourmets.

In a 90 minute workshop, the participants will have the chance to learn the technique of stroking gingerbread and in the end are allowed to take their baked masterpiece home as a souvenir.





# THE DREAM OF FLYING

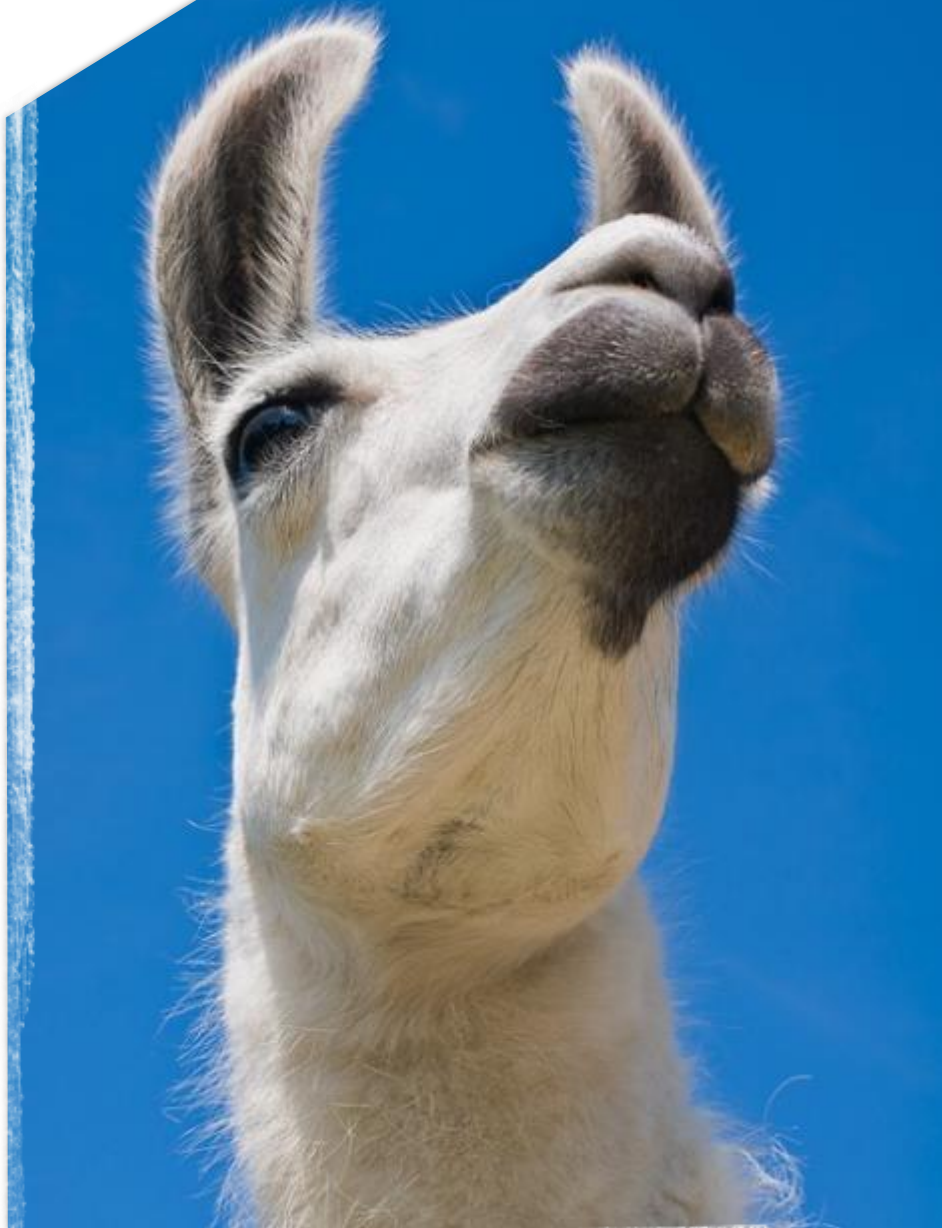
Who did not have it at some point ... the dream of flying? Here this dream can (nearly) be fulfilled - with a little bit of AIRTIME.

With 4000 square meters, the AIRTIME Trampoline Park has created a paradise for expert jumpers and those who want to become one. With great attention to detail, only the best materials and ideas have been used to make the AIRTIME Trampoline Park an experience you will not forget so quickly.

A wide variety of areas for instance for Dodge Ball, Basketball, Soccer, Eurotramp, Foam pit, Air walk, Halfpipe, Air Zone offer jump pleasures of the most different kind. Team events range from basic trainings, to fitness trainings and fun competitions including drinks, food & special jumping socks.







# LAMA TREKKING - THE SPECIAL HIKING EXPERIENCE

Llamas and alpacas are only available in the zoo or in South America? Not even close...

A tour of a special kind can be found in the surroundings of Nuremberg: a hike with friendly llamas and alpacas. With every step you leave the everyday life just a little bit more! The quiet, proud nature and above all the curiosity of these funny wool heads inspire anyone who has once come into contact with these wonderful animals.

During the lama trekking every hiker leads one animal by hand and will live through unforgettable hours in nature. Whether traveling alone, with family or in a group, experiencing these fine animals outdoors will be unforgettable!







# REVEAL YOUR TRUE COLORS

Experience the famous and traditional house of colors - Faber-Castell - at their headquarters in Stein near Nuremberg. Quite a lot of questions will be answered here!

How does the lead get into the pencil?

How were pencils manufactured in former times?

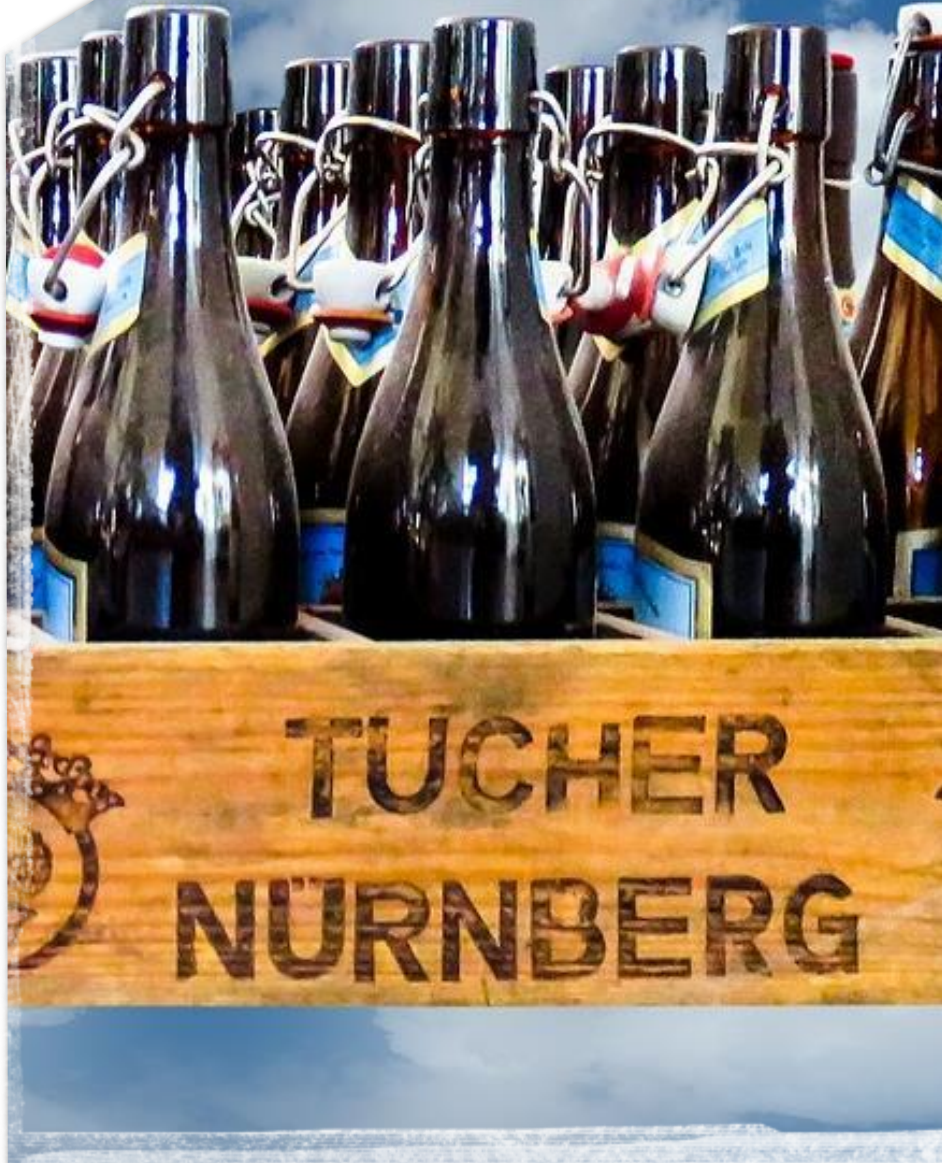
Who actually lived in the comital castle called several names (Faberschloss, Steiner Schloss, Schloss Faber-Castell) and what is the real name ?

The company with a lot of history offers three different, exciting tours:

- Production of "wooden pencils"
- Museum "Alte Mine" (meaning old lead)
- Count von Faber Castell'sches Schloss (castle tour)







## ROYAL BAVARIAN BREWERY OF WHEAT BEERS

When the red beer was Germany's first quality beer from Nuremberg, long before the purity law was passed on April 23, 1516, the beer filter had not yet been invented. Natural cloud beers were then the rule, even with red beer. In order to build on this tradition and to find the right recipe for the famous Nuremberg city beer, the Tucher brewers spared no efforts. Five years of trial and error were needed to find the right recipe for the original Nuremberg red beer. The bottom-fermented beer is stored in a wooden barrels.

In the "2-Städte-Sudhaus" (the so-called 2-city-brewhouse) this new, old specialty can now be tasted. On a guided tour of the traditional Tucher brewery, look into the brewing kettles and experience live how the Tucher beer specialties are brewed. Tastings are included. On request with small traditional Bavarian cold cuts.







# VINTAGE CAR CHALLENGE

In timelessly beautiful cars, off the main roads, discover the picturesque landscape of the Nuremberg Metropolitan Region on one of the fascinating vintage car hikes full of beauty, timeless elegance and pure deceleration. An unforgettable journey through time.

The individually created road book leads the attendees through charming little villages.

On this excursion one has to- first of all - learn what it means to drive a classic car. Who will emerge victorious from this eventful rally? Slalom through tire piles, centimeter-specific target braking or driving to exact time limits: These are just a few of the special challenges one has to master during this event. Easy done with contemporary vehicles - but with a classic car?







## SUBTERRANEAN CYCLING

Mountain biking, okay - but 700 meters underground? Who can claim to have ever done that?

On a circuit with a length of about 1000 - 1200 meters, the underground flair can be enjoyed. Of course cyclists are accompanied by guides. The comfortable mountain bikes are equipped with a 21-speed derailleur. Nevertheless, cyclists should be prepared to live through a completely unfamiliar driving experience in unexpected climatic conditions. Temperatures are around 24° C and there is a humidity of approx. 20-25%. The tracks are in salt, sparsely lit and 500 to 700 meters underground. So - absolutely not to be compared to outdoor hiking!

Tours take about 2 hours including entrance and exit . Inspecting the ballroom, concert hall and tunnel slide is also possible.





# A TRIP TO A THOUSAND YEARS OF HISTORY!

For many, Rothenburg ob der Tauber, with its historic old town, unique location above the Tauber Valley and its half-timbered romanticism, is the epitome of medieval Germany. Guests from all over the world travel to western Middle Franconia to capture this unique atmosphere. A walk along the city walls or a visit to the museums and churches make it easy to immerse into the atmosphere of bygone days. But Rothenburg is far from being just a backdrop! It is a lively old town with many opportunities to rest and relax. In addition to its historic features, the focus here is on the wine culture and closeness to nature! Walking, cycling or just relaxing on the historic city wall.

Don't miss the almost daily walk with the famous "Night watch man" through the darkness. It is possible to book this tour for groups as well.









# WHO WE ARE

25 specialists from Germany, France, Italy, Spain, Portugal and Pakistan

- Event conceptionists
- Congress virtuosos
- Marketing talents
- Design trend spotters
- Programming geeks
- Hotel professionals
- Meeting conductors
- Sales strategists







## SERVICES

Be it brainstorming and finding the perfect idea or graphic and print solutions, and - of course - implementation and the very special personal support - whether in Berlin, Munich or Nuremberg - we design and realize events, motivating incentives, exhibitions, trade fairs and roadshows, promotions and award or opening ceremonies. All media productions for effective communication we do in-house as an one-stop solution.

### CREATIVE

Demanding concepts & imaginative implementation

### EVENTS & INCENTIVES

Intellectual approach and emotional productions

### EXHIBITIONS & ROADSHOWS

Inventive presentation & professional mode of operation

### CONGRESSES & MEETINGS

Full service with reliable partners

### DESIGN

Refreshing new ideas & contemporary design



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MR Congress & Incentive GmbH

Alt-Friedrichsfelde 11 · 10315 Berlin  
Telefon: +49 30 443506-0 · Fax: +49 30 443506-20  
Büro München · Schellingstr. 109a · 80798 München  
Telefon: +49 89 309044-83

info@mr-congress.com · www.mr-congress.com

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