



Set future trends  
with area rugs



15 – 18 January 2011

**DOMOTEX**  
H A N N O V E R

The World of Flooring

# Where the best meet the best

DOMOTEX HANNOVER is the world's most important annual gathering for manufacturers of all types of floor coverings. Nowhere is it easier to recruit new customers and land lucrative orders. Right at the start of the new trading year, DOMOTEX HANNOVER charts the way forward for the whole of the industry.

In the high-value segment of area rugs DOMOTEX HANNOVER provides a unique and authoritative platform for the latest trends and innovations. In all their different stylistic variants – classical, contemporary or antique – area rugs are an essential design element for the furnishing and lifestyle markets. This is immediately apparent at DOMOTEX HANNOVER, where the interest in area rugs has remained very keen over the years. Come and add your own touch of exclusivity to tomorrow's living rooms with your latest collections.



Every year DOMOTEX HANNOVER acts as a magnet for the whole of the industry. Manufacturers and trade visitors alike value the opportunity to get together and compare notes. The show attracts not only the big-name manufacturers of carpets and rugs, but also the principal buyers from around the globe. The message is clear: DOMOTEX HANNOVER is taken very seriously by flooring professionals throughout the world, and those who attend the show go home knowing that their time has been well spent.

"We see DOMOTEX as an indicator for the coming year. This is our barometer, showing us which products are going to be particularly popular with customers, and what is going to be successful in the marketplace. We have had excellent numbers of customers visiting the stand, including international retailers, new retailer partners and architects and designers."

**Jan Kath, Managing Director & Art Director,  
Jan Kath Design GmbH, Bochum, Germany**



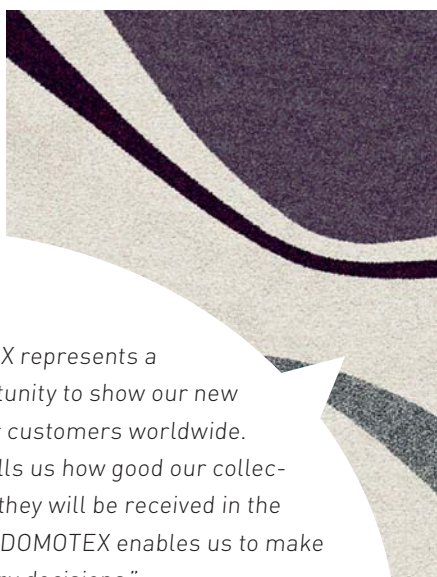
"This year was our 22<sup>nd</sup> time at DOMOTEX, and we are very satisfied. Which means we'll be back again next year for certain. Our customer numbers have been excellent. Best of all has been the large number of international customers and potential customers visiting the stand. DOMOTEX remains the world's most important carpet fair as far as we are concerned, because it is still the biggest event of its type."

**Sascha Mischioff, Managing Director,  
Mischioff AG, Zurich, Switzerland**



"DOMOTEX represents a unique opportunity to show our new collection to our customers worldwide. Their response tells us how good our collections are, and how they will be received in the different countries. DOMOTEX enables us to make informed preliminary decisions."

**Herman Verhelst, proprietor of Ragolle N.V.,  
Waregem, Belgium**

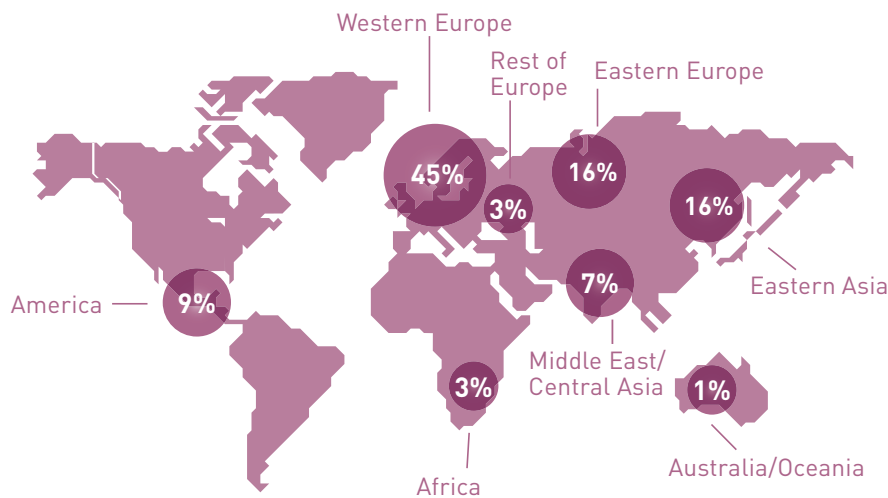


"All our international customers are here at DOMOTEX and can see for themselves what our group has to offer. Our industry is rather like the fashion industry – there's always something new to see every year."

**Karim Rifaat, Export Director,  
Oriental Weavers, Cairo, Egypt**



# Great reasons for doing great business



## International and authoritative

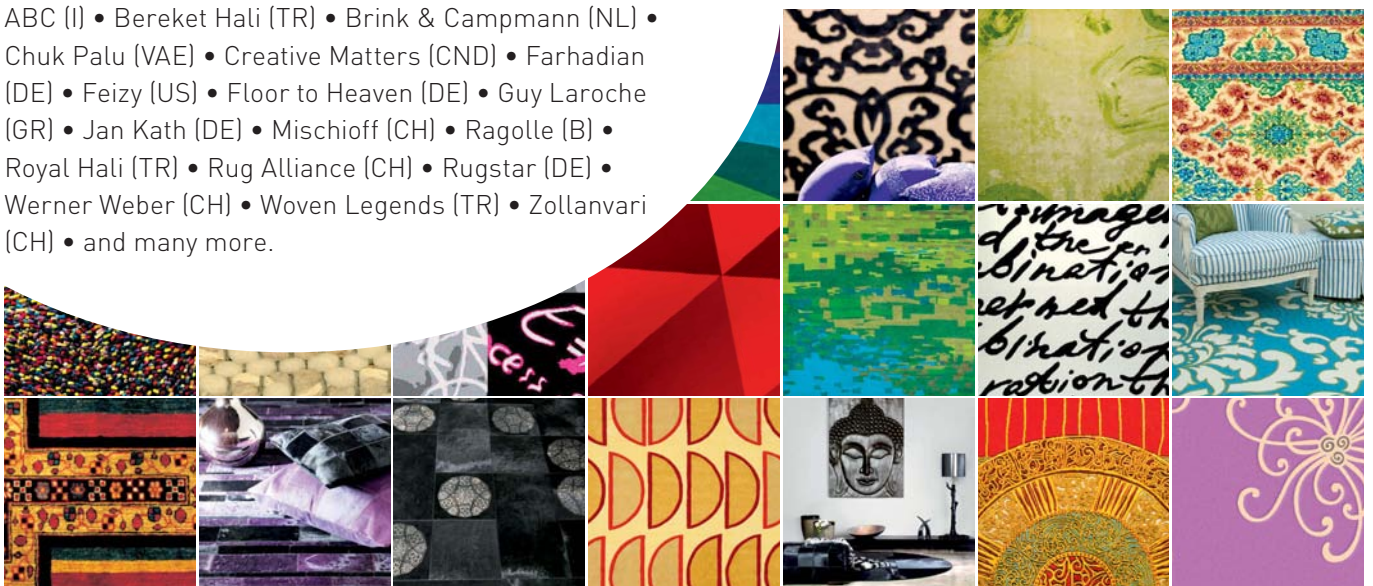
In just four days you have an opportunity at DOMOTEX HANNOVER to present your company and products to a professional global audience. Of particular appeal are the wide range of countries represented, and the exclusive nature of the clientele. Around 40,000 visitors from more than 80 countries come to Hannover for the express purpose of finding out about the latest industry trends.

## Variety & quality

With some 1,400 exhibitors at the show, DOMOTEX HANNOVER is the forum of choice for anyone with a real interest in rugs and carpets. Visiting professionals from the carpet trade, architecture, interior design, upmarket furnishing and furniture stores, as well as interior furnishers, come to DOMOTEX HANNOVER for a comprehensive overview of the market. And area rugs are the highest-scoring category of exhibits in terms of visitor interest. 55% nominated this display category as their top must-see priority.

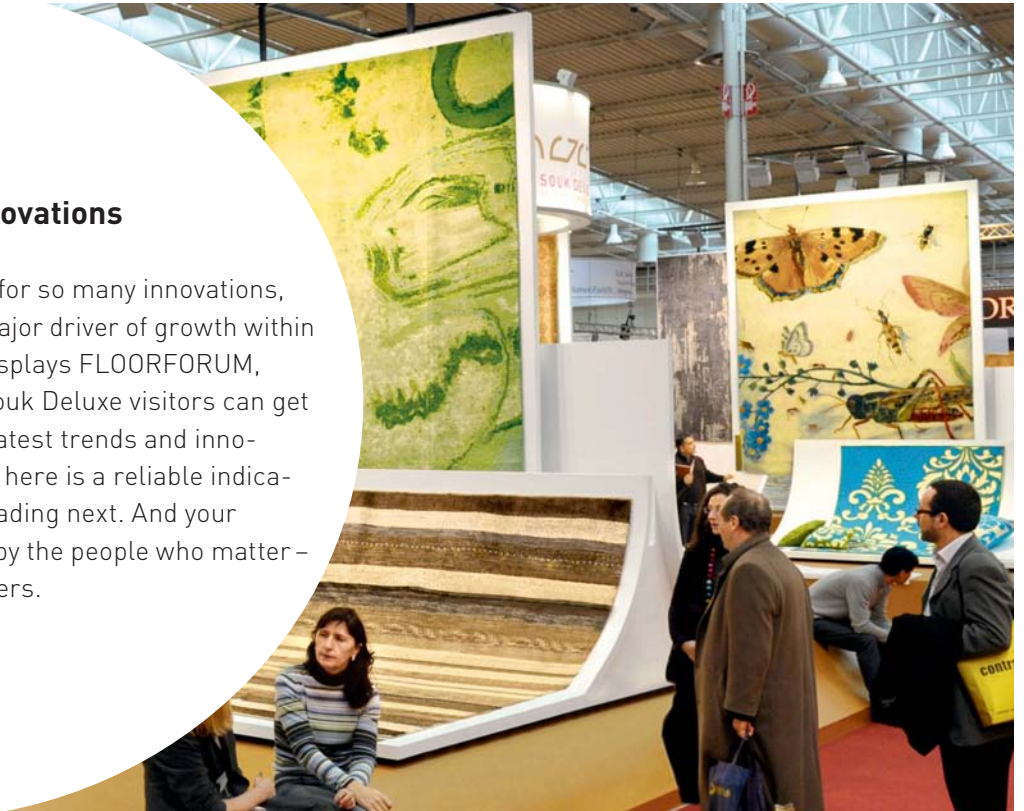
## A sample selection of exhibitors

ABC (I) • Bereket Hali (TR) • Brink & Campmann (NL) • Chuk Palu (VAE) • Creative Matters (CND) • Farhadian (DE) • Feizy (US) • Floor to Heaven (DE) • Guy Laroche (GR) • Jan Kath (DE) • Mischioff (CH) • Ragolle (B) • Royal Hali (TR) • Rug Alliance (CH) • Rugstar (DE) • Werner Weber (CH) • Woven Legends (TR) • Zollanvari (CH) • and many more.



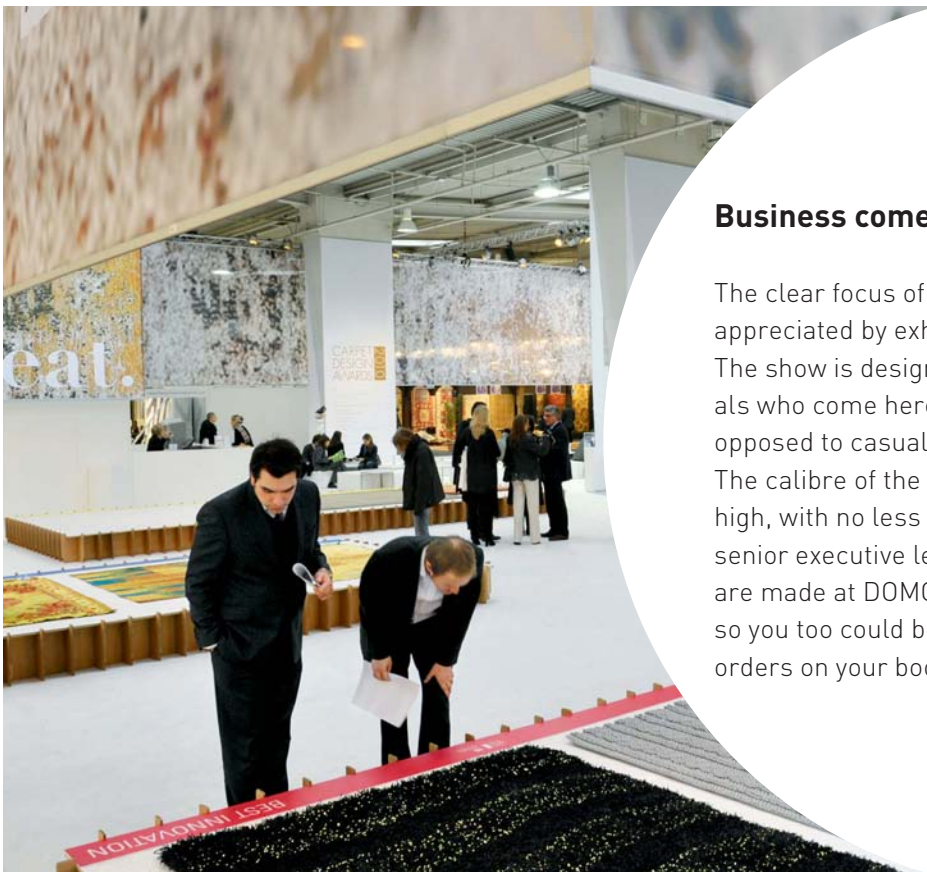
## Special displays and innovations

Because it is the launch-pad for so many innovations, DOMOTEX HANNOVER is a major driver of growth within the industry. At the special displays FLOORFORUM, Carpet Design Awards and Souk Deluxe visitors can get an excellent overview of the latest trends and innovations. Whatever works well here is a reliable indicator of where the market is heading next. And your innovations will be seen first by the people who matter – the decision-makers and buyers.



## Business comes first

The clear focus of DOMOTEX HANNOVER is appreciated by exhibitors and visitors alike. The show is designed to attract serious professionals who come here with business in mind – as opposed to casual observers from other sectors. The calibre of the trade visitors is correspondingly high, with no less than 71% of all visitors from senior executive levels. Important buying decisions are made at DOMOTEX HANNOVER every year – so you too could be going home with plenty of new orders on your books.



# An exhibition stand that reflects your individuality

Perhaps you have strong views about how your stand should look? Or maybe you'd rather be free to focus entirely on doing business at the show? Either way, we can offer you a solution that meets your needs. We are committed to working with you to make your display an all-round success.

## Stand space

The solution for committed individualists: you simply book the floor space, supplying and assembling your exhibition stand to your own design. After all, you know what works best for your rugs. Or you can opt for one of our modular system stands. This will be fully assembled when you arrive, ready for you to add your own design touches.

## Prices for stand space (individual stand)

Date of registration	Basic rental charge for one-year contract
Row stand (open on one side)	€ 135/m <sup>2</sup>
Corner stand (open on two sides)	€ 141/m <sup>2</sup>
End stand (open on three sides)	€ 143/m <sup>2</sup>
Island stand (open on four sides)	€ 147/m <sup>2</sup>

### All rental charges are subject to:

- VAT at the current rate
- AUMA\* fees of € 0.60/m<sup>2</sup>
- Two-storey stands: plus € 65/m<sup>2</sup> 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)

## All-in fair package

The convenient, all-inclusive option: with our one-stop fair package you book your stand space, exhibition stand (incl. assembly) and a large number of useful services. And for an additional charge you can still achieve the individual look you want. You can find more information on the Internet at [www.domotex.de/fairpackage\\_e](http://www.domotex.de/fairpackage_e), and in our Terms and Conditions of Participation. Or just give us a call on: **+49 511 89-32267**.

## Sample prices for all-in fair packages:



**Classic**



**Comfort**



**Structure**

	20 m <sup>2</sup> row stand	20 m <sup>2</sup> corner stand	20 m <sup>2</sup> corner stand
Stand category	Type A	Type B	Type D
Early booking price*	€ 5216	€ 5746	€ 6026
Standard price*	€ 5276	€ 5806	€ 6086

\*plus VAT at the current rate

All fair package prices for other stand sizes are listed on the Internet at [www.domotex.de/fairpackage\\_e](http://www.domotex.de/fairpackage_e)

## Services

While you're at DOMOTEX HANNOVER you'll naturally want to focus completely on your sales and marketing goals. That's why we provide a full-service package with every stand booking: accommodation & travel services, media entries, stand assembly, technical systems and support, press services, lectures, advertising aids, catering and much more besides will be handled by our fully-trained professional teams. Full details can be found at: [www.domotex.de/exhibitorservice](http://www.domotex.de/exhibitorservice)





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Hannover · Germany

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### **For woven carpets (machine-made)**

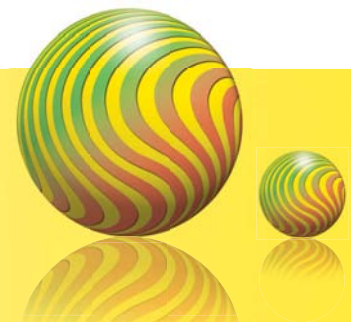
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### **For hand-made rugs/carpets**

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