

WOOD FLOORING
SUMMIT

DOMOTEX 2012

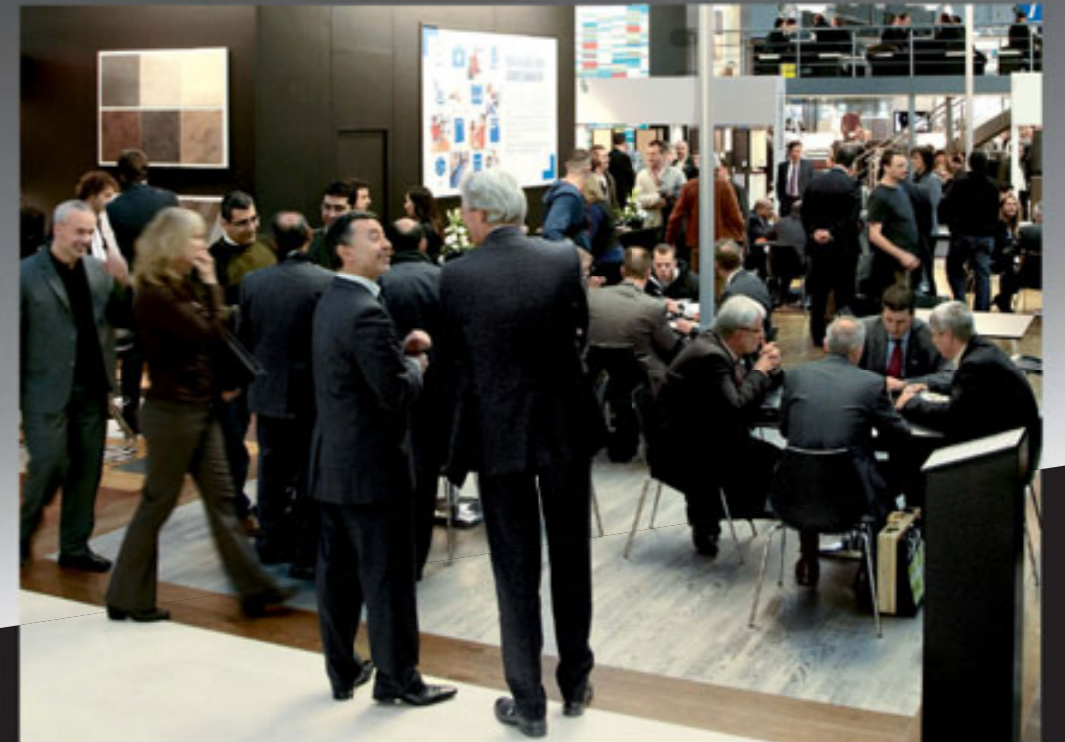
DOMOTEX HIGHLIGHT 2012
PARQUET AND LAMINATES





WOOD FLOORING SUMMIT

DOMOTEX 2012



DOMOTEX – the leading international trade fair for floor coverings – is a unique platform for the entire industry. Every year it showcases the world market for carpets and floor coverings, and puts companies at the centre of attention of trade visitors from the retail/wholesale sector, the skilled trades and the field of architecture/interior design.

In 2012 DOMOTEX will highlight a new concept focussing on a specific keynote theme that alternates every year. The cycle begins in 2012 when the product category embracing laminates, parquet and other wooden flooring boasts a platform appropriate to the modern products on show: the **Wood Flooring Summit**.

Exhibitors will find a perfect setting at DOMOTEX for showcasing the laminate and parquet segments. This new platform will offer an unparalleled international survey demonstrating the product diversity, appeal and quality of this sector.

Key success parameters of DOMOTEX 2011

- 37,900 visitors from 87 countries – 63 % from outside Germany
- 87 % of the visitors are involved in company purchase decisions

THE EVENT OF THE YEAR FOR THE INDUSTRY – FOCUSING FOR THE FIRST TIME ON PARQUET AND LAMINATES



TOP MEETING-PLACE FOR PARQUET/LAMINATE SECTOR

Get-together for the entire sector

The Wood Flooring Summit 2012 will bring the best of the parquet and laminate industries together with specialist suppliers of other types of wood flooring. The Wood Flooring Summit will place the spotlight on your products within a comprehensive array of diverse floor coverings.

Don't miss this special opportunity

Benefit from one of the key advantages of the Wood Flooring Summit: a high-calibre audience, including a large proportion of decision-makers, which ensures that exhibitors can achieve a large number of new business leads and business opportunities. In short, the Wood Flooring Summit will enable you to focus on new business.

Wood Flooring Summit – the name says it all

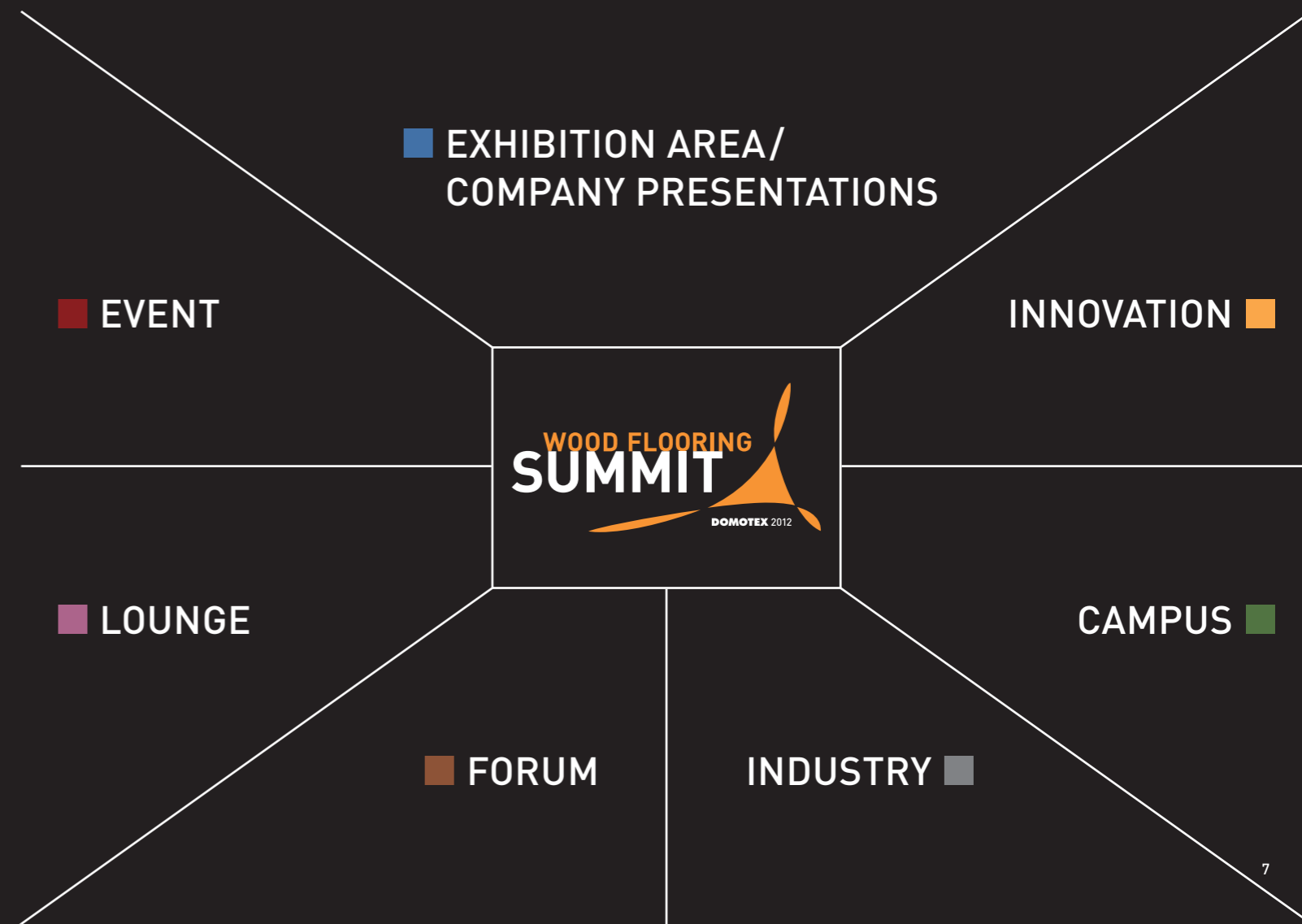
The innovative products offered by the parquet and laminate sector are an important feature of interior design and therefore require an appropriate showcase which will ensure a high level of attention.



The concept of the Wood Flooring Summit basically involves an exhibition and an information and events platform – with both elements dedicated to the whole range of laminates and parquet flooring.

In addition, the Wood Flooring Summit provides an excellent platform for dialogue between all the market players and a showcase for innovations – thus attracting top visitor target groups and generating interesting contacts.

COMPREHENSIVE RANGE OF SERVICES – AN IMPRESSIVE PRESENTATION



SPECIAL FORMATS IN DETAIL



EXHIBITION AREA/COMPANY PRESENTATIONS

All the top-name manufacturers of parquet and laminate flooring will be found at the dedicated display area within the Wood Flooring Summit. With so many manufacturers staging attractive, sophisticated product displays it is easy to grasp the versatility and significance of the product categories Parquet, Laminates and Wood Flooring. The exhibition will embrace a diverse spectrum of products and services. Decision-makers from the wholesale and retail trade, the timber trade, contracting business and the skilled trades will attend specifically to find out about innovative products and the latest trends. As an exhibitor you will enjoy the attention of trade visitors from across the world.



INDUSTRY

Suppliers to the laminate and wood flooring industries will find that the Wood Flooring Summit is also an ideal place to present their manufacturing and development capabilities as well as the potential of wood-based and solid wood floor coverings.



LOUNGE

Inviting and appealing: the spacious lounge area boasts excellent catering and offers a pleasant rest from the bustle of trade show business. At the same time it is perfect for an informal exchange between exhibitors and visitors and for hosting guests.



INNOVATION

At the heart of the Wood Flooring Summit lies a special display area, where you can present your innovative products. A panel of independent experts will select the products for this special presentation. Visitors will enjoy a concentrated overview of the innovative and manufacturing capabilities of the laminate and parquet flooring sectors – as well as the opportunity to gather in-depth information and expert advice from the various exhibitor stands.



CAMPUS

The special Campus area provides universities, professional organizations, research institutes and trade associations with the opportunity to present topical themes and views on future trends and developments.



FORUM

At the heart of the event – in the centrally located Forum – the program is geared to information, inspiration and communication for the entire industry. Experts will provide a daily program of talks and panel discussions, focussing on the latest developments in the trade, product design and technology. Speakers will include high-calibre experts, as well as representatives from associations, organizations, universities and exhibiting companies.



EVENT

The Night of Wood Flooring is an entertaining evening event which rounds off the Wood Flooring Summit. Exhibitors can invite their top clients to join them as their guests, thus gaining opportunities to foster business relations and network in a pleasant setting.

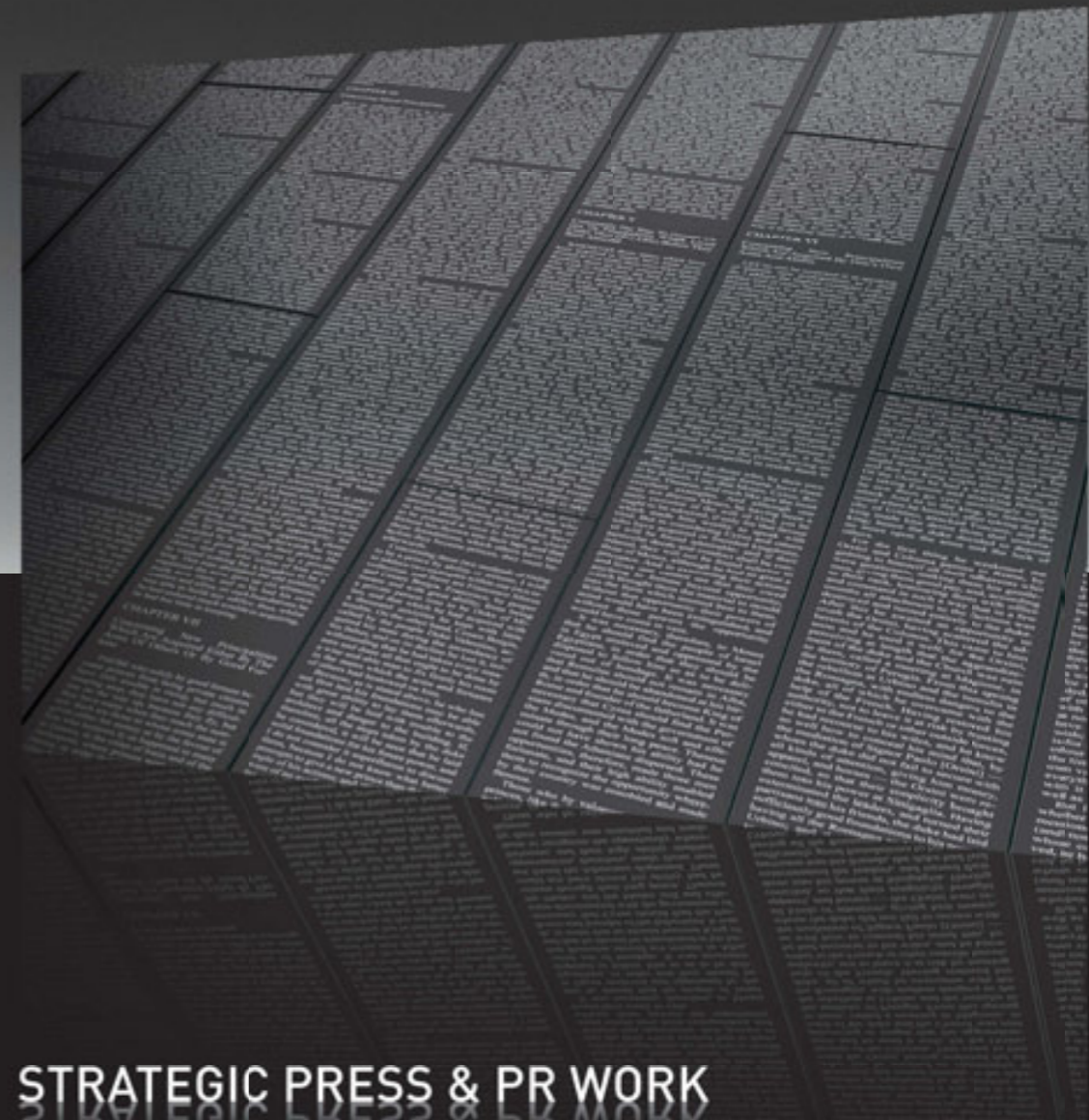


BE THERE – AND BOOST YOUR BUSINESS!

We urge you to take part and invite you to ask us any questions about your participation – talk to us about the options available! The response already received from the industry has been very positive and many important market players have already registered to take part. We are on hand to help and advise you in the planning of your optimal trade fair stand. Information on prices, conditions and services can be found at domotex.de.

Wood Flooring Summit: A dialogue generated by a dialogue

The Wood Flooring Summit, the content of the lecture program and the other events in the supporting program are the result of consultation with the trade associations. This form of dialogue ensures that the main issues affecting the industry are dealt with. The Wood Flooring Summit is a major theme that features in all of the advertising and PR work for DOMOTEX. A special brochure for visitors and the section on the Wood Flooring Summit on the DOMOTEX homepage typify this approach.



STRATEGIC PRESS & PR WORK

The Wood Flooring Summit will be supported by extensive PR and advertising activities – for example, cultivating relations with the relevant target groups via selected international trade journals and home furnishing magazines in Germany and abroad as well as using our own communication channels domotex2go, DOMOTEX TV and the DOMOTEX Facebook site. Exhibitors can benefit from the big media presence during DOMOTEX, and also from the reports published before and after the event.

Approx. 500 journalists from across the world will be there! Your trade fair participation will benefit from this exceptional coverage. The PR effect derived from the interest of the worldwide media will do wonders for your presentation of products and trends.

In short: The Wood Flooring Summit is designed to be **your** industry summit!



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DOMOTEX
The World of Flooring

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