

# DOMOTEX

12 – 15 January 2018  
Hannover ■ Germany

[domotex.de](http://domotex.de)



UNIQUE  
YOUNIVERSE



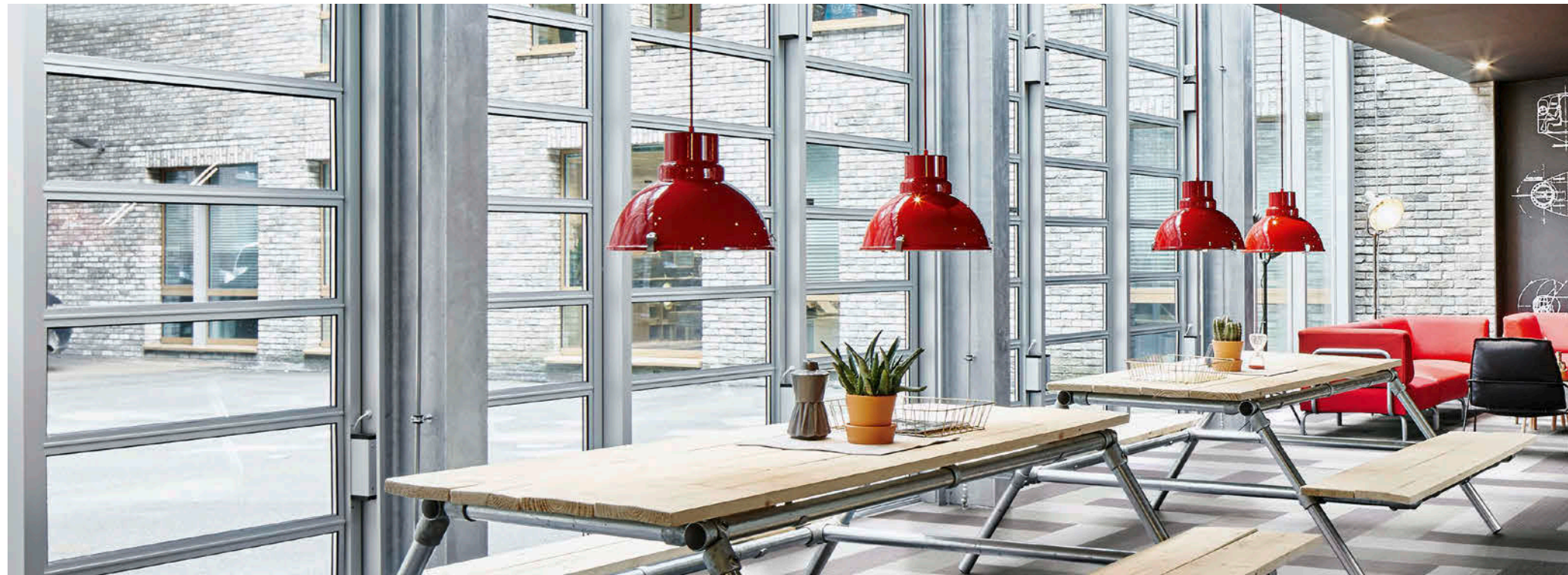
Deutsche Messe

The World of Flooring

DOMOTEX



# DISCOVER A NEW WORLD WITH US



DOMOTEX is constantly developing and we have increased our efforts to make it even more attractive to exhibitors and visitors by optimizing the exhibition layout, introducing annual keynote themes and placing greater emphasis on trends and creative inspiration.

We invite you to help us shape DOMOTEX 2018. We will be offering a broad range of new activities and special trade fair features with more opportunities for exchange and dialogue and interesting new presentation formats. These changes will provide access to interesting new target groups and added value for all professional visitors from the trade, architecture and interior design. Discover all the many benefits and new features in the following pages.

In future, DOMOTEX – the world's leading trade fair for floor coverings – will prove more effective as a trend barometer and source of inspiration. Serving as the ideal trade hub, it will ensure excellent conditions for making good business contacts.

Join us. We look forward to working with you.

Yours sincerely

*Susanne Klaproth*  
Susanne Klaproth

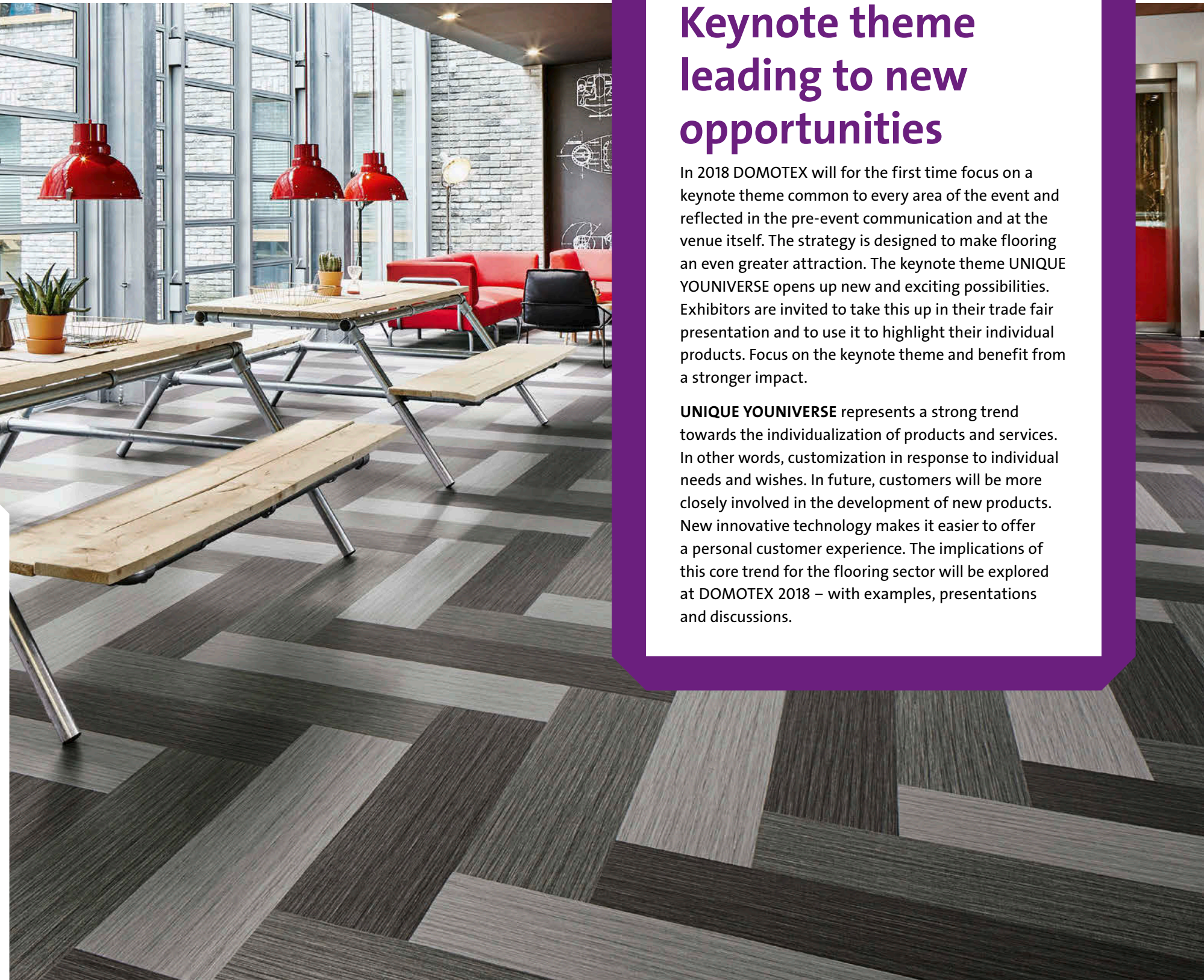


# UNIQUE YOUNIVERSE

## Keynote theme leading to new opportunities

In 2018 DOMOTEX will for the first time focus on a keynote theme common to every area of the event and reflected in the pre-event communication and at the venue itself. The strategy is designed to make flooring an even greater attraction. The keynote theme **UNIQUE YOUNIVERSE** opens up new and exciting possibilities. Exhibitors are invited to take this up in their trade fair presentation and to use it to highlight their individual products. Focus on the keynote theme and benefit from a stronger impact.

**UNIQUE YOUNIVERSE** represents a strong trend towards the individualization of products and services. In other words, customization in response to individual needs and wishes. In future, customers will be more closely involved in the development of new products. New innovative technology makes it easier to offer a personal customer experience. The implications of this core trend for the flooring sector will be explored at DOMOTEX 2018 – with examples, presentations and discussions.





# NEW EXHIBITION LAYOUT AND HALL RESTRUCTURING

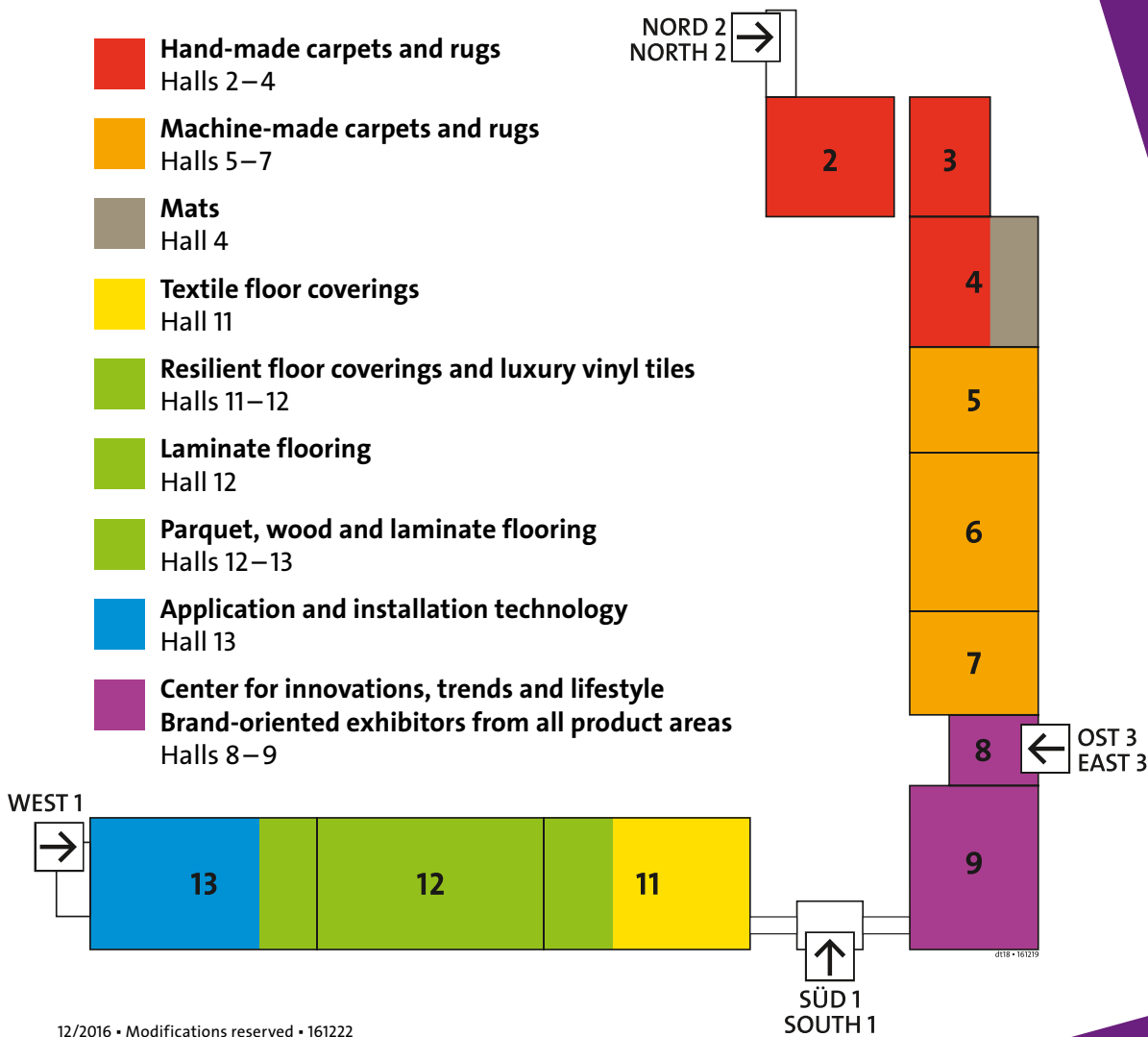


DOMOTEX 2018 will boast a new exhibition layout and an optimized hall restructuring adapted to the needs of a changing marketplace. Product segments will be bundled in dedicated display areas, thus helping trade visitor orientation and enabling a better market overview. The new hall layout also makes it easier to accommodate the wishes of the exhibitors. Thanks to the new layout, it will be easier for exhibitors to demonstrate the benefits of their products vis-a-vis the competition. In future, Hall 9 will serve as the central hub for brand- and lifestyle-oriented companies from all product categories that will especially appeal to architects, planners and trendmotivated target groups.

Exhibitors with product offerings and collections in this segment will find that Hall 9 offers valuable additional opportunities to make an impact.

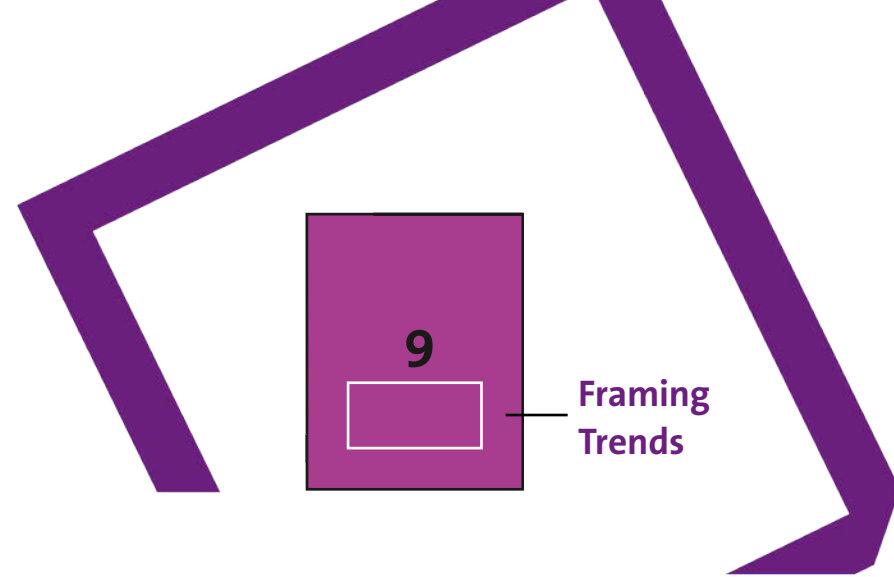
For more information see video:  
[www.domotex.de/en/2018](http://www.domotex.de/en/2018)

**Ideal setting for the latest trends**  
Participation in DOMOTEX 2018 will give you a clear advantage over your competitors. Right at the start of the new business year you can showcase your products and innovations to your customers on an inspiring and original platform. If you are interested in effective networking and the generation of promising new business contacts you should save the dates of DOMOTEX 2018 in your business diary right now.



12/2016 • Modifications reserved • 161222





# CLEAR BENEFITS

## Meeting-place for trend-setters and top decision-makers

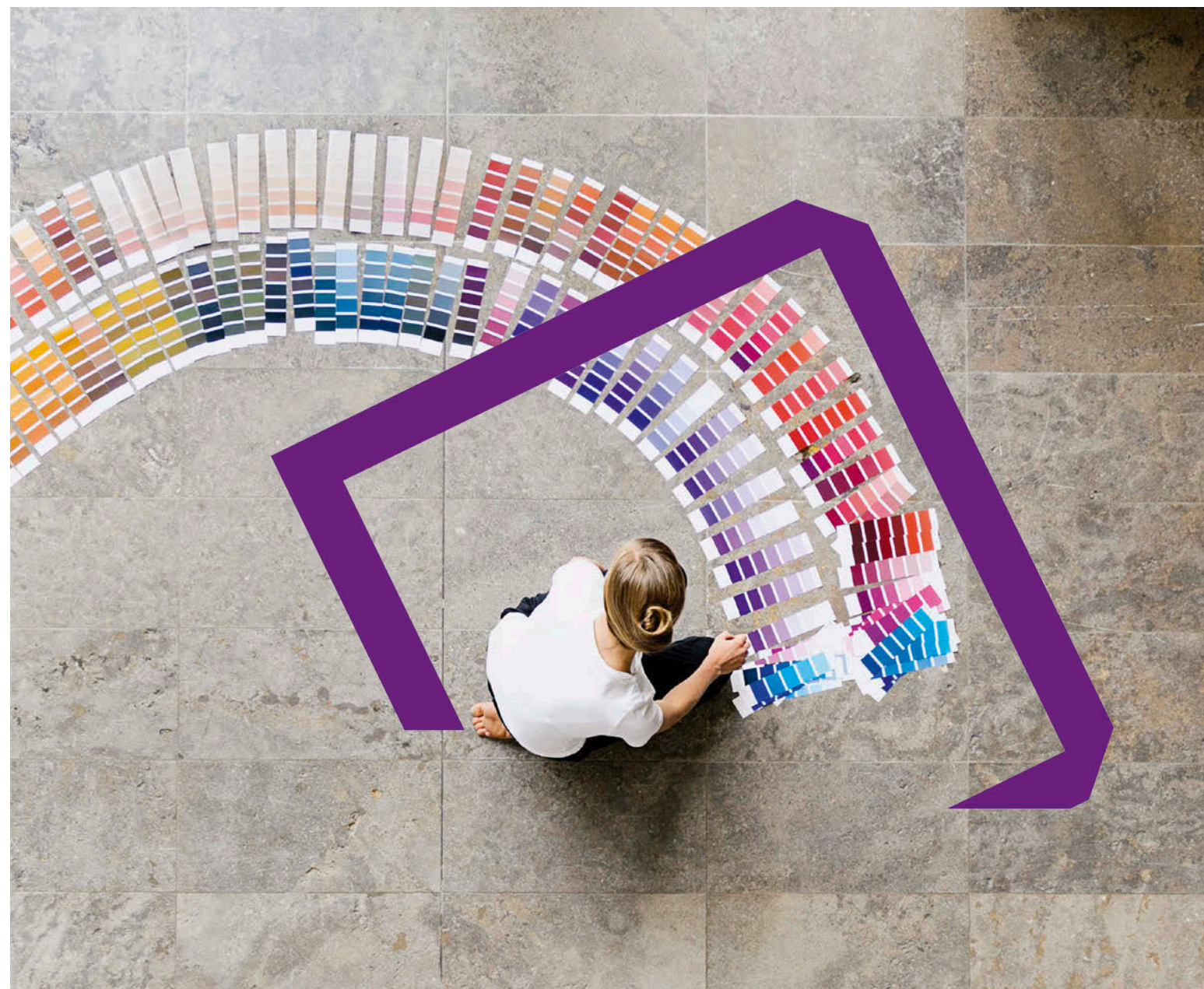
Thanks to the clear and strong focus on trends and lifestyle, DOMOTEX will in 2018 be more relevant than ever to exhibitors. Come and benefit from added value and new opportunities.

In order to further develop DOMOTEX the organizers intend to focus on the close relationship between the floor coverings sector and the ideas and inspiration it derives from the fields of design, art, technology and science. This strategy will create an interesting setting for your customers, bring emotional benefits and make the trade fair visit more memorable.

### Room for ideas, a platform for business

DOMOTEX provides the perfect environment for a dialogue involving manufacturers, architects and designers, as well as serving to highlight trends in special displays. This approach will help you to reach more new target groups, as well as trend-setters and opinion leaders.

In 2018 Halls 8 and 9 will offer a new attraction for visitors interested in creative ideas, new trends, product presentations and installations – in both the exhibition area with brand- and lifestyle-oriented companies as well as in the Framing Trends area. In short, the two exhibition halls will be an orientation and a central hub for visitors. This, in turn, ensures a unique trade fair experience for everyone involved.





# FRAMING TRENDS: UNIQUE YOUNIVERSE

Located in the special area in Hall 9, **Framing Trends** consists of four modules – all dedicated in 2018 to the keynote theme **UNIQUE YOUNIVERSE**. Numerous players from the floor coverings industry and related product sectors will exhibit their ideas and solutions focussing on the trend towards individualization – innovative, inspiring and emotional.

**Flooring Spaces** will provide exhibiting companies in the floor coverings sector with a unique opportunity to demonstrate their trend-setting capabilities. They will find a professional and informed audience receptive to creative product displays and unusual materials on the keynote theme **UNIQUE YOUNIVERSE** – all in an especially inspiring and exclusive environment. In **Living Spaces** exhibitors can work with partner companies from interior design to create shared spaces, rooms or lifestyle worlds. The **NuThinker** concept will give students, young designers and start-ups the opportunity to present their innovative ideas in the context of the keynote theme **UNIQUE YOUNIVERSE**.

The module **Art & Interaction** is a showcase for tactile, imaginative and emotive installations of art and design treatments of the DOMOTEX keynote theme.

This all-embracing, holistic experience is accompanied by a tried-and-tested line-up of **Talks, Guided Tours** and **Meeting Areas**. A program of inspiring **Talks** and panel discussions will provide valuable information and make the significance of the keynote theme clear to visitors. Relevant topics and social trends will be explored and discussed by designers and architects, bloggers, artists and trend forecasters, as well as other experts from the trade. **Guided Tours** led by experts from different business sectors will take visitors to the installations in the special area Framing Trends and bring new potential customers directly to your stand during the daily tours of the trade show.



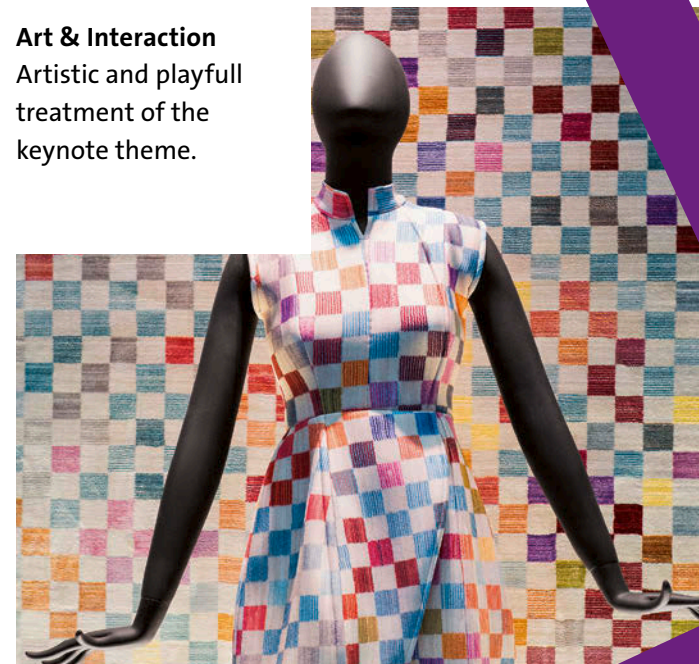
**Meeting Points**  
Interaction and communication in a pleasant lounge atmosphere.



**Talks und Guided Tours**  
Talks and discussions on relevant issues and topics, guided tours for visitors led by experts.



**Flooring Spaces, Living Spaces und NuThinker**  
Creative product presentations, inspiring spaces and exciting next-generation projects.



**Art & Interaction**  
Artistic and playful treatment of the keynote theme.

Finally, the **Meeting Areas** will provide opportunities for discussions in a relaxed ambience as well as the chance to enjoy the diverse catering offers available in the Lounge and café.



# HOW YOU BENEFIT AS AN EXHIBITOR

You can profit from the new concept for DOMOTEX 2018 in several ways:

- The new keynote theme **UNIQUE YOUNIVERSE** will attract **new visitor target groups** to your stand and allow you to integrate this theme in your communication activities and product presentations.
- **Framing Trends** will transform Hall 9 into a magnet for visitors to DOMOTEX and provide you with a unique platform for product installations.
- The stronger focus on Lifestyle and Trends will create emotional benefits and a **new trade fair experience** for your visitors.
- The perfect place to acquire a **competitive advantage**, develop your network and make important new contacts.
- More than ever this will be the **top event for the whole trade** and generate new business.
- **Top decision-makers** will be interested in your product portfolio and value the complete market overview provided by this event at the start of the new business year.

Register by  
28.2.2017  
and get key  
benefits!



## New event schedule

In 2018 DOMOTEX will take place for the first time from Friday to Monday.

## Your way to DOMOTEX

We support our exhibitors all the way. Whether you have an individual trade fair stand or a complete package solution, we will help you before and during the trade fair. In addition, we offer professional advertising and sponsoring packages that make it easier for you to realize your targets and reach your target groups effectively. The marketing fee you pay covers various services, e.g. e-Tickets and online company presentations.

In order to keep your trade fair preparations and organization to a minimum, we offer stand space and assembly, basic services as well as marketing and catering as a complete package solution. Take a look at the benefits of our **fair-packages** and choose between the **Basic**, **Comfort** and **Premium** packages to find the right solution for your requirements. We'd be pleased to advise!

More information, conditions of participation, planning tools and the current price list can be found online at [www.domotex.de/en/registration](http://www.domotex.de/en/registration)  
If you want to get started right now, simply register using the Online Business Service (OBS) at [www.obs.messe.de](http://www.obs.messe.de)

### Basic stand rental for one-year contract

Registration	Until 28.2.2017	As of 1.3.2017
Row stand	€ 163/m²	€ 166/m²
Corner stand	€ 169/m²	€ 172/m²
End stand	€ 170/m²	€ 173/m²
Island stand	€ 173/m²	€ 176/m²

### Basic stand rental for two-year contract

Registration	Until 28.2.2017	As of 1.3.2017
Row stand	€ 143/m²	€ 146/m²
Corner stand	€ 146/m²	€ 149/m²
End stand	€ 149/m²	€ 152/m²
Island stand	€ 151/m²	€ 154/m²

### Extra charge

Marketing fee*	€ 13.60/m²
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\*Incl. AUMA contribution. All prices subject to VAT at the current valid rate.





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

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### **Resilient floor coverings Textile floor coverings – residential and commercial**

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### **Parquet, wood and laminate flooring Outdoor floor coverings**

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

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

DOMOTEX Worldwide

