

DOMOTEX

Laying the ground for success

17–20 January 2015
Hannover • Germany

domotex.de



Deutsche Messe

The World of Flooring

DOMOTEX

More to discover:

DOMOTEX 2015

Focus on new products:

Innovations@DOMOTEX

After proving so successful at DOMOTEX 2014, the new concept is back again for DOMOTEX 2015. By showcasing your latest products here you'll put your business in the limelight. More information on p.6.



Ladies and gentlemen,

DOMOTEX 2014 confirmed its standing as the leading international meeting place for the carpet and floor coverings industry by attracting a large audience of industry professionals. The new format "Innovations@DOMOTEX", which focuses on the latest products from suppliers, made its successful debut at the show.

Media interest too was greater than ever before – from the trade press, interior furnishing and lifestyle magazines to leading Internet portals. Some 400 journalists from 34 countries reported on this top event, which attracted 45,000 trade visitors to Hannover.

As the industry's most important barometer of trends and an authoritative source of information, you should take advantage of DOMOTEX 2015 to cultivate key business contacts and profile your business before a visiting trade public from all over the world.

We look forward to welcoming you as an exhibitor at DOMOTEX 2015.

Yours sincerely,

Susanne Klapproth

Susanne Klapproth

Decisive benefits. At the world's leading trade fair for floor coverings

DOMOTEX lays the groundwork for your success

Make your presence felt when senior decision-makers plan their buying strategies at the start of the new year and look for the deals that will ensure another successful year of trading. DOMOTEX is the ideal place to make new contacts and cultivate your existing customer base.

At DOMOTEX all the world's your stage

Over 57% of the visitors and 83% of the exhibitors come from outside Germany, and all the market leaders from all sectors of the industry are represented at DOMOTEX. Nowhere else will your business and products be seen by so many international trade visitors in such a short space of time.

DOMOTEX is the industry's meeting place of choice

In just four days at the show you'll reach all the target groups of importance to your business. Your latest new products will be seen by senior representatives of the wholesale and export trades, skilled tradesmen and professionals from the worlds of architecture and interior design.

DOMOTEX in facts and figures

DOMOTEX 2014 ended on a high note, with excellent results. 1,350 companies from 57 countries took the opportunity to showcase their products to an international trade public at DOMOTEX 2014.

The 45,000 visitors came from 95 different nations. 57% of the trade visitors came from outside Germany – with a clear increase in visitor numbers from Eastern Europe and America. It was an impressive confirmation of the role of DOMOTEX as the industry's flagship event and key sales driver. Some 75% of the trade visitors said they would recommend DOMOTEX to colleagues.

Breakdown of visitors by sector

24 %	Wholesale trade
32 %	Specialist retail trade incl.
9 %	Home furnishings/furniture stores
25 %	Skilled trades*
8 %	Architects, interior designers, contracting sector
22 %	Industry

Provisional results. Position as of January 2014. More than one reply possible.
*Interior decorators, parquet and floor fitters/painters and varnishers.

Breakdown of visitors by region

49 %	EU
13 %	Rest of Western Europe
4 %	Rest of Eastern Europe
10 %	North America, South America
6 %	Middle East
13 %	South/East/Central Asia
4 %	Africa
1 %	Australia/Oceania



International attraction for senior decision-makers

All the world comes to Hannover: DOMOTEX 2014 was able to strengthen its leadership in terms of the international diversity and professional calibre of its visitors. 82% of the visitors are planning to return in 2015 to find out about the latest products and trends at DOMOTEX. Equally impressive is the quota of senior decision-makers among the visitors, which this year topped 90%. These are figures that no other trade fair in the industry can match.

Jan Kath, Jan Kath Design, Germany:

“Here I can meet up with all my important clients from across the world. In fact, there are some that I only meet here – clients from Australia, for instance.”



Welcoming a successful debut: Innovations@DOMOTEX



Creative ideas and innovations have always been an integral part of DOMOTEX. At DOMOTEX 2014 a new format was launched with the aim of placing the most important innovations and design highlights firmly centre stage. A panel of experts reviewed the new products submitted by exhibitors and made up a shortlist of 62, judged to be the best and most interesting innovations in terms of technological advances, design, relevance and quality.

The verdict following the highly acclaimed debut: Innovations@DOMOTEX has proved to be an immediate success. Exhibitors and visitors alike were delighted by the concentrated display of innovation and invention that characterized the whole show. Insiders from the architecture scene such as Jürgen Mayer H. guided visitors through the exciting world of new possibilities. Distinguished guest speakers such as Petra Blaisse referenced the innovations in their talks and presentations. In short, the concept came alive for visitors in every aspect of DOMOTEX.



A special treat for visitors: Stefan Diez gives a guided tour of his personal favourites at the show.



Top marks for Innovations@DOMOTEX

At the end of DOMOTEX 2014 exhibitors and visitors gave a positive verdict on the new concept. **73%** of the visitors rated Innovations@DOMOTEX as “good to very good”.

Robert J. Munisteri, Masland Contract, USA:
“The concept is very interesting, and it’s clear from the visitor footfall that the new format was very popular with the trade public.”

The success story continues

In years to come Innovations@DOMOTEX will remain a central element before, during and after the show – featured in all aspects and all channels of the extensive publicity campaign. It serves to underline the role that DOMOTEX plays as the industry’s most important driver of trends, and it will continue to offer innovative exhibitors special opportunities to showcase their work to maximum effect.

Get the attention you deserve – at DOMOTEX 2015

This is your chance to impress a jury of experts and the trade public as you put your products centre stage at Innovations@DOMOTEX.

The different elements of Innovations@DOMOTEX

Guide

In the best possible company

This is one place your product has to be. Any exhibitor listed in the Innovations@DOMOTEX Guide is already an object of interest to intending visitors. This practical guide contains information about the new products at the show, helps visitors to find their way around and is an invaluable aid to planning a visit in advance.



Areas

Central meeting points

Welcome to the heart of DOMOTEX. This is where visitors come to get their bearings – eager to discover the latest new products that the show has to offer. Selected product innovations are showcased to great effect in a series of dedicated central display areas. And your products could be among them – strategically placed for maximum visibility.



Guided Tours

Turn your presentation into a destination

Next stop: your company and your exciting new products. Guided tours led by experts from the world of architecture, product design and interior design will take visitors around to see the most important innovations at the show. In other words, your target group will be coming straight to your stand so that it is really easy for you to make new contacts.

Talks

Be a talking point

The “Talks” lecture program allows distinguished guest speakers from the international architecture community to deliver their own fascinating insights into the world of floor coverings. The new products selected by the panel of experts will feature strongly in the presentations by guest speakers and in round table discussions.

How you benefit from Innovations@DOMOTEX

- You'll get media coverage that sets you apart from the competition.
- You'll be listed in the Innovations@DOMOTEX Guide, which immediately raises your profile and makes you visible to visitors ahead of the show.
- Our high-powered publicity campaign for Innovations@DOMOTEX delivers an added PR boost for your company.
- You'll also make visitors more aware of your stand, and can therefore expect to make more useful contacts (and potential sales leads).

Petra Blaisse (NL) is talking about trends of contemporary interior design.





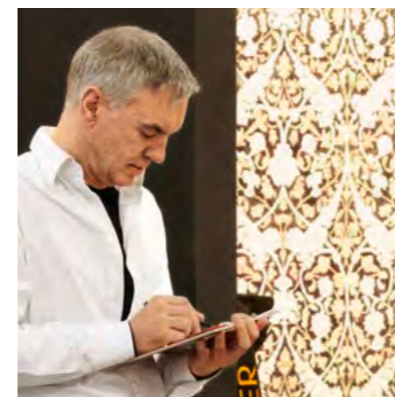
Promoting DOMOTEX in the media

DOMOTEX is rightly regarded as the industry's most important media event. A wide-ranging and high-profile publicity campaign ensures that exhibitors' products get the attention they deserve in Germany and around the world – and not just in specialized trade journals.

Cross-media and global

Through our media partners abroad we have an excellent network of contacts with the international trade press. We ensure that floor coverings feature in media reporting worldwide – through intensive publicity campaigns and the placement of reports and videos in all channels and outlets (print and online), e.g.:

- Trade press
- Interior furnishing and lifestyle magazines
- Daily news media
- Video reports on TV and the Internet
- Blogs
- Social networks



DOMOTEX 2014: Successful publicity in the media

- 400 journalists from 34 countries reporting from the show.
- Clips running on over 320 websites/portals
- 113,225 video requests on video portals and social media platforms
- Approx. 8,700 Facebook fans and over 600 Twitter followers are sent the latest information from the world of floor coverings

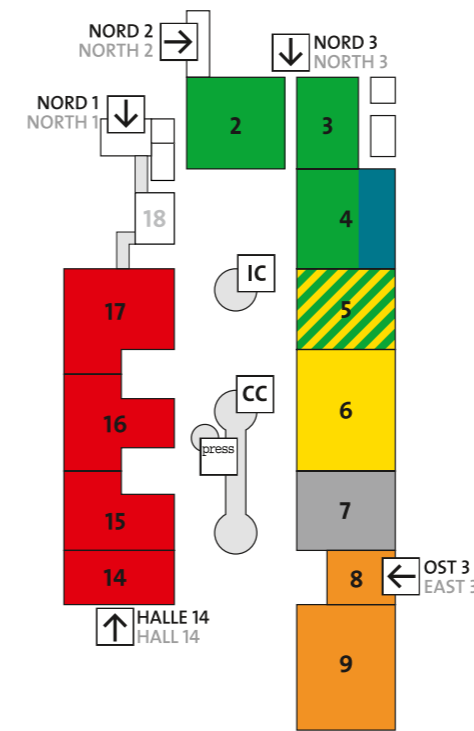


SCHÖNER WOHNEN, EUROPE'S BIGGEST HOME AND LIFESTYLE MAGAZINE

"... Innovations at DOMOTEX – exciting to see the latest ideas from manufacturers for better floors."



The whole industry in one place: DOMOTEX product worlds



- UNIQUE TREASURES**
Traditional and modern hand-made carpets and rugs
 - WOVEN COMFORT**
Machine-made carpets and rugs – modern and classic designs
 - FUNCTIONAL SOLUTIONS**
Mats and clean-off systems
 - COSY COLLECTIONS**
Textile floor coverings – residential and commercial, fibres and yarns
 - NO LIMITS**
Resilient floor coverings in various designs for all purposes
 - HANDS-ON**
Machinery, tools and solutions for the skilled trades
 - INSPIRED BY NATURE**
Parquet, wood and laminate flooring
 - OUTDOOR LIVING**
Balcony, terrace and garden flooring
- Entrance
 - Information Center
 - Convention Center
 - Press Center

Solutions tailored to your needs: Our service offerings

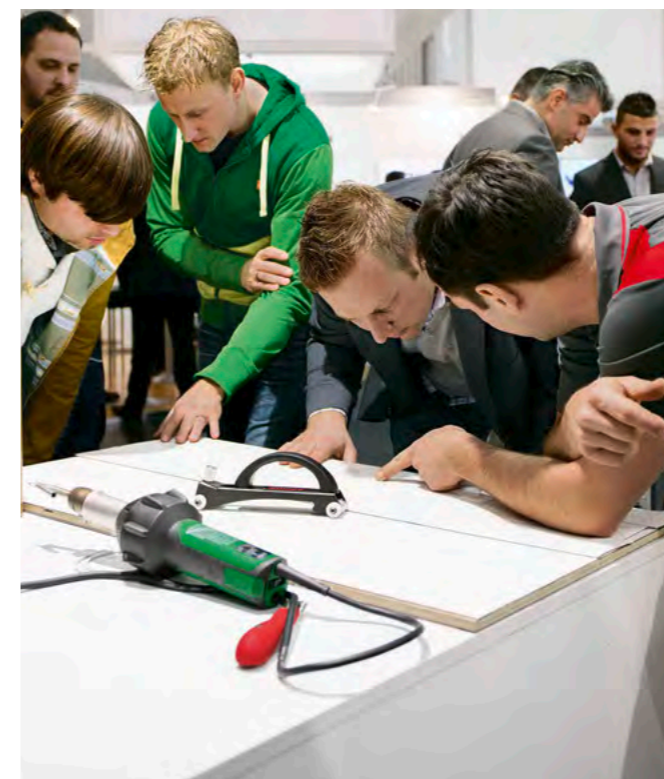
Here at the world's leading trade fair for carpets and floor coverings we not only offer you an ideal platform for new sales and orders, but also support you every step of the way with a comprehensive package of marketing and other services.

With our many years of experience and our professional know-how, we can help you develop new sales opportunities at DOMOTEX. We will be pleased to advise on all aspects of your presentation – from your stand at the show to online campaigns and communication with your target audience. Our complimentary tickets for trade visitors, for example, enable you to influence the type and number of visitors who come to your stand.

Complimentary tickets for trade visitors

Invite your guests the professional way: Your marketing fee gives you numerous complimentary tickets for trade visitors, which you can distribute to your customers in printed or electronic form – at no extra cost to you.

You can find more information about these and other services at www.domotex.de.



Presentation options

The choice is yours

DOMOTEX offers you a choice of options for presenting your business to maximum advantage – from stand space only (you supply your own stand) to a convenient one-stop package solution. Our customer service team will provide individual support and put together a package of services tailored to your specific needs.

Stand space only

You can supply your own stand to your own design – and just book the stand space you need. Any services you require can, of course, be booked separately. You can find our full Terms and Conditions of Participation at www.domotex.de/en/registration

If you book by 30.4.2014 you get a discount of up to € 10/m².

Full details of our prices and services can be found in the enclosed price list.

fair-packages – the handy, one-stop solution

Our well-tryed fair-packages are proving increasingly popular with exhibitors. These give you stand space with fully assembled stand, utilities, contact management, catering and marketing services – all in one cost-effective package. You save time and effort before and during the show so that you are free to focus on what really matters: your customers.

You can choose from one of four packages: “Basic”, “Comfort”, “Premium Style” and “Premium Trend”. Two upgrade options are available for each package. You can find full details at www.domotex.de/en/fairpackage



Remco Teulings, Tarkett, France

“DOMOTEX is the most important trade fair of all for us. It’s the only place where we can present our latest products to such a broad audience.”

We look forward to seeing you in our exhibitor line-up!

Allocation of stand space begins on 1 June 2014. Early booking is recommended to secure your place at DOMOTEX 2015. You can start planning your presentation right now – by using our Online Business Service, available at www.obs.messe.de.



Your DOMOTEX Team

From left to right: Alexander Wurst, Dr. Jochen Köckler, Susanne Klaproth, Yesim Durmus, Dunja Seven, Susanne Schrammek-Seeger, Maren Häusler, Mehtap Raue, Susanne Tieg, Sabine Stiehler, Thilo Horstmann, Katharina Kramer, Anne-Kathrain Jahns





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UNIQUE TREASURES

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Machine-made carpets and rugs –
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NO LIMITS

Resilient floor coverings

COSY COLLECTIONS

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residential and commercial

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INSPIRED BY NATURE

Parquet, wood and laminate flooring

OUTDOOR LIVING

Outdoor floor coverings

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HANDS ON

Machinery, tools and
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Contact details for our local sales partners worldwide
are listed at www.messe.de/salespartner_gb.

Your gateway to new sales markets in China, Russia and Turkey:

