

DOMOTEX

11–14 January 2019
Hannover ▪ Germany



CREATE'N'CONNECT



Deutsche Messe

The World of Flooring

DOMOTEX



CONNECT TO THE WORLD

Exhibitors and visitors from all over the world, four days of business, the latest trends and lifestyle, as well as countless opportunities to take orders ... this is the promise of DOMOTEX – The World of Flooring – that marks the start of the trade’s business year. For a few days Hannover will serve as an international centre for the flooring sector and offer an ideal place for networking and getting business leads.

The new features at this year’s DOMOTEX – such as the new exhibition layout and hall restructuring, the introduction of an overall keynote theme, as well as the focus on lifestyle and new trends expressed through the special display Framing Trends in Hall 9 – all received emphatic approval. Clearly, DOMOTEX continues to go from strength to strength, with 80 percent of exhibitors reporting that they were “highly satisfied”. This is supported by the visitor surveys and the positive response to our new communication strategy. For example, we increased our blogging and social media activities in order to highlight the subject of floor coverings and to reach new visitor potential. The encouraging response tells us that we have the right concept.

DOMOTEX 2019 will feature a mega trend that is having a strong impact on the flooring industry. The keynote theme of the event **CREATE'N'CONNECT** reflects the trend towards connectivity, which will be illustrated with interesting installations and visionary presentations from exhibiting companies and universities.

So don’t miss out on a great experience. Become an exhibitor and be part of the **CREATE'N'CONNECT** Community – stay connected!

We look forward to seeing you there.

Yours sincerely



Susanne Klaproth
Susanne Klaproth

FIND OUT FOR YOURSELF

Take part in the most important trade show for your sector and make an impact! DOMOTEX 2019 offers your company the following benefits:

COMPETITIVE ADVANTAGES

This is the right showcase for the whole sector. DOMOTEX is an ideal location for developing your network and finding new contacts.

TOP EVENT IN ITS SECTOR

DOMOTEX is not only the leading world trade fair for the flooring sector – more than ever before it is a source of new business.

TOP DECISION-MAKERS

Present your product portfolio to your key target groups right at the start of the business year!

KEYNOTE THEME CREATE'N'CONNECT

A forward-looking catchphrase that will appeal to new visitor groups. **Make an impression with your stand and it will attract new customers.**

FRAMING TRENDS

Framing Trends, the special display in Hall 9, focuses on the keynote theme and features spectacular product installations staged by life-style oriented companies that make **CREATE'N'CONNECT** real and tangible. Take part!

AN EMOTIONAL TRADE SHOW EXPERIENCE

The keynote theme is evident in every display and activity, in every hall and throughout the exhibition venue. Dedicated workshops, talks and guided tours ensure that **CREATE'N'CONNECT** is an unequalled source of inspiration.

We would be pleased to help you prepare your trade fair participation and communicate the content of your presentation. Take advantage of the considerable coverage achieved by DOMOTEX.

Find out how you can benefit from our diverse marketing activities online at:

www.domotex.de/en/mar



“I believe Framing Trends makes it possible to look at carpets and interior furnishing from a completely different and novel perspective.”

Carol Sebert, President & Co-Founder, Creative Matters

THE FACTS SPEAK FOR THEMSELVES: DOMOTEX 2018

Whether Asia, Europe or America, right across the trade, in industry, the skilled trades and the interior design sector – DOMOTEX delivers on its promise as the world’s leading trade show for the entire flooring industry.

DOMOTEX 2018 SUCCESS SHOWN BY FACTS

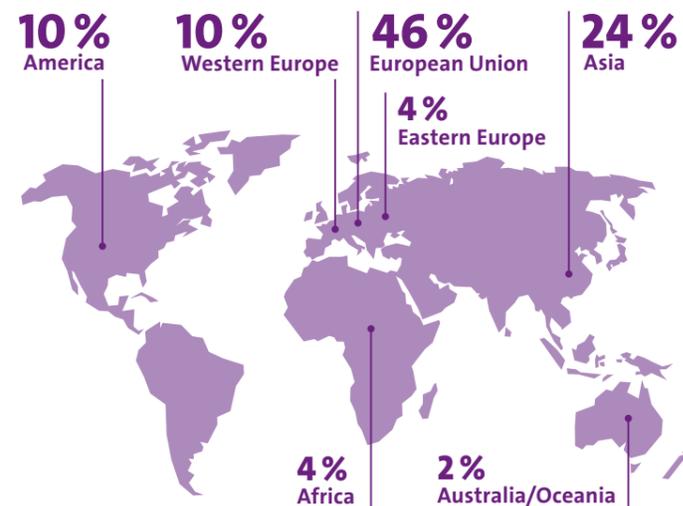
45,110
trade visitors came to DOMOTEX

86 %
of the visitors were top decision-makers

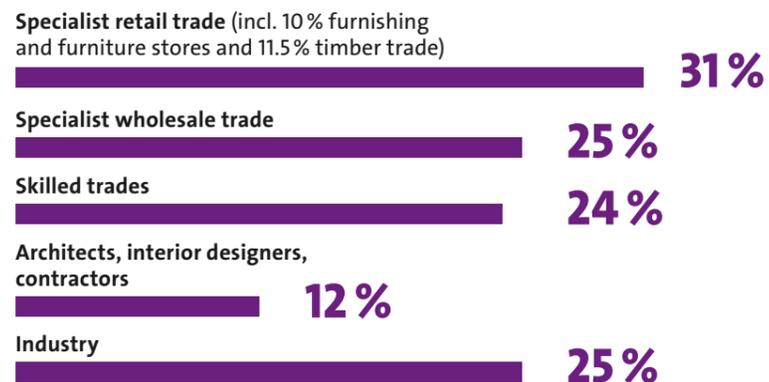
83 %
of the exhibitors found DOMOTEX good to very good

82 %
of the exhibitors reached their target groups

GEOGRAPHICAL ORIGIN OF VISITORS



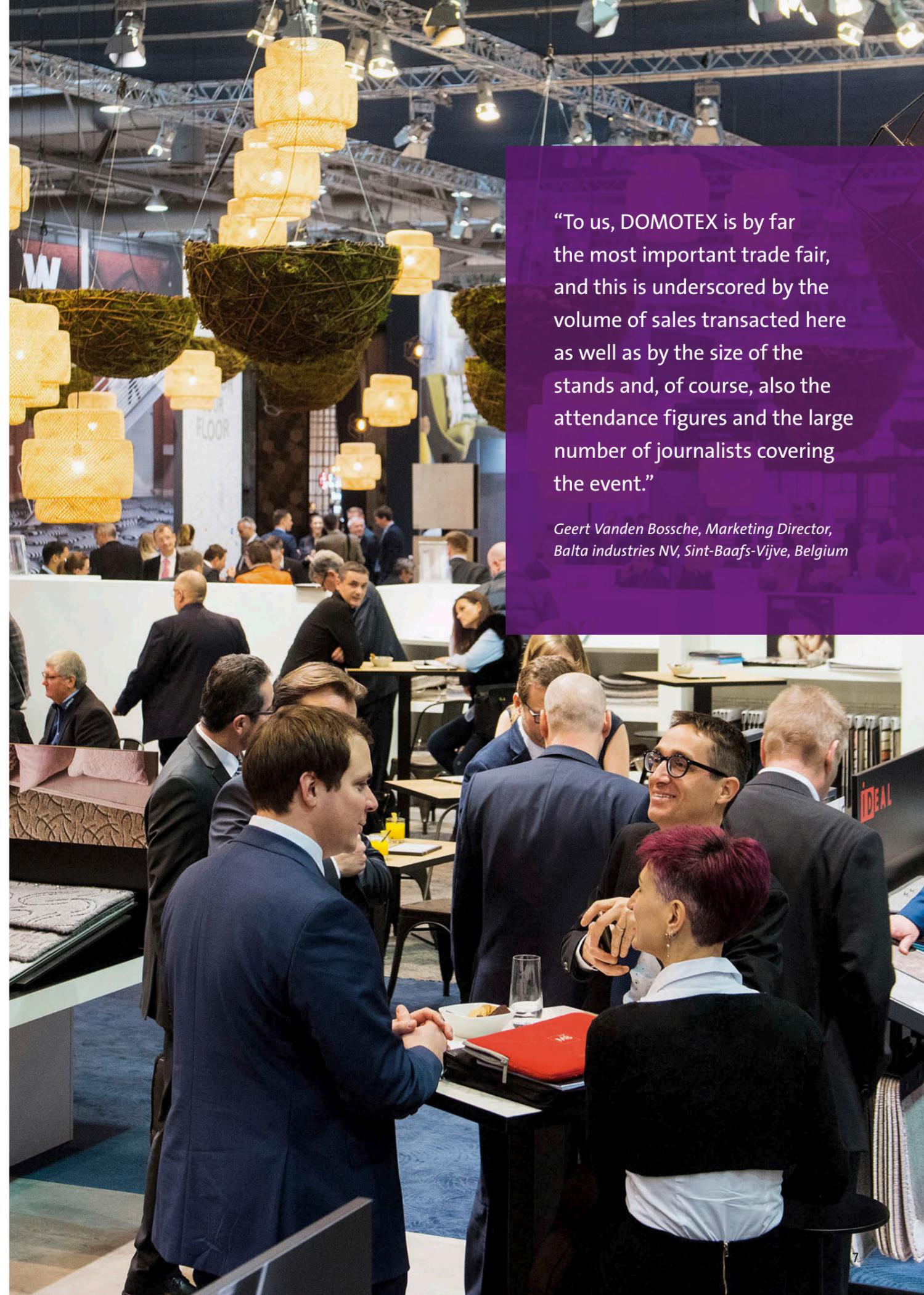
TRADE VISITORS ACCORDING TO SECTOR*



*More than one reply possible

“To us, DOMOTEX is by far the most important trade fair, and this is underscored by the volume of sales transacted here as well as by the size of the stands and, of course, also the attendance figures and the large number of journalists covering the event.”

Geert Vanden Bossche, Marketing Director, Balta industries NV, Sint-Baafs-Vijve, Belgium





**DO YOU HAVE
WHAT IT TAKES FOR
CREATE'N'CONNECT?
THEN SHOW IT
OFF AT DOMOTEX.**

THE REALM OF OPPORTUNITIES – CREATE'N'CONNECT

Connectivity is a contemporary global development that is transforming our world.

As digitization advances in every area of life, connectivity has assumed a real and tangible significance. It represents a new form of organizing all human activity and networking people, but it is much more than a technological trend. Connecting people, connecting them with their homes, rooms and floors has another dimension that extends into an increasingly virtual world.

Flooring is your business and the keynote theme therefore touches on the whole world of inspiration and ideas. It opens up a chance to present your innovations and show your customers a new world. Floors support us, inspire us, guide us – connect us. Invite your customers into the world at our feet – to DOMOTEX.

The concept Framing Trends provided an entirely new experience in 2018, placing more emphasis on trends and lifestyle. The keynote theme **CREATE'N'CONNECT** is shared by all the displays in every hall, targeting architects and interior designers, as well as new visitor groups. Framing Trends and the special zone dedicated to this theme in Hall 9 serves as a hotspot and visitor magnet. With its four modules – Flooring Spaces, Living Spaces, Art & Interaction and NuThinkers – DOMOTEX offers exhibitors, artists and next-generation designers the optimal platform for showcasing their interpretations of the keynote theme, thus attracting new customers. As an exhibitor you benefit from a special offer with exclusive forms of participation in Hall 9.

More information from:

www.domotex.de/en/cnc



TIME TO CREATE: START PLANNING YOUR STAND!

Whether you opt for your own individual trade fair stand or a one-stop solution – we are on hand to support you before and during the event. We will put together your own advertising and sponsorship package, designed to help you achieve your targets and reach your target groups more effectively and efficiently. The marketing fee includes several benefits, e.g. eTickets and your company profile posted online.

OUR SERVICE PACKAGES

In order to keep your organizational efforts and trade fair preparations to a minimum we offer exhibitors the stand area, stand construction, basic utilities and services, as well as marketing and catering services as a one-stop solution. Look into the advantages of our **fair-packages** and select a package – **Basic, Comfort or Premium** – that best suits your needs. Contact us, we're there to help!

INFORMATION AND REGISTRATION

More information, conditions of participation, planning tools and the current price list can be found online:

www.domotex.de/en/registration

Alternatively, book your stand directly at the DOMOTEX Shop:

shop.domotex.de/en



BASIC RENT FOR ONE-YEAR CONTRACT

Booking	From 1.3.2018	From 1.10.2018
Row stand	171 Euro/m ²	178 Euro/m ²
Corner stand	177 Euro/m ²	184 Euro/m ²
End stand	178 Euro/m ²	185 Euro/m ²
Island stand	181 Euro/m ²	188 Euro/m ²

BASIC RENT FOR CONTRACT 2018/2019

Standard	Basic rental price 2019
Row stand	146 Euro/m ²
Corner stand	149 Euro/m ²
End stand	152 Euro/m ²
Island stand	154 Euro/m ²

ADDITIONAL FEES

Marketing fee* (based on m ²)	
Up to 900 m ²	13.60 Euro/m ²
From 901 m ²	6.90 Euro/m ²

*Incl. AUMA contribution.

All prices subject to VAT at the current valid rate.



Deutsche Messe

Deutsche Messe
Messegelände
30521 Hannover
Germany

Tel. +49 511 89-0
Fax +49 511 89-32626
info@messe.de
www.messe.de

Contacts

**Traditional and modern
hand-made carpets and rugs**

Thilo Horstmann
Tel. +49 511 89-31213
thilo.horstmann@messe.de

**Machine-made carpets and rugs –
modern and classic designs, Mats**

Dunja Seven
Tel. +49 511 89-32149
dunja.seven@messe.de

Resilient floor coverings

**Textile floor coverings –
residential and commercial**

Anne-Kathrain Jahns
Tel. +49 511 89-31214
anne-kathrain.jahns@messe.de

Parquet, wood and laminate flooring

Outdoor floor coverings

Thilo Horstmann
Tel. +49 511 89-31213
thilo.horstmann@messe.de

**Machinery, tools and
solutions for the skilled trades**

Mehtap Raue
Tel. +49 511 89-32139
mehtap.raue@messe.de

Contact details for our local sales partners worldwide
are listed at: www.messe.de/en/salespartner

DOMOTEX worldwide



You can find us on the following networks:

