



The World of Flooring.



17-20 January 2009

DOMOTEX
H A N N O V E R

www.domotex.de

DOMOTEX HANNOVER 2009 – An ideal basis for business success.

Exhibit at DOMOTEX HANNOVER 2009...

...and benefit from the unique opportunities offered by the leading trade show in this sector.

International business contacts

DOMOTEX HANNOVER is an outstanding international platform where you can develop your market success. It's not just a matter of saving time. A trade show of this calibre will also reduce your marketing costs because it enables you to reach the entire business sector. You'll meet future customers and business partners, as well as existing clients – all at one venue.

Lucrative business deals

As they will probably tell you, a large number of the trade show visitors come to DOMOTEX HANNOVER with the intention of signing orders at the event. Get their orders with an interesting display of your latest products!

Face-to-face with the trade

Meeting the trade at your stand provides an excellent opportunity to assess their response to your product collections. You can determine which offers are most attractive to the trade visitors. If you want to know how the market is developing and which trends are likely to prove popular, there's no better place than DOMOTEX HANNOVER 2009.

Dialogue

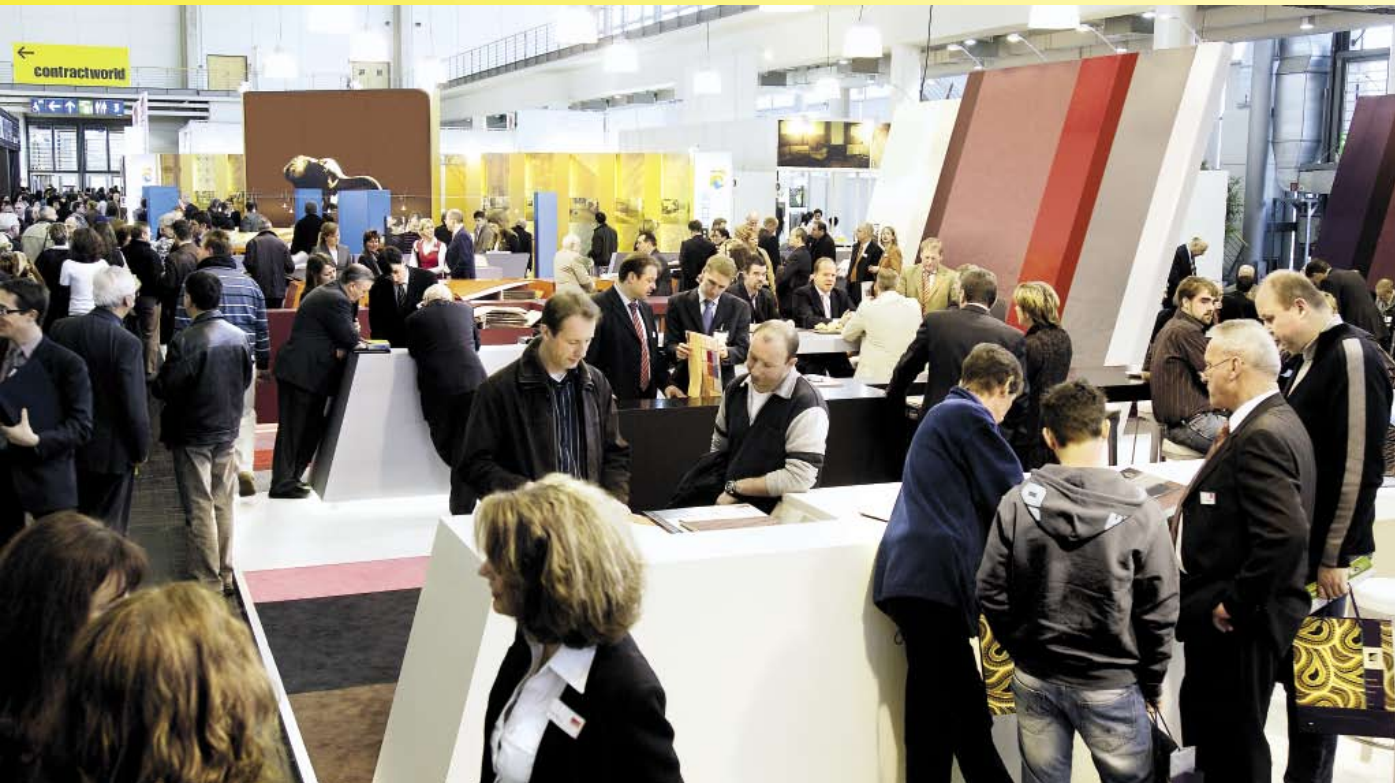
In business relations, personal discussions and dialogue are crucial. DOMOTEX HANNOVER offers the ideal conditions for making and consolidating contacts.

Networking

Trade associations and other organizations in the trade meet at DOMOTEX HANNOVER, which is the ideal location for conferences and talking shop with trade professionals.



These figures speak for themselves – and for 2009.



Exhibitors enthusiastic about DOMOTEX HANNOVER 2008.

Four busy days with 1,442 exhibitors from 60 nations in twelve halls. In 2008 DOMOTEX HANNOVER again proved to be the most important event for the entire floor covering industry.

Numerous new contacts

The exhibitors were more than satisfied with the number of new contacts they made at DOMOTEX HANNOVER 2008. In particular, they praised the high calibre of the trade visitors. 86% of the exhibitors reported that they were able to meet their visitor target groups at the event.

International status

The worldwide status enjoyed by DOMOTEX HANNOVER 2008 is reflected in the figures. 78% of the 1,442 exhibitors came from outside Germany. Of a total display area of 97,083 m², as much as 71,576 m² was allocated to the stands of foreign exhibitors. Due to the good business results, 80% of the exhibitors have already decided to take part in the next DOMOTEX HANNOVER in 2009.



Top decision-makers from all over the world – the results in 2008.

The trade's no. 1 meeting-place for international business.

The attendance of 47,000 trade visitors at DOMOTEX HANNOVER in 2008 reaffirms its status as a leading international trade show and the world's most important event for the floor coverings industry:

- 56 % of the visitors came from outside Germany
- 69 % of all visitors were from top management
- 85 % said they intend to visit DOMOTEX HANNOVER again in 2009.



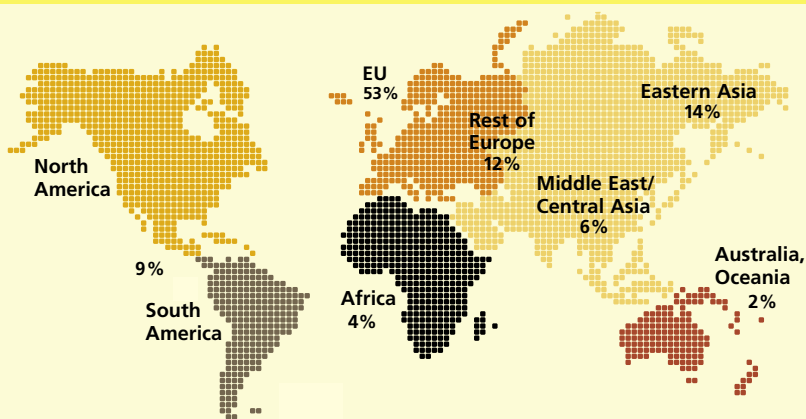
Trade visitors in 2008 according to business sector



All figures provisional as at February 2008

More than one reply possible

Country of origin of foreign visitors in 2008



All figures provisional as at February 2008

Laying the basis for success: The world of flooring.

Range of exhibits at DOMOTEX HANNOVER 2009.

Carpets/rugs (hand-made)

Hand-knotted rugs and carpets • Hand-woven rugs and carpets • Hand-tufted rugs and carpets
• Antique rugs and carpets • Other techniques

Woven carpets/area rugs (machine-made)

Woven carpets • Floor rugs • Side rugs
• Runners • Door mats • Bathroom sets • Bed surrounds • Dirt absorbing mats • Stair carpets

Textile floor coverings (rolls, tiles and ready-made)

Tufted • Woven • Needled
• Other techniques • Carpets from the roll
• Runners • Mats • Carpet tiles
• Coir • Sisal • Wool • Outdoor coverings

Resilient floor coverings

Homogeneous PVC coverings • Heterogeneous PVC coverings • PVC composites • Cushioned vinyls • PVC tiles • Linoleum • Rubber tiles
• Polyester non-pile floor coverings • Outdoor coverings • Rubber flooring • Artificial lawns

Contract business

Textile floor coverings (indoor and outdoor)
• Resilient floor coverings (indoor and outdoor)
• Other products for the contracting sector
• Sport-arena floor coverings • Automotive textile accessories • Walk-off mats

Wood and parquet flooring

Solid wood parquet with and without fastening system • Strip parquet • Solid wood lam parquet flooring • Mosaic parquet • Multi-layer parquet (ready-to-lay) • Woodblock/end-grain parquet • Hardwood plank flooring • Softwood plank flooring • Veneered flooring • Cork and Cork parquet • Varnished, decorative wooden flooring • Bamboo

Laminated coverings

High pressure laminate (HPL/CPL) • Direct pressure laminate (DPL) • Printed direct laminate (PDL) • Laminate with mechanical locking systems • Laminate with built-in insulation underlays • Embossed-in-register laminate • Laminate in special sizes

Fibres, yarns and textiles

Natural stone

Floor slabs, wall panels • Tiles for floors and walls • Skirting boards • Steps and stairs
• Other uses of natural stone in interior design
• Artificial stone for interiors

Ceramic tiles

Tiles for floors and walls • High-quality ceramic floor tiles • Tile profiles • Moulded pieces
• Large slabs • Mosaic tiles • Natural stone tiles
• Stoneware – floor and wall tiles • Stoneware – mosaic • Miscellaneous

Laying skills, cleaning and application technologies

Applications and installation technology
• Cleaning equipment and maintenance products • Insulation material for footstep sounds • Carpet underlay • Coating systems for floor coverings

Adhesives and substrate preparation

Adhesives • Primers and sealers • Fillers

Surface treatment

Varnishes, oils, waxes • Sealants • Repair kits

Skirting and profiles

Skirtings • Threshold and cover strips • Step nosing systems

Presentation of goods

Display facilities/demonstration equipment
• Shop fittings

Machinery and tools

Sanding and grinding devices, abrasives
• Cutting equipment and machines • Tools and accessories

Specialist publishers, associations, design, services



A supporting program that's more than special.

Special events that set the trend.

contractworld

An international forum for architects and interior designers, together with an exhibition staged by some big-name companies. This is where top products for the contracting sector are shown centre stage. At the same time, contractworld.congress provides a unique program of lectures by speakers from all over the world. What an opportunity to meet and talk with colleagues! Attention will also focus on a presentation of prize-winning projects entered for the contractworld.award.



The platform for the latest trends in contemporary carpets and textile floor coverings. Visitors can see interesting

scenarios and sensational room settings of the future created by the internationally renowned designer Ulf Moritz. This is a unique source of inspiration for interior designers, architects and other professionals from the upper end of the floor coverings trade – as well as for buyers from furnishing and home stores.



CARPET DESIGN AWARDS

Only exhibitors at DOMOTEX HANNOVER can participate in the competition for a coveted Carpet Design Award. This award is bestowed on traditional and modern handmade carpets alike – the deciding factor is whether the designs excite and inspire. The winners are selected by a top-flight panel of judges. There's also a prize awarded on the basis of public acclaim.



LOOM LOUNGE

This is a joint project involving a number of prominent exhibitors. The focus is on hand-knotted traditional and modern carpets. An Italian café helps create an appropriately stylish ambience conducive to business discussions and sales negotiations.



FORUM HANDWERK

Talks with a practical angle for colleagues in the skilled trades. Top experts provide information, tips and ideas on various aspects of the flooring trades. The program covers everything – from parquet, floor and screed laying to interior designers and painters. The combination of lectures, question and answer sessions, and discussions is informative and interesting.



INITIATIVE FOR SAFER WORKING PRACTICES

The presentation area is the site of entertaining and informative demonstrations and product presentations – plus practical introductions to the topic of health and safety for the skilled trades.



European Team Floorlaying Competition

Teams of parquet and floor layers from several European countries compete in this event, fired on by an enthusiastic audience of trade professionals. The teams are put to the test with various tasks. Speed, skill and expert knowledge are essential. Sponsor this event! You'll find it's a great way of gaining additional publicity.



The best place to do business: a stand at DOMOTEX HANNOVER.

Various packages for exhibitors, prices and the early booking discount.

A trade fair package leaves you free to concentrate on your business and your clients! Let us deal with the things that we do best. Our stand concept for a rented modular stand and fair-package offer will help you make the most of your trade show presentation. Simply contact us with your ideas and requests – we'll come up with an effective customized solution.

It pays to register early:

Book by 30.4.2008!
And benefit from our early booking discount. You then save € 3/m² on the cost of your stand space at DOMOTEX HANNOVER 2009.

Further information can be found in the terms of participation and online at www.domotex.de





1. Stand space

The individual solution: You rent the required stand space and take care of stand design and assembly yourself. You simply pay for the stand space. Alternatively, you can book a modular stand which is already assembled. You can then adapt the stand according to your own requirements.

If you have signed a 2-year contract for DOMOTEX HANNOVER 2008 and 2009, the relevant rental charges apply.

Prices for stand space

Date of registration	Basic rental charge for one-year contract	
	by 30.4.2008	from 1.5.2008
Row stand (open on 1 side)	€ 125/m ²	€ 128/m ²
Corner stand (open on 2 sides)	€ 131/m ²	€ 134/m ²
End stand (open on 3 sides)	€ 133/m ²	€ 136/m ²
Island stand (open on 4 sides)	€ 137/m ²	€ 140/m ²

All rental charges are subject to:

- VAT at the current rate
- AUMA* charge of € 0.60/m²
- Two-storey stands: plus € 63/m² for the usable space on the upper floor

*AUMA – Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e.V. (Committee of German Industry for Exhibitions and Trade Fairs)

2. fair-package

The fair-package option is all-inclusive and embraces stand area, modular stand and a broad range of practical services.

Further information can be found in the terms of participation and online at www.domotex.de/fairpackage. Alternatively, you can call us at Tel. +49 511 89-32267.

"Classic"



- Stand area
- Modular Type A stand, incl. basic equipment and fittings
- Insurance for stand and fittings
- Daily cleaning, incl. cleaning before start of trade show
- Waste disposal
- Electricity supply, incl. connection charge and consumption (3 kW)
- Press services: entry in online press guide, updated information on highlights, index of major media addresses, information service "Products and innovations"
- Visitor recruitment pack
- Media entries: company details and basic statistics, 1 product group entry, company profile
- Catalogue for DOMOTEX HANNOVER 2009
- Exhibitor passes
- 40 complimentary admission tickets

"Comfort"



- Stand area
- Modular Type B stand, incl. basic equipment and fittings
- Insurance for stand and fittings
- Daily cleaning, incl. cleaning before start of trade show
- Waste disposal
- Electricity supply, incl. connection charge and consumption (3 kW)
- Press services: entry in online press guide, 1 press distribution box, updated information on highlights, index of major media addresses, information service "Products and Innovations"
- Visitor recruitment pack
- Media entries: company details and basic statistics, 2 product group entries, company profile
- Catalogue for DOMOTEX HANNOVER 2009
- Exhibitor passes
- 40 complimentary admission tickets

Examples of fair-package prices for row stands (open on 1 side):

Stand area in m ²	Prices* in EUR	
	Classic	Comfort
20	5,054.09	5,467.91
30	7,200.13	7,763.86
40	9,346.18	10,059.82

*plus VAT at the current rate.

If you book by 30.4.2008, you will receive a discount of € 3/m². Separate tariffs apply to extended rental contracts of two years or more. All the relevant information, including prices for other fair-package options, can be found online at: www.domotex.de/fairpackage

Please note: 1 June 2008 is the final deadline when allocation of stand space begins.

A sign of our success: Your success.

Services for exhibitors.

DOMOTEX HANNOVER 2009 will provide exhibitors with the best possible conditions for an optimum presentation of their products. Furthermore, exhibitors can rely on a comprehensive range of services – from technical support to advertising – to help them with their presentation.

new! New! Catalogue and electronic search media: **maxit**³⁶⁵

The new media package maxit³⁶⁵ puts you and your products at the focus of attention. Use the diverse opportunities to present your company and its product portfolio in the official trade show media (i.e. catalogue, Internet, CD-ROM and EBi). If you order a media package (instead of ordering the media separately) you gain a considerable financial benefit.

Advertising your trade show involvement

It's important to pick the right time, the right place and the right media to advertise your company. What could be better than, for example, Internet advertising, the trade fair catalogue or the advertising media in and around the trade fair site.

You can also use our free advertising aids, e.g. send personal invitations to clients or simply inform them that you will be exhibiting. For this purpose you can use stickers for correspondence, posters, invitation cards, trade show guides and brochures for visitors.

Deutsche Messe mailing service

This special web-to-print service for direct marketing activities enables you to create a professional mailing campaign in just a few easy steps! We supply sample copy for the letter and offer free use of business addresses, help to ensure minimum postage costs and generally help make your direct mailing campaign a success!

Conference rooms and other events during the trade show

Prices for booking a room in the ultra-modern Convention Center (CC) start at as little as € 110 (+ VAT) per hour. 35 multi-purpose halls and rooms – plus suitable conference technology – are available for hire. We also offer exhibitors a comprehensive consulting service relating to the organization of any event they hold parallel to the trade fair.

Press services

The press multiplies the number of contacts you can reach. Book our press services and take full advantage of this effect. Not only can you then determine – more or less – what the press says about your company. Reaching your target groups couldn't be easier!

Stand construction, technical utilities and services for your stand

Whether you need an Internet connection, stand assembly services or stand personnel – simply contact us. Put our many decades of trade fair know-how – plus the high quality standards of our partners – to work for you.

Catering services

The Exhibition Grounds are home to numerous restaurants offering a wide range of high quality cuisine. Exhibitors can also order the food to be delivered direct to their own stands.

Accommodation and travel services

We attend to all travel arrangements and any accommodation problems. Via "Deutsche Messe Selected Hotels" we offer an excellent choice of hotels – including group bookings for hotel rooms at a special price.



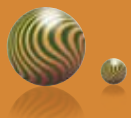
One concept. Two international fairs. Unlimited possibilities on foreign markets.

Reaching new markets.

DOMOTEXasia/CHINAFLOOR 11–13 March 2008

The biggest specialist show for floor coverings in Asia paves the way to new business on the Chinese market. Some 980 exhibitors have registered for this year's event, thus clearly demonstrating the continued growth of DOMOTEXasia/CHINAFLOOR.

www.domotexasiachinafloor.com



25–27 May 2008 DOMOTEX Middle East D U B A I



DOMOTEX Middle East 25–27 May 2008

This international trade fair for carpets and floor coverings in Dubai is an attractive platform for companies interested in entering new markets in the Gulf region. A total of 275 exhibitors from various countries throughout the world will be showcasing their products and innovations. The market is flourishing, thanks to the ongoing boom in the construction sector in Dubai and across the entire Middle East.

www.domotex-middle-east.com



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For textile and resilient floor coverings, contracting business, fibres, yarns and textiles

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For woven carpets (machine-made)

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Susanne Tiegs
(Project Assistant)
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For wood and parquet flooring, laminated coverings, laying skills, cleaning and application technologies

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