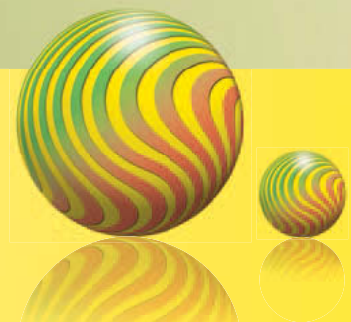




An excellent basis for your
business success



15 – 18 January 2011

DOMOTEX
H A N N O V E R

The World of Flooring

One show, countless opportunities

Showcase your business at the leading international trade fair for carpets and floor coverings

When the entire industry meets up once a year for the most important date in the business calendar, you should not miss out. Boasting some 1,400 exhibitors, DOMOTEX HANNOVER 2011 is the one venue where you can showcase your business to an audience of professionals from the retail and wholesale trade, the skilled trades, as well as architects and interior designers. It's a golden opportunity to meet decision-makers who come here to learn about the latest trends and innovations. After all, contacts like these lead directly to new business in the year ahead. So make your presence felt – at the world's largest marketplace for the carpet and floor coverings industry.



Your platform for more business opportunities

A high proportion of the trade visitors at DOMOTEX HANNOVER come with very impressive credentials. Around 73% are classed as senior management, while over 88% play an important or decisive role in their company's buying decisions.

Your portal for more contacts

Wholesalers and retailers, the skilled trades, architects and interior designers: all the relevant target groups are fully represented at DOMOTEX HANNOVER. Showcase your business alongside the displays of carpets and floor coverings from suppliers worldwide, and extend your range of contacts. With its program of conferences, association meetings and international conferences, DOMOTEX HANNOVER is also the ideal platform for information-sharing and dialogue between professional colleagues.

Your entrée to new markets

The figures for international participation at DOMOTEX HANNOVER are also impressive – 81% of the exhibitors and 56% of the visitors come from outside Germany. So it's a great place to meet potential partners if you are planning to get into new markets and want to expand your business worldwide.

Your opportunity in the contracting business sector

Architects and interior designers increasingly rely on DOMOTEX HANNOVER for sourcing information. So this is a great opportunity for exhibitors to build and develop their contracting business.

The entire industry meets here

Thousands of potential buyers await you at DOMOTEX HANNOVER

Approx. 81% of the trade visitors at DOMOTEX 2010 have said they will be returning for DOMOTEX HANNOVER 2011. As the industry's top annual gathering, this year's show attracted some 40,000 trade visitors, 56% of them from outside Germany. This represents a huge audience

of potential customers for your business. At the end of the show, over 84% of the exhibitors said they had reached their target group. This is a clear indication that DOMOTEX HANNOVER is the biggest driver of new business across the industry.

Country of origin of foreign visitors in 2010



DOMOTEX HANNOVER is the international summit for the entire sector.

All figures provisional as at February 2010

Trade visitors in 2010 according to business sector



More than one reply possible

All figures provisional as at February 2010



Hand-made carpets and rugs

Over 400 exhibitors from 30 countries will be presenting the complete range of hand-made carpets and rugs from international suppliers – traditional, modern or antique, hand-knotted, hand-woven or hand-tufted. So it's hardly surprising that approx. 40% of all visitors to DOMOTEX HANNOVER are interested in viewing these exhibits. Special attractions such as the Carpet Design Awards and Souk Deluxe generate additional visitor traffic, which in turn benefits you as an exhibitor.

The unique breadth of coverage – all under one roof – represents an excellent opportunity for you to reach buyers from home furnishing and furniture stores, carpet trade buyers and interior designers.

Machine-made carpets and rugs

The range of machine-made carpets and rugs on the market is steadily increasing. Contemporary and colourful or traditional and understated – the latest creations are hugely appealing to buyers from all over the world. Quality, functionality and the latest design trends are what international carpet professionals are looking for when they come to the show.

Here you'll meet decision-makers from the carpet wholesale and retail trade, as well as buyers from furnishing and furniture stores and mail order firms – they're all here, on the spot. Why not use the chance to extend your range of business contacts?



- Traditional and contemporary carpets and rugs
- Hand-knotted rugs and carpets
- Hand-woven rugs and carpets
- Hand-tufted rugs and carpets
- Antique rugs and carpets
- Carpets and rugs from every country of origin
- Skin rugs

- Traditional and contemporary woven carpets
- Floor rugs
- Runners
- Door mats

- Dirt absorbing mats
- Walk-off mats
- Stair carpets
- Bathroom sets
- Bed surrounds

Textile floor coverings

At DOMOTEX HANNOVER you have the perfect opportunity to showcase your complete range of textile floor coverings for the domestic and contract markets. This is where the latest collections of textile floor coverings – from the hard-wearing to the luxurious, patterned or plain – are unveiled to a visiting audience of potential buyers.

As an exhibitor you'll also profit from additional synergies. In Halls 2 to 6 visitors will be able to view a complete international range of machine-made woven carpets and resilient floor coverings. So as well as reaching your existing customer target group, you'll also be able to develop potential new business leads. Let the visitors see your ideas for interior design in the future!

Resilient floor coverings

If your business is resilient floor coverings, this show offers you fantastic opportunities to attract new buyers in the domestic and contract markets. The remarkable versatility of these floor coverings, and their virtually unlimited design possibilities, make them an increasingly popular choice for every kind of situation.

Decision-makers from the wholesale and retail trade, the contracting business sector and the skilled trades come to DOMOTEX HANNOVER specifically in order to seek out innovative products, and are automatically attracted by stylish new designs and patterns. Make the most of this unique opportunity to grow your business.



- Fitted carpets (tufted, woven)
- Carpets and rugs from the roll
- Carpet tiles
- Runners
- Mats
- Outdoor coverings

- Homogeneous/ heterogeneous PVC coverings
- PVC composites
- Cushioned vinyls
- PVC tiles
- Linoleum

- Rubber tiles
- Polyester non-pile floor coverings
- Outdoor coverings
- Rubber flooring
- Artificial lawns

Parquet flooring

Wood and parquet floorings remain extremely popular. This is reflected at DOMOTEX HANNOVER, where the number of exhibitors in this category has remained consistently high. Visitors too are attracted by natural materials, and by the huge variety of timber species, colour shades and design possibilities on offer. Some 37% of the trade visitors come to the show specifically to see the exhibits in this category.

By presenting your products here you'll benefit from a spill-over of interest from other sections of the show. As well as parquet flooring, Halls 7, 8 and 9 will also house laminated floor coverings and products associated with applications and installation technology. Here you'll meet all the decision-makers who count – wholesalers, retailers, timber stockists, buyers for DIY superstores, skilled tradesmen and craftsmen.

Laminated floor coverings

Laminated floor coverings are enormously versatile in their uses, and many customers particularly like the innovative surface designs, which range from the ruggedly robust to the extravagantly decorative, from the timelessly traditional to the ultra-modern.

Here you can show the visiting trade public at DOMOTEX HANNOVER all your latest designs and innovative laying systems. Sound-absorbing underlays, skirtings and profiles along with other accessories complete the range of exhibits in this category – ideal for visitors to get a comprehensive overview. And, of course, an ideal opportunity for your firm to showcase your modern solutions for new building projects, renovation or the contract market, with practical demonstrations that speak directly to visiting professionals from the retail/wholesale trade and the skilled trades. Enlarge your network of contacts – at DOMOTEX HANNOVER.



- Solid wood parquet
- 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
- Outdoor parquet
- Decking
- High pressure laminate (HPL/CPL)
- Direct pressure laminate (DPL)
- Printed direct laminate (PDL)
- Laminate with mechanical locking systems

Laying skills, cleaning and application technologies

Contract business/ contractworld

Everything to do with floors is covered at the show, and every section of the industry is represented here. Apart from the actual floor coverings, the visiting trade public is also very interested in floor laying techniques and the care and maintenance of finished floors. This growing display category, which featured some 180 exhibiting firms in 2010, is an important must-see especially for floor laying professionals.

The special presentations Skilled Trades Forum and Initiative for Safer Working Practices deliver added value for the visitor – and as an exhibitor you too can benefit. Because this is where the real professionals meet up – the people who work in the front line of the flooring trade. So if you're in the business of supplying innovative products and techniques for floor laying and floor care, this is the right place for you to get your message across.

In the contract business, functionality is as important as creativity – and more and more architects and interior designers are coming to DOMOTEX HANNOVER to learn about the latest contract flooring materials. So your presence here guarantees your business the attention it deserves.

Each year DOMOTEX HANNOVER hosts contractworld, a show-within-a-show based on a unique blend of company presentations, congress and architecture prize. It's a formula made for networking, and the program of forums, workshops, lectures and panel discussions on various aspects of the contract business attracts a lively mix of exhibitors and visitors. Here is a ready-made professional audience for your products – and a great opportunity to expand your contract business.



- Applications and installation technology
- Cleaning equipment and maintenance products
- Insulation material for footstep sounds
- Carpet underlay
- Coating systems
- Skirting and profiles
- Adhesives and substrate preparation
- Surface treatment
- Machinery and tools
- Presentation of goods

- Textile floor coverings
- Resilient floor coverings
- Linoleum
- Parquet flooring
- Laminated floor coverings
- Industrial floorings
- Safety floor coverings
- Outdoor floorings
- Walk-off mats
- Sport-arena floor coverings

Much more than just a supporting program

The special displays and presentations at DOMOTEX HANNOVER are immensely popular with trade visitors and offer added value for your business

By participating in these presentations you'll put your company in the spotlight at DOMOTEX HANNOVER. Here you can show off your products to maximum advantage and establish valuable contacts with new business partners worldwide.

contractworld

contractworld is the meeting-place of choice for architects and interior designers and offers you excellent opportunities as an exhibitor to make important new contacts in the contract business. It's a great chance for you to expand your business in this key market segment. The mix of company presentations, congress and architecture prize creates a unique show format, much valued by architects, interior designers and planners as an opportunity for comparing notes and talking business.



FLOORFORUM Tomorrow's trends, on show today. The exhibitor initiative FLOORFORUM has been regarded for many years as a reliable guide to the future direction of the industry. On display here are the latest trends in high-quality contemporary carpet design, providing inspiration and new ideas for interior designers, interior furnishers and trade visitors from the upmarket floor coverings trade as well as from furnishing and furniture stores.



Design in a class of its own. This stylish new display of hand-made carpets will amaze even the seasoned trade public with its richness and variety. The exhibits range from high-quality traditional designs to contemporary creations in an ultra-modern or avant-garde style.



CARPET DESIGN AWARDS

The highly coveted award for innovative design, creativity and quality in traditional and contemporary hand-made carpets. The Carpet Design Awards, worth 10,000 euros in prize money, are always one of the highlights of DOMOTEX HANNOVER. This is your chance to show the distinguished jury and the international trade public how special and different your products really are.



LOOM LOUNGE

The perfect place to meet and talk shop – or do business. The centrepiece of this group initiative by leading exhibitors of hand-made carpets is a stylish Italian café in Hall 19, where show-goers can feel free to linger and talk in informal surroundings.



FORUM HANDWERK

First port of call for tradesmen and craftsmen. The Skilled Trades Forum at DOMOTEX HANNOVER hosts talks by well-known specialists on the practical issues that interest today's flooring professionals. Parquet floor-layers, screed-layers and general flooring contractors, as well as interior furnishers and decorators – this is where they come to catch up with colleagues and learn about the latest solutions designed to meet the practical challenges of the workplace.



INITIATIVE FOR SAFER WORKING PRACTICES

The demonstrations and product presentations hosted each year by the Initiative for Safer Working Practices are as entertaining as they are informative. The event is a joint initiative by the German Association of Interior Decorators (ZVR), the health and safety organization of the German raw materials and chemical industry (BG RCI) and Deutsche Messe.

Health and safety in the workplace.



Making your presentation stand out

Save money with our attractive presentation options and early booking discount

We want to help you make your presentation at DOMOTEX HANNOVER as effective as possible. That's why we offer you a wide choice of solutions and services designed to make your presence count. So: what can we do for you today?

If you have signed up for a 2-year contract for 2010/2011, the appropriate stand rental charges apply. Please register your company for DOMOTEX HANNOVER by 30 April 2010. You can find more details in our Terms and Conditions of Participation or on our website at www.domotex.de

Option 1: Stand space only

The solution for individualists. All you pay for is the floor space – you supply and assemble your own exhibition stand, creating the look that you want for your presentation.

You also have the option of booking one of our modular system stands. This will be fully assembled when you arrive, ready for you to add your own design ideas.

Allocation of stand space begins on 1 June 2010.

Book your stand by 30 April 2010 and get an early booking discount of € 3/m² on a one-year contract!

Prices for stand space (individual stand)

Date of registration	Basic rental charge for one-year contract	
	up to 30.4.2010	from 1.5.2010
Row stand (open on one side)	€ 132/m ²	€ 135/m ²
Corner stand (open on two sides)	€ 138/m ²	€ 141/m ²
End stand (open on three sides)	€ 140/m ²	€ 143/m ²
Island stand (open on four sides)	€ 144/m ²	€ 147/m ²

All rental charges are subject to:

- VAT at the current rate
- AUMA* fees of € 0.60/m²
- Two-storey stands: plus € 65/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)

Option 2: fair-package

The convenient, all-inclusive option: With our fair-package option you book a complete package, including your stand space, exhibition stand (incl. assembly) and numerous other useful services. This package can be extended as required at additional cost.

You can find more information on the Internet at www.domotex.de/fairpackage_e and in our Terms and Conditions of Participation. If you have any questions, just give us a call (Tel. +49 511 89-32267).

Sample prices for all-in fair-packages:



Classic



Comfort



Structure

	20 m ² row stand	20 m ² corner stand	20 m ² 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

Always at your service

Media entries

Let people know about you – and where to find you. By putting a full profile of your company in our print and electronic media – exhibition catalogue, website and EBi – you'll increase your number of contacts and get more out of your presentation.

Promotional material

Invite your customers to visit your stand at the show – with DOMOTEX HANNOVER advertising aids, most of them supplied free of charge. Choose from correspondence stickers, posters, invitation cards or visitor brochures. You also have the option of advertising your presence online or on one of our outdoor billboards right here at the Exhibition Grounds.

Press services

New products, special events: By booking our comprehensive PR support package you can influence what the press says about you.

Lectures & conferences

Our state-of-the-art Convention Center is at your disposal: 35 multifunctional halls and rooms offer ample space and all the technical facilities you need for product presentations, receptions or press conferences.

We'll be pleased to discuss your individual requirements with you.

Stand assembly, technical systems and support

From an Internet connection to a full stand assembly service – our professional team provides practical support for all aspects of your presentation at the show.

Catering services

Treat yourself and your customers to the culinary delights served by the many restaurants at the Exhibition Grounds. Or have refreshments delivered direct to your stand.

Accommodation & travel services

We wish you a pleasant stay: By booking a room in one of our "Deutsche Messe Select Hotels" you can look forward to excellent service at affordable prices. Detailed information about our travel offers can be found online at: www.domotex.de/arrival
For accommodation offers linked to DOMOTEX please go to: www.hannover.de/hotels/domotex

www.domotex.de/exhibitorservice



At home around the world



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