

# COVER NEW GROUND

DOMOTEX 15 - 18 January 2021



Deutsche Messe

The World of Flooring

DOMOTEX



## COVER NEW GROUND – READY FOR A NEW PERSPECTIVE?

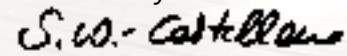
We are living in very uncertain times. Coming to terms with constant changes has become part of everyday life. We are all affected by the same entirely new challenges of the corona crisis, with all the restrictions and lockdown conditions. While offices and schools stood empty, working from home and home schooling have become the “new normal”. Workplaces and offices now have to meet new requirements. Crises force us to rethink our lives, but as we know, every crisis is also an opportunity to break new ground.

How should the carpet and floor covering sector adjust to these new conditions? How can natural materials find favour in homes and business premises? After all, they contribute greatly to wellbeing and healthy living spaces. Must these coverings be confined to flooring? Are there other options? It is time to change our habits and look at things differently. Now is the time for a change of perspective!

COVER NEW GROUND is our call to action, our appeal to the flooring industry to think outside the box. COVER NEW GROUND is also a challenge to be more innovative, to explore new worlds and help create the “New Normal” by embracing the concepts Balanced Lifestyle, Sustainable Living and More than Floor!

DOMOTEX remains the global marketplace for the entire industry. It is the only trade event that brings together all the top decision-makers at one venue. We offer an optimal and safe showplace: our health and safety provisions provide the right conditions for meeting customers and business friends. Despite any lingering concerns about covid-19. Inspire visitors with your flooring products and exhibit at DOMOTEX 2021. In the meantime, stay safe!

Yours sincerely



Sonia Wedell-Castellano

Global Director DOMOTEX



**68 %**  
Visitors from  
outside Germany

**30%**  
Specialist retail  
trade

**26 %**  
Specialist wholesale  
trade

**24%**  
Visitors from the  
skilled trades

**11%**  
Contracting  
specialists





## COVER NEW GROUND - Why you should come!

### How you benefit as an exhibitor.

Be there when the world's leading trade show for your industry opens its doors at the beginning of the year. Cultivate your network, make new contacts and conclude new business deals.

#### ■ Leading business platform

DOMOTEX showcases the entire spectrum of the international floor coverings industry. Gain an overview of market trends and developments – stay ahead of your competitors.

#### ■ The right visitor target group for everyone

Present your products and solutions to top decision-makers from all over the world, including visitors from the upmarket specialist retail trade and the wholesale trade, as well as architects, interior designers and decorators, contractors and professionals from the floor-laying trades.

#### ■ Unique community hotspots for social networking

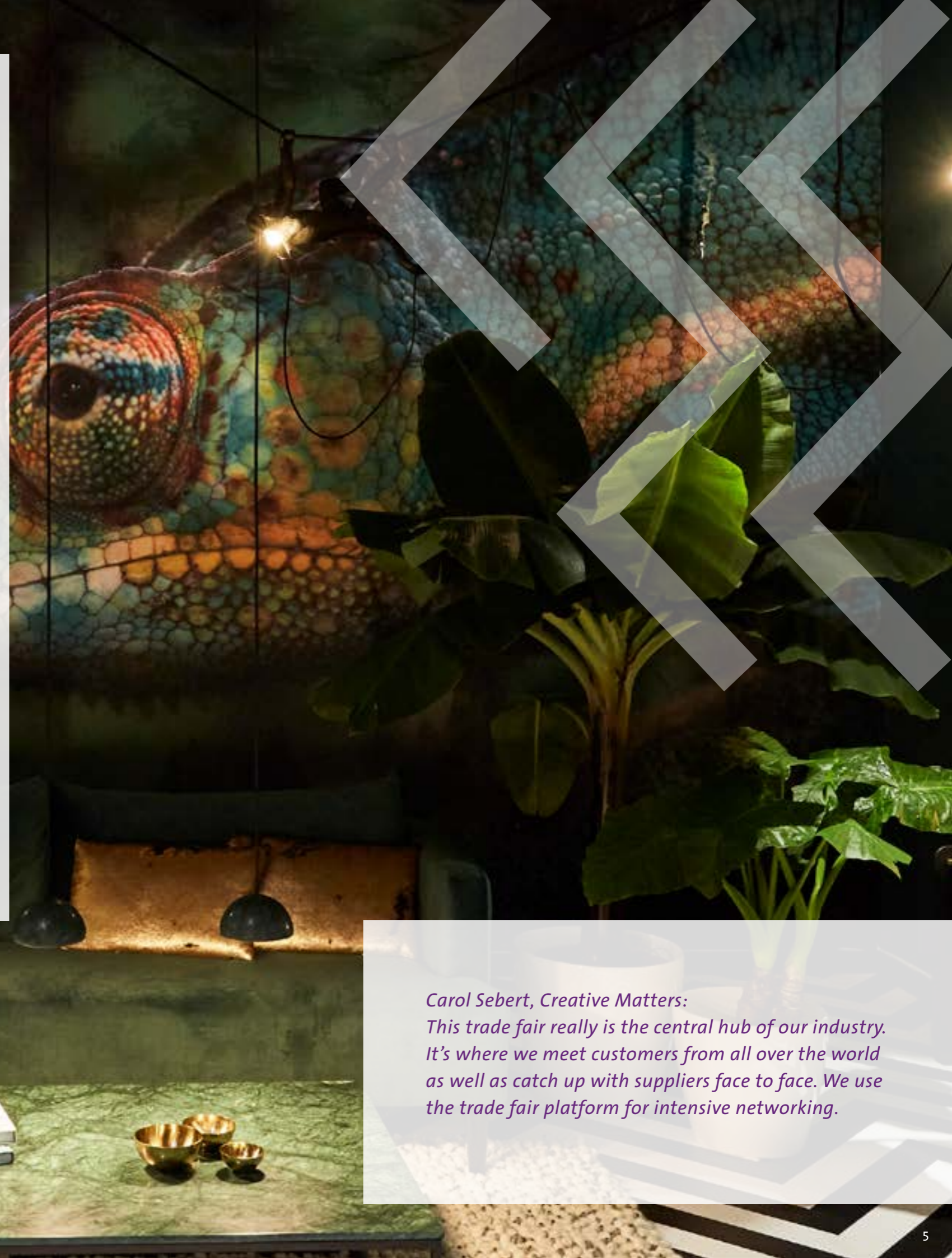
The newly and exclusively created community hotspots are ideally suited to your industry community. They offer an opportunity to initiate new business contacts and a relaxed atmosphere in which to nurture existing personal contacts.

#### ■ Platform for knowledge transfer, further training and inspiration

The topic-specific Speaker's Corners, the Mood Spaces, which present rooms in an atmospheric way, and the Material Corners, which show novel and special materials, provide opportunities for know-how exchange, further training and inspiration.

#### ■ Recruiting Platform

Use DOMOTEX as a jobs exchange. Present your company to the young professionals of tomorrow. Take advantage of this opportunity to meet interesting candidates face to face.



*Carol Sebert, Creative Matters:  
This trade fair really is the central hub of our industry.  
It's where we meet customers from all over the world  
as well as catch up with suppliers face to face. We use  
the trade fair platform for intensive networking.*



# The right setting for a successful trade fair participation

- Hand-made carpets and rugs**  
Halls 2–4, 9
- Machine-made carpets and rugs**  
Halls 5–7
- Mats**  
Halls 4, 11
- Textile floor coverings, fibres and yarns, textile machinery**  
Hall 11
- Parquet and wood flooring, outdoor flooring, resilient floor coverings, design flooring /LVT and laminate flooring**  
Hall 12
- Application and installation technology**  
Hall 12

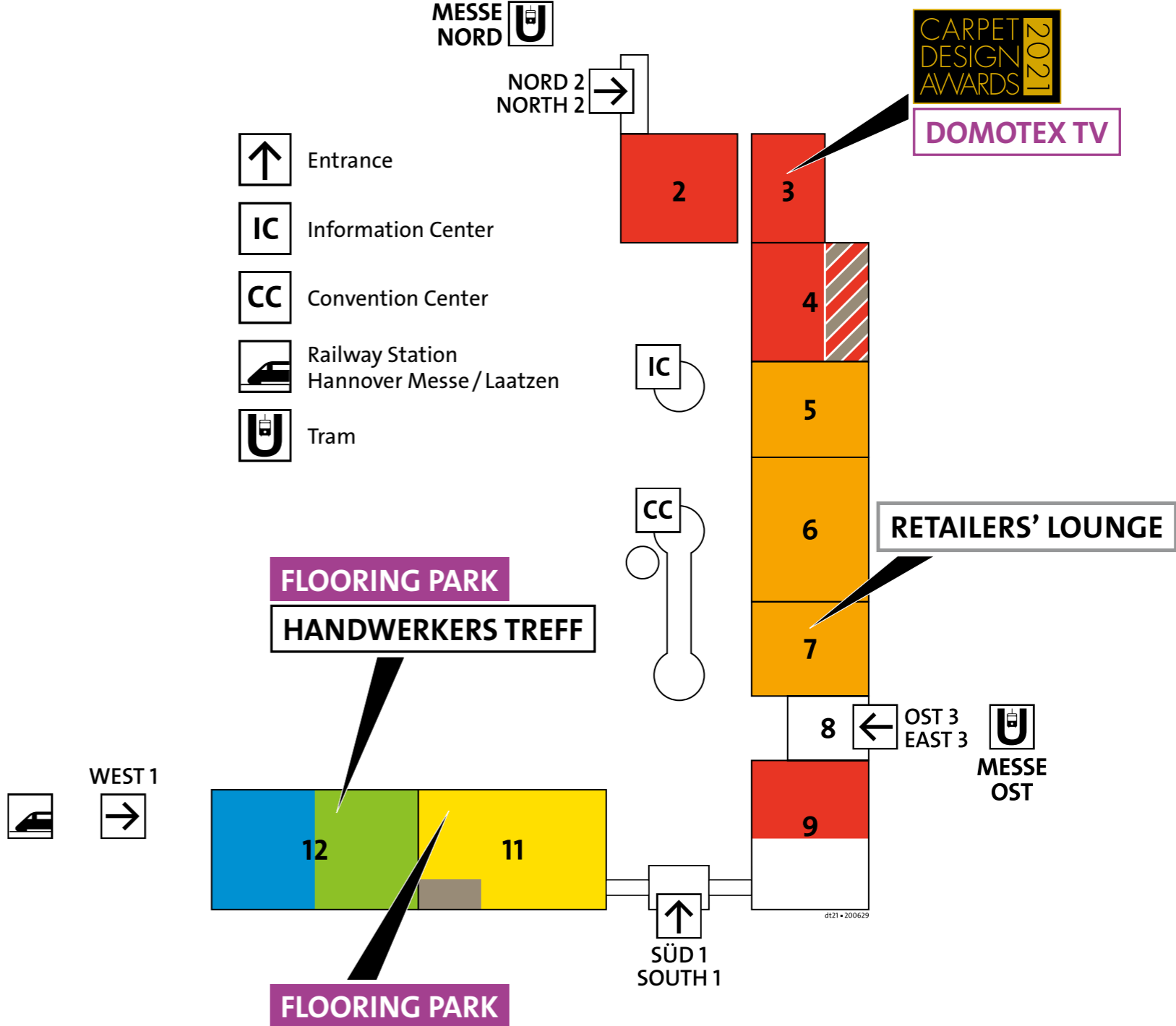
**CARPET DESIGN AWARDS**  
The highlight of an outstanding presentation of modern handcrafted carpets – highly respected in the global carpet trade.

**DOMOTEX TV**  
New media format for live daily reports on the event highlights.

**FLOORING PARKS**  
These offer central community hotspots for each sector of the industry, attracting visitors from the respective product segments.

**HANDWERKERS TREFF**  
Optimized to provide the perfect Networking and Community Area for newly qualified and experienced members of the skilled trades.

**RETAILERS' LOUNGE**  
NEW: Central Business Lounge for buyers and trade as well as an ideal meeting point for trade delegations with all-day catering, working and loading facilities in a relaxed ambience.





# Get your individual stand space now!

Use our DOMOTEX Shop to register or obtain personal advice.

If you already know exactly the size and type of stand or presentation you want, you can go online now to book the stand space required using our easy-to-use DOMOTEX Shop.



Use the DOMOTEX Shop at:  
[shop.domotex.de/en](http://shop.domotex.de/en)

If you would prefer to speak to an advisor in person about the right stand for your company, then it goes without saying that our Service Team would be pleased to help.

**Contact person:**  
**Sabine Stiehler, Telephone +49 511 89-31215**  
[sabine.stiehler@messe.de](mailto:sabine.stiehler@messe.de)

**Basic stand rental**  
**One-year contract** from 181 EUR per m<sup>2</sup> \*

**Basic stand rental**  
**Two-year contract**  
**2020/2021** from 152 EUR per m<sup>2</sup> \*

**Marketig fee** from 6,90 EUR per m<sup>2</sup> \*\*\*

**Fair-Package complete offer**  
**Basic System stand Type A** from 6.754 EUR \*\*

\* applies to stand registrations received by 23.9.2020  
\*\* 20 m<sup>2</sup> row stand, one-year contract  
\*\*\* for stands as from 901 m<sup>2</sup>. Incl. AUMA fee.  
All prices are subject to VAT at the current rate

## fair-packages: complete solutions for your trade fair success

Our fair-packages boast a comprehensive portfolio of services, including stand space, stand assembly, incl. fittings/furnishing and basic utilities, as well as extensive marketing services. There are four different options to choose from to help you stage a successful trade fair participation: each package can be tailored to your needs and each offers a different type of stand.

Find all our services at a glance online at:  
[shop.domotex.de/en](http://shop.domotex.de/en)

### Advisory services and contacts

We can provide advice on the best package for your requirements and guide you through the online cost calculator.

Please contact:  
**Sabine Stiehler, Telephone +49 511 89-31215**  
[sabine.stiehler@messe.de](mailto:sabine.stiehler@messe.de)



### Your benefits

- You save time: planning is easy as all services can be ordered online.
- Professional advice and support in the organization of your trade fair participation.
- With your organizational input kept to a minimum, you can focus on what matters most: making new contacts and arranging business deals.
- An exclusive catering package provides your stand visitors with efficient hospitality services.

### You can make a direct booking

It is easy to book your personal fair-package option directly online: [shop.domotex.de/en](http://shop.domotex.de/en)

# FLOORING PARK

Put your company and its products at the centre of attention. Place yourself where customers from your business community assemble: at the central area of the respective FLOORING PARK in the hall dedicated to your product segment.

### Your benefits at a glance

- **Minimal input – big results:** There's no need to invest in a stand to be at the heart of the action
- **Prominently placed in a central position:** benefit from an attractive platform:
- **Community hotspot:** where you meet the trade
- **Live demonstrations and activities**
- **Industry-related talks and discussions**
- **Tours: Meeting point for guided tours**

### Services and prices

- FLOORING PARK: All-inclusive-package**
- Attractive stand construction with quality furnishing and fittings\*
  - Room to use your corporate design options
  - 3 KW electric socket and power supply, including consumption
  - Daily cleaning and waste collection
  - Exclusive catering package
  - Comprehensive marketing services
  - Opportunities to stage activities in the demonstration areas

\*select items of furniture from the pool of furnishings

### What do you need to do?

- Simply bring your exhibits, roll-ups, information and other material.
- **We do the rest!**

### Contact person:

**Susanne Tiegs, Telephone +49 511 89-32107**  
[susanne.tiegs@messe.de](mailto:susanne.tiegs@messe.de)



Price\*\* 11,380 EUR per 20 m<sup>2</sup>

\*\* Deadline for registrations: 15.9.2020. All prices subject to VAT at the current rate.



## Our services for you: Use the opportunities to reach visitors & make valuable contacts

### Tickets for trade visitors

Inviting guests by offering a visitor admission ticket is an incentive for them to visit your stand. The fully registered e-Tickets can be used for online invitation campaigns – if you wish, incorporating your own advertising space.

### Company and product presentations (domotex.de)

Present your company online, including all the key details about your trade fair stand, products and services. The exhibitor and product search facility on the domotex.de site will help you find potential interest and contacts online even after the trade fair.

## Advertising & Marketing

### Sponsoring

Our individual sponsoring options can put you centre stage within the trade fair environment and be used to improve brand recognition, as well as increase footfall at your stand e.g. as sponsor of the official visitor lanyards.

### Online advertising

The digital media can be used strategically to advertise your trade fair participation – use the website, the App and the digital newsletter. Get in touch – we'd be pleased to advise you of the options.

### Outdoor advertising

Presenting the right message on site at the DOMOTEX exhibition grounds can give you a decisive competitive advantage. Choose from our large selection of advertising options and be sure to book early to get the best locations. We will be happy to create your individual advertising concept for DOMOTEX 2021 on request!

### Contact management

Your trade fair participation offers numerous possibilities to reach your target groups in a targeted and direct way. We provide everything you need for effective digital lead management, to find good contacts and generate new business.



## DOMOTEX events worldwide

DOMOTEX  
asia CHINA FLOOR

### DOMOTEX asia/CHINA FLOOR (Shanghai)

In terms of the product portfolio the Shanghai trade show is the most ambitious event organized by an international DOMOTEX subsidiary. The co-organizers of what is the biggest carpet and floor coverings trade fair in the Asia-Pacific region are VNU Exhibitions Asia and the Build Your Dream Group. The keynotes of DOMOTEX asia/CHINA FLOOR are machine-made and hand-made carpets, parquet and laminate flooring, resilient flooring and designer products, as well as applications and floor-laying equipment.

Next trade fair date: 31 August – 2 September 2020

Venue: National Exhibition and Convention Center, Shanghai

[www.domotexasiachinafloor.com](http://www.domotexasiachinafloor.com)

DOMOTEX  
USA

### DOMOTEX USA (Atlanta)

North America's only trade fair and convention dedicated solely to carpets and floor coverings. DOMOTEX USA is organized by Hannover Fairs USA, a subsidiary of Deutsche Messe. DOMOTEX USA positions itself as a networking platform for the American floor coverings industry. The keynotes are machine-made rugs and carpeting, parquet, hardwood floors, laminates, hand-made rugs, textile and resilient floor coverings, outdoor flooring and floor fitting and laying techniques.

Next trade fair date: will be announced soon

Venue: Georgia World Congress Center, Atlanta

[www.domotexusa.com](http://www.domotexusa.com)

DOMOTEX  
Turkey

### DOMOTEX Turkey (Gaziantep)

Turkey's major carpet makers take part in this trade show jointly organized by Deutsche Messe subsidiary Hannover Fairs Turkey in cooperation with the Gaziantep Chamber of Commerce (GTO), the Association of South Anatolian Carpet Exporters (GAIB) and the Chamber of Gaziantep Carpet Makers (GHO). The keynotes of DOMOTEX Turkey are machine-made and hand-made woven rugs and carpets.

Next trade fair in 2021: date will be announced soon

Venue: Middle East Exhibition Center, Gaziantep

[www.domotexturkey.com/en](http://www.domotexturkey.com/en)





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www.messe.de



## CONTACT PERSONS ACCORDING TO DISPLAY CATEGORY

**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**  
Natalia Shonova  
Tel. +49 511 89-31214  
natalia.shonova@messe.de

**Parquet, wood and laminate flooring  
Outdoor floor coverings**  
Nina Jamrozy  
Tel. +49 511 89-33218  
nina.jamrozy@messe.de

**Machinery, tools and  
solutions for the skilled trades**  
Nina Jamrozy  
Tel. +49 511 89-33218  
nina.jamrozy@messe.de

**General requests**  
Sabine Stiehler  
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## CONTACT PERSONS FOR DOMOTEX EVENTS WORLDWIDE

**DOMOTEX asia/CHINAFLOOR, USA**  
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**DOMOTEX Turkey**  
Dunja Seven  
Tel. +49 511 89-32149  
dunja.seven@messe.de

Contact details for our local sales partners worldwide are listed at: [www.messe.de/en/salespartner](http://www.messe.de/en/salespartner)

You can find us on the following networks:

