



A good basis for business:
the trade summit for contracting

contractworld

Hannover
14–17 Jan. 2012
congress
exhibition
for architecture
and interior design

contractworld.com



Dear Friends,

The countdown has started, so if you want to be sure of making an impact on the market, act now to secure a place at the most important event for your sector in 2012: at contractworld from 14 – 17 January in Hannover!

In 2012 there will be even more emphasis on networking and business leads than in the past. contractworld, which boasts a successful combination of exhibition, congress and guided tours for architects and designers, will bring you together with even more decision-makers and help you to secure promising business deals.

We look forward to four days of lively trade and discussion – and hope to see you there!

Yours sincerely, Susanne Klaproth

Susanne Klaproth

contractworld: the perfect platform for contract business

The meeting-place for your sector

Any serious professional in contract flooring who is interested in discovering new ideas and innovative solutions will head for contractworld 2012 in Hannover. Every year it is the most important meeting for the sector that attracts architects, interior designers, property developers and buyers looking for quality floor coverings, trends and new materials for the contracting sector.

Good reasons for exhibiting at contractworld 2012

Convincing concept

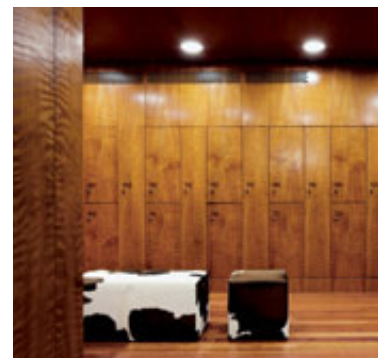
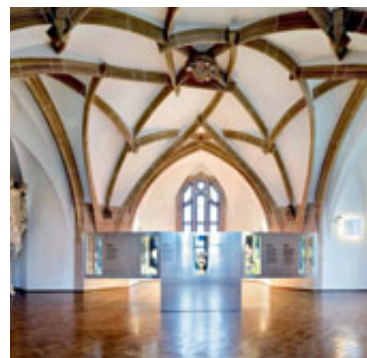
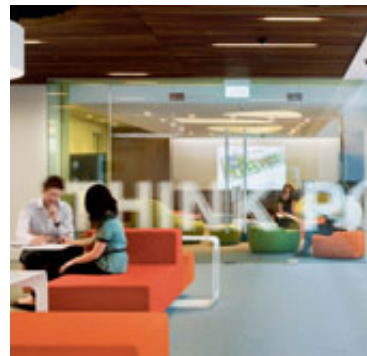
A revised concept embracing a concentration of information, product presentations, lectures and panel discussions will attract numerous trade visitors to your stand.

Optimal location

contractworld has always enjoyed a key position within DOMOTEX, and now it has an even better location at this leading trade fair for carpets and floor coverings, which is attended by 40,000 trade visitors. Exhibitors will enjoy an ideal setting for showcasing products, offers and creative ideas for contract furnishing and flooring projects.

Ideal for making contacts

What distinguishes contractworld from other events is the spacious and attractive exhibition area dedicated to all the main types of flooring for the contracting sector. Individual guided tours for architects and a congress program featuring high-calibre speakers are also very popular. These three components make contractworld a highly effective networking platform for the contract flooring sector – ideal for maintaining relations with existing customers as well as recruiting new clients.



Broad range of exhibits in the following segments:

Office and administration buildings, hotels and restaurants, wellness facilities, boutiques and shopping centres, kindergartens and schools, libraries, hospitals, factories and churches. In fact, there's no limit. contractworld 2012 will cover the entire spectrum of supply and demand in the contract sector.

Your program for success: one platform, three keynote elements

Trade visitors value contractworld for its diverse and forward-looking program of product displays, guided tours for architects and congress program. The show stimulates the exchange of ideas and knowledge transfer between exhibitors and visitors, thus creating the right basis for making business contacts and networking.

1 contractworld.exhibition: Display categories at a glance

Flooring is the single theme of an exciting and diverse array. Architects, interior designers, planners and property developers come here with one aim – to find the products and innovations that facilitate creative solutions for every kind of flooring contract.

- Textile floor coverings
- Resilient floor coverings and linoleum
- Wood parquet and laminated floor coverings
- Natural stone/Marble
- Ceramic tiles
- Glass
- Rubber
- Room acoustics
- Metallic floor coverings
- New materials for architecture
- Products for the contract furnishing sector
- Services of all kinds



2 Guided tours for architects: Ensuring face-to-face contacts

We bring your key target groups to your stand: the guided tours for architects/designers were spectacularly successful last time, so we have extended this offer. There'll be more content too – so trade visitors can receive all the information they need and be taken directly to the stands. Exhibitors will benefit from interesting business contacts, meet visitors from foreign markets and gain access to new areas of business.



3 contractworld.congress: The congress for top-flight information and dialogue

The congress is a stimulating forum for information and discussion. In 2011 more than 2,500 experts and trade professionals took part in a program of high-calibre talks, conferences and workshops with expert speakers.



The visitors' verdict: it's an absolute must!

There can be no better reason for taking part in contractworld 2012 than the response of trade visitors to previous shows. You can be sure of finding a motivated audience of professionals. Surveys show that an overwhelming majority of visitors would recommend the event to colleagues – and that they had already decided to visit the trade show in 2012 well before the event!

The outstanding ambience that Hannover boasts is an added bonus and makes it easier to target the specific groups of potential buyers who would be interested in the kind of innovations, concepts, products and materials that you can offer them. This is a unique chance to extend your business in the contract flooring sector.



Impressive outcome: visitor evaluation

71% of the visitors were interested in the exhibition section of the event.

75% of the visitors have said that they probably or definitely intend to visit the next contractworld.

90% of the trade visitors would recommend contractworld to their colleagues and counterparts.





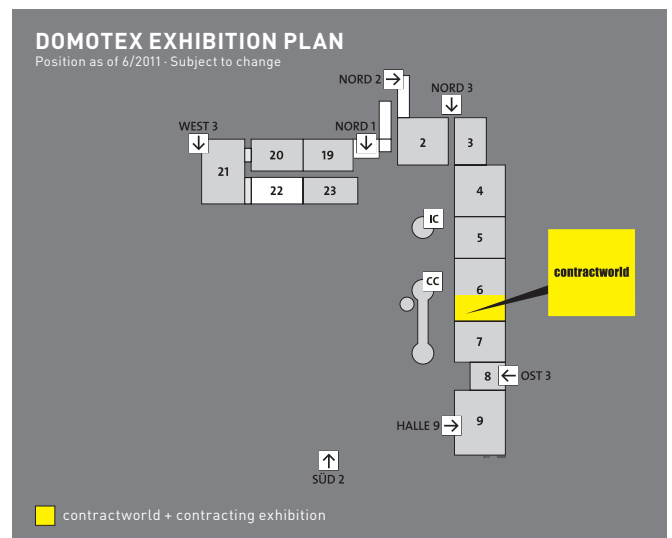
Solid foundation: services and prices

Advertising

Targeted advertising and marketing activities in the run-up to contractworld are geared to architects, interior designers, property developers and planners. Take advantage of the various opportunities for inviting your clients personally and emphasizing that your company will be exhibiting at the show.

Publicity and PR

Extensive publicity measures and press contacts with the relevant trade media ensure that contractworld – and you – receive plenty of media attention. All the key trade publications report regularly on participating exhibitors, their products and innovations. This PR work is augmented by close liaison with the leading professional bodies representing architects and interior designers in Germany, Switzerland, Austria and the Netherlands.



Hall 6 – the new venue for contractworld

In 2012 the entire display of contracting products and services will be located for the first time in Hall 6. This allows scope for a concentrated presentation of textile and resilient floor coverings in one single exhibition hall. For visitors this will mean less walking and more time for talking. And it places your display in closer proximity to other interesting exhibitors and keynotes, thus affording access to new visitor target groups.

Individual stand design

Our offer for individualists: pay only the basic stand rental and design the rest of your display exactly as you please.

Basic rental charge for one-year contract

Date of registration

Row stand (open on one side)	€ 138/m ²
Corner stand (open on two sides)	€ 144/m ²
End stand (open on three sides)	€ 146/m ²
Island stand (open on four sides)	€ 150/m ²

Basic rental charge for two-year contract

Date of registration

Row stand (open on one side)	€ 123/m ²
Corner stand (open on two sides)	€ 127/m ²
End stand (open on three sides)	€ 130/m ²
Island stand (open on four sides)	€ 133/m ²

All rental charges are subject to:

- Marketing fee of € 12.40/m² including AUMA* contribution for principal exhibitors, flat-rate fee of € 300 for co-exhibitors
- VAT at the current rate**

* AUMA: Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e.V. / [Committee of German Industry for Exhibitions and Trade Fairs]

** Note: invoices to foreign companies will in future not include German Value Added Tax. For more information please refer to the Terms and Conditions of Participation.

Easy and effective – optimize your display

Modular system and innovation showcase

The perfect solution: our modular stand system, including full service support. In 2012 exhibitors will again have the opportunity to use basic elements designed and finished to the same high standards as a custom-built exhibition stand. The Innovation Showcase provides an additional chance to display your product highlight and complement your stand. Save yourself the time and trouble of designing your own exhibition stand – just give us a call at: **+49 511 89-32149**



The marketing fee

Our comprehensive marketing package for contractworld 2012 offers significant added value for exhibitors and visitors. For example, you can obtain an unlimited number of complimentary admission tickets and invite as many trade visitors as you want. We also offer various options for brand name and product group entries in our online marketing – and your company profile stays on the website for the whole year.

Exhibitors will now be able to present their company and its products in far more detail than in the past and will be able to place their own mark on how they are presented too. Visitors will be able to view your entries all-year round and gain a better insight into your products, services and latest developments.

Further details can be found in the terms of participation and online at **www.domotex.de/en/marketingfee**



Deutsche Messe
Hannover · Germany

Deutsche Messe
Messegelände
30521 Hannover
Germany

Tel. +49 511 89-0
Fax +49 511 89-32626
info@messe.de
www.messe.de

Your contractworld team



Monika Arnold
Project Advisor
Tel. +49 511 89-31214
monika.arnold@messe.de



Dunja Türkes
Project Advisor
Tel. +49 511 89-32149
dunja.tuerkes@messe.de

contractworld is supported by

Bund Deutscher Architekten BDA

BDIA Bund Deutscher Innen Architekten

Bund Deutscher Baumeister, Architekten und Ingenieure e.V. BDB

VEREINIGUNG FREISCHAFFENDER ARCHITEKTEN DEUTSCHLANDS e.V. VFA

Arch+Ing
Bundeskammer der Architekten und Ingenieurkonsulenten Österreich Sektion Architekten

sia
Schweizerischer Ingenieur- und Architektenverein

Ordine degli Architetti
Pianificazione, Progettazione, Conservazione
di B.U. Provincie, Autonomia di Bologna

Kammer der Architekten
Raumkünstler, Landschaftsarchitekten, Denkmalpfleger der Autonomen Provinz Bozen

BNI
Royal Institute of Dutch Architects

vsi.asai.
Vereinigung Schweizer Innenarchitekten

bni
beroepsvereniging nederlandse interieurarchitecten

ECIA
EUROPEAN COUNCIL OF INTERIOR ARCHITECTS

contractworld is part of



Hannover
14 – 17 Jan. 2012
congress
exhibition
for architecture
and interior design