

DOMOTEX

HOME OF FLOORING

11 – 14 JANUARY 2024

Hannover • Germany
domotex.de



DOMOTEX

Home of Flooring

DOMOTEX 2024

WHAT WE DO TO MAKE YOU FEEL AT HOME

1. This is why DOMOTEX is unique
2. DOMOTEX at a glance
3. Keynote Theme: **FLOORED BY NATURE Vol. 2**
4. Two Labels, one HOME! /Structure and hall concept
5. What's New?!
6. THE GREEN COLLECTION
7. DOMOTEX on Stage
8. DOMOTEX is hybrid: The digital package
9. This why you should come HOME!





DOMOTEX 2024

SUSTAINABILITY – INTERNATIONALITY – VISITOR AND EXHIBITOR QUALITY

- DOMOTEX is the only trade show that covers the entire range of carpets and floor coverings – it is the HOME OF FLOORING.
- High **brand awareness** – nationally and internationally
- **Highly international - Connecting the global Community:** Networking – Cooperation - Trading
- International **top decision-makers**
- The most comprehensive and focused knowledge transfer and best practice on topics around flooring.
- **Focus on sustainability:** transparency and orientation through a special show covering all product groups
- **Date in January:** start of the year and set date in the temporal environment of top-class international trade fairs (IMM, Heimtex, Maison et Objet etc.)
- **A trade port and market** for wholesale, retail and furniture trade with a unique, wide range on the subject



DOMOTEX AT A GLANCE



21%

from the skilled trades



40%

from the
specialist retail



11%

architects and
interior designers



80%

rate of decision-
makers



25%

from wholesale



69%

attendees from
abroad

We are looking forward to you

DOMOTEX 2024

11 – 14 January

“

I made a decision to come to Hannover because this is where I can see what is happening across the global marketplace, which enables me to make the right choice for our customers.

”

Andrés Jobet of Piso Urbano Alfombras, based in Santiago, Chile



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DOMOTEX

DOMOTEX - Home of Flooring

STRONG TOGETHER

FLOORING

- textile flooring
- woodflooring
- laminate
- lvt
- cork
- contracting
- outdoor
- crafting & industry equipment

RUGS

- classic rugs
- European designers
- modern living
- Asian origins



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DOMOTEX 2024 – FLOORED BY NATURE

OUR KEYNOTE THEME

FASCINATION NATURE - the central theme FLOORED BY NATURE underscores also in 2024 the value-based orientation of DOMOTEX and the exhibiting companies, and expresses in a playful way the fascination that nature exerts on all of us.

It is a motivating call to open our minds and become more aware of our actions, reconnect with nature and advocate the moderate use of resources, promote the use of natural materials and think outside the box.



Application and benefit-oriented FOCUS ON TARGET GROUPS

- Three target groups that are being taken by the hand more strongly than before:
- Trade/Wholesale - Craftsmen Architects/interior designers
- Attractive special formats tailored to the needs of the target groups
- Guides for selected target groups
- Target group oriented campaigns
- Tags for the stands for clear orientation in both 2 worlds

TRADE

CRAFT

ARCHITECTURE



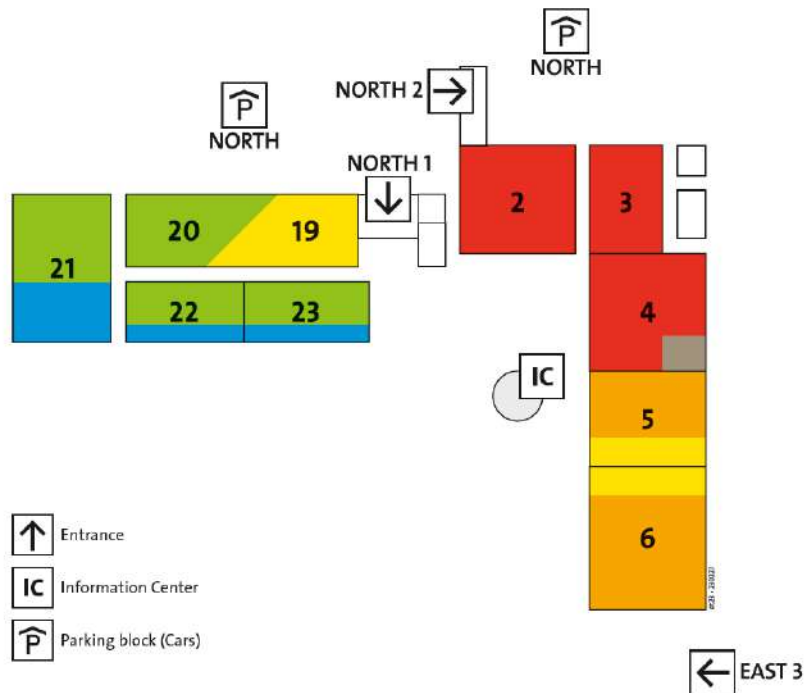
DOMOTEX 2024 – HALL PLAN

RUGS

- Hand-made Carpets & Rugs
Halls 2–4
- Machine-made Carpets & Rugs
Halls 5, 6
- Mats & Clean-off Systems
Hall 4

FLOORING

- Textile Floor Coverings, Textile Machinery,
Fibres & Yarns
Hall 5, 6, 19/20
- Resilient Floor Coverings & Design Flooring,
Outdoor Floor Coverings, Parquet,
Wood & Laminate Flooring
Halls 19–23
- Application & Installation Technology
Hall 21–23



02/2023 • Modifications reserved • 230227



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Paramex Varangal Handlooms &
Handicrafts Producer
Company Limited, Hyderabad

DOMOTEX

Our Green Collection YOUR STATEMENT

- Presentation of sustainable products and samples by exhibitors according to different categories
- Orientation for buyers, architects and craftsmen
- Reference to stands
- Participation also possible for non-exhibitors
- The Green Collection Awards – by top-class jury
- Lecture slot of the participants
- Guided Tours Attention-grabbing and media-effective



DOMOTEX ON STAGE

THE CONFERENCE PROGRAM - DOMOTEX ON STAGE

DOMOTEX ON STAGE offers a holistic view of the challenges of sustainable design. Speakers from politics, associations, interior design and retail will discuss the issues of the future.

FOLLOW THE PROGRAM FROM ALL AROUND THE WORLD

The entire **lecture program** with many exciting contributions for the visitors is **streamed live** and is then available to registered visitors in the media library on demand. We also stream the complete program via DOMOTEX TV in all halls.



Mood Spaces Trendy & Inspiring

- Booths showcasing the latest colour, material and interior trends
- Floor in interplay with furniture, decorative items, wall and light
- Curated and organised by Renowned Holly Becker
- designers as creators of the Mood Spaces
- Successful premiere in 2023
- 2024 also Contract Mood Spaces



MOOD SPACES
The ultimate interior inspiration

Mood Spaces is an interior design, colour, lighting and furniture trend show. It is the ultimate source of inspiration for interior designers, architects, decorators, homeowners and anyone who loves a beautiful interior. The show is held in a large, modern, industrial-style space, which is transformed into a series of mood spaces, each showcasing a different interior design trend. The mood spaces are curated by Holly Becker, a renowned interior design expert, and feature a mix of furniture, lighting, and decorative items. The show is a must-see for anyone interested in interior design, and it is held in a large, modern, industrial-style space, which is transformed into a series of mood spaces, each showcasing a different interior design trend.

Opening Hours
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Location
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Admission
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Website
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Floor meets Architecture

- Mood Spaces - Object and LivingDay of Architecture - with top speakers, evening event, discussions
- Guided Tours by architects for architects
- Guide for architectural products
- Material show (room sample)
- The Green Collection
- Innovative floors - e.g. with universities
- Cooperation with associations (bda, Lavesstiftung...)
- Media work with architectural media, socials ...BIM as a topic (presented in guides, workshops...)
- Media partner Heinze Verlag



Strong Partnerships with Wholesalers and Retailers

- Added value for visitors from the trade and retail sector: supplementary presentation of products from the wall and accessories segment with wholesale partners and EK cooperatives - e.g. Decor Union, Jordan, Südbund...
- Invitation and support of delegations from wholesalers and international retail chains – together with sales partners
- Sky Lounge and VIP status for your top customers
- Round tables with the top supply and demand communities



DOMOTEX IS HYBRID

Next to the event, we are also prepared for all those who cannot be there live, but want to participate digitally as exhibitors or visitors from all over the world.

Our hybrid concept provides numerous digital services and additional components and offers all exhibitors real added value:

AN ATTRACTIVE DIGITAL PACKAGE WITH INCLUDED SERVICES SUCH AS

- Comprehensive year-round **company presentation** with plenty of space for video presentations.
- **Online matching function** with stored contact persons for an uncomplicated virtual encounter.
- **Live streams** in the DOMOTEX program.
- Every exhibitor automatically receives a digital package when they book their stand.
- Company & product presentation
- Up to 3 contact persons with digital dialogue functions
- Matchmaking & business dating



Making you visible

- Hosted Buyer Programmes and Guided Tours
Invitation of trade delegations Storytelling –
We tell the exhibitors' stories
- Presentation on stage
- Possible Interview with Yasmin from DOMOTEX TV -
distribution onsite and online
- Staging of exhibitor products as part of the Green
Collection
- Placement of the company in the Demo Guide
- DOMOTEX matchmaking tool for the right contacts

Strong together the Power of Europe



- Focus on the European producer market
- European clusters in various halls
- Quality before quantity
- Attention through complete presentation of leading manufacturers
- European focus country with special display, theme day and delegations
- Attention-grabbing marketing
- "Made in Europe"/focus country guide



Creating a Wow-Experience Shows & Formats

- Impulse and special areas spread across the halls
- Focusland area - new!
- The Green Collection
- Mood Spaces for a greater sense of space
- The Unexpected: University presentations and innovations - new!
- The Peacock Project by Lila Valadan - new!
- Workcamp Parquet
- Retail space with products for walls and subfloors (wholesale partners e.g. Decor Union, Jordan,) new!
- On Stage: More panels, workshops, deep dives, talks & inspiration "Demo" guide - info on all stand demonstrations
- Award ceremonies - Parquet Star, Carpet Star, CDA, DOMOTEX Party and Happy Hours
- Happy Hour every day at 5 pm in the halls





Spot on!

Focus Country Italy

- Focus Country as a new special format
- Start 2024 with Italy
- Focus on different countries every year
- Presentation of manufacturers and brands on a special show area
- Cooperation with designers from the respective country - special features, designs and trends will be shown Invitation of delegations
- Trends, market and innovations from Italy also in the lecture programme
- Italian Night





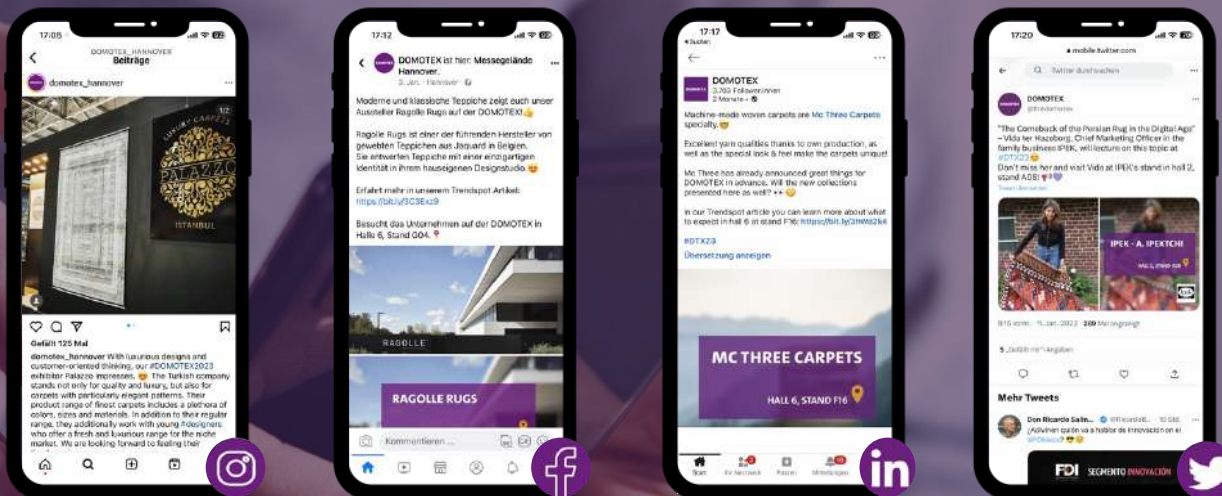
Let's talk about DOMOTEX

Strong social media campaigns in the direction of:

- Trade & Wholesale
- Craft
- Architecture
- Cooperation with international bloggers/
journalists/ influencers
- WoM-Word of Mouth - talk about DOMOTEX
together and convince the community
- Use own media and blogger contacts
- Promote the DTX in associations
- Communicate about DTX participation via all
channels...



VISIBILITY AND MEDIA REACH GUARANTEED



BENEFIT FROM EXTRA ATTENTION

We want you to attract just as much media attention before and during **DOMOTEX 2024**.
FREE content inclusion of your exhibit in our pre-fair coverage as well as at the fair.

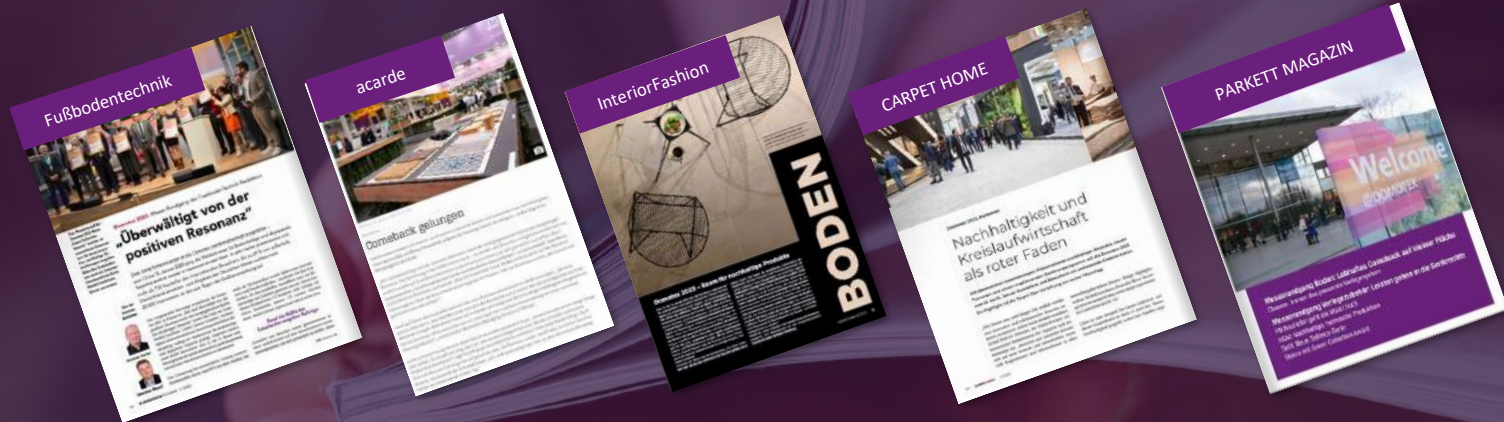
Profit from our reach on social media! In total over 45.000 Follower!



VISIBILITY AND MEDIA REACH GUARANTEED

Media attention is key! Pictures of the last special showcase went around the world at DOMOTEX 2023. The diverse reports were just as much a topic on the websites of renowned architects' associations as they were in the trade press and lifestyle blogs. The striking installation with reference to the keynote theme was a real eye-catcher in the wonderful world of flooring.

We want you to attract just as much media attention during **DOMOTEX 2024**.





Your Show is our Passion

- "Home" of the entire flooring industry with two "flats"
- Sustainability and circular economy as the leading themeEurope in focus - strong together
- Innovations and surprises
- Added value and experience for everyone through attractive special formats
- Target group orientation: hosted buyers, guides & tagsArchitecture dialogue and platform
- Visibility as a success factor for exhibitors
- Partnerships with trade partners....Strong partnership networks and community management

Creating the new DOMOTEX – together!



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DOMOTEX

THIS IS WHY YOU SHOULD COME HOME!

- **The Home of Flooring:** DOMOTEX is one of the most international trade fairs in the world - as the leading trade fair, it unites the supply and demand of the global flooring industry.
- **Leading business platform:** A unique combination of Trade, Craft and Architecture
- **Focus on Sustainability:** Giving answers to the hot topic of the industry
- **Top buyers:** The largest trading houses worldwide are traditionally present and place their orders
- **New contacts:** opportunities for new customers from all over the world as well as network maintenance
- **Media work:** Strong international media presence and attention-grabbing multi-channel marketing for a broad customer approach - use the media attention of DOMOTEX for yourself and your presentation
- **Topic setting:** Early communication of exhibitor topics through content marketing and an attractive lecture program with exhibitor slots - especially around the key topic FLOORED BY NATURE: sustainability, digital commerce as well as furnishing and industry trends
- **Recruiting platform:** The flooring network meets - Use of the presence for recruiting young talent / employees



STATEMENTS VISITORS – WHY WE LOVE DTX

“

I've been coming to DOMOTEX for all four days for many years now – it's an absolute must-attend event. Here I can meet existing and potential suppliers in a very short time. It's also a chance to forge entirely new business relationships that would otherwise have been unlikely. That's why I'll be attending DOMOTEX again as a visitor in 2024.

”

Michael Roithner, Central Buyer Floor Coverings and Carpets | POCO

“

For us, DOMOTEX is a fixed date at the beginning of the year. During the four days of the fair, our entire XXXL Lutz team visits important suppliers. In 2024, we look forward to once again experiencing the full range of the Carpet & Rugs community at DOMOTEX, in order to derive even greater benefit from this already indispensable trade show.

”

Jürgen Stockhammer, Buyer Carpet and Floor Covering | XXXLutz



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DOMOTEX

STATEMENTS EXHIBITORS – WHY WE COME AGAIN

“ To be at DOMOTEX is a sensation we want to be a part of. To set the right topics is key and the DOMOTEX team is doing a fantastic job at it. We are looking forward to the event in 2024, as it's the place to be for flooring businesses and a window of our European flooring technologies.

Bernhard ter Hürne, Managing Director of ter Hürne

“ DOMOTEX is not only a place to show up with innovative flooring but also the best stage for national and especially international contacts. This fair will be the place to be when it comes to innovative floorings, international networks and inspiring input on the hot topics such as sustainability, design and trends. We are looking forward to Domotex 2024!“

Annika Windmüller, Managing Director of Windmüller

“ Our products are there to be touched. No online event can replace personal contact. We look forward to being at DOMOTEX 2024 and meeting with our partners in person.

Yasmine Khamis, President of Oriental Group



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DOMOTEX

SPECIAL CONDITIONS

1: BASIC PACKAGE

In addition to your stand space including basic services, our basic package offers comprehensive marketing services.

- Stand Space
- Marketing Services
- Digital Package S

Basic rent incl. marketing fee from € 236/sqm

2: FAIR PACKAGE

Everything from a single partner: Benefit from the comprehensive services of our fair packages.

- Stand Space
- System stand with high-quality furniture
- Stand Services & Catering Package
- Marketing Services
- Digital Package S

Fair rent incl. marketing fee from € XXX/sqm

3: FLOORING HUB

Take advantage of our resource-saving offer. It includes all important services - from general stand construction to individual stand design.

- All-round equipment for your exhibition stand
- Presentation of your floor through integrated wall elements
- Communal lounge with adjoining kitchen and drinks service

from 450,00 €/sqm (Individual size between 20 and 40 sqm)