

# infa.

October 15 to 23, 2022 | Hannover – Exhibition Center



## Information and sales exhibition

Nine days, seven halls and the infa exhibition garden, approximately over 800 exhibitors from different nations: infa, Germany's biggest consumer exhibition, offers your visitors a wealth of enjoyment on 73,700 square meters (gross area) of display space. And it offers you an ideal platform to present your products and services in a sales-conducive setting.

As an exhibitor, you'll benefit from a successful trade show concept, providing an excellent combination of entertainment and shopping to draw in round about of 166,000 visitors in 2019. But it's not just the quantity, but above all the quality of visitors that speaks for itself: The majority of visitors come with firm buying intentions which are then put into practice – the best prerequisite for you to achieve strong sales at the show.

The varied supporting program and the accompanying events are also key components of the infa success recipe. Special displays like "Christmas" and "Lebensart" offer a rich collection of goods complemented by a delightful atmosphere, creating ideal conditions for good sales.

Sign up today as an exhibitor and learn about the various options available for participants at Germany's No. 1 entertainment and shopping exhibition.

## Themes

- "Lebensart" – exclusive exhibition for high-class articles
- "Forum for Art & Design" – professionally active artisans and designers
- "Beauty & Style" – fashion and beauty, cosmetics and jewelry
- "Christmas" – Germany's largest Christmas world
- "live & ambience" – interior fittings and furniture
- "infa balance" – health and wellness
- "Bazar of Nations" and "Piazza Italia" – art and handicrafts from different cultures
- "Market Hall" – food, specialties, household articles, kitchen appliances, leisure, travel and tourism
- "bauen" – trade fair for construction, remodeling and financing
- "infa kreativ" – handicrafts, painting, needlework and knitting
- Baby Show "infalino" – the trade fair for pregnancy, infant and baby

## Customer proximity – your advantages as an exhibitor

### Customer proximity

- Direct sale – direct success
- Present your offerings in a direct-sales context in a unique, sales-conducive atmosphere with loads of interesting special topics and great events
- Enhance your company image through direct customer contact
- Reinforce customer loyalty and expand your customer base
- Promote sales the effective way, without any waste coverage
- Experience instantly measurable success for all your communication activities



## Let us promote you

Professional advertising and press publicity for your success!

### Marketing services

- Targeted visitor brochures
- Ads and reports in daily and weekly newspapers at the local and regional level
- Extensive outdoor advertising in Lower Saxony
- A website containing exhibitor and visitor information, highlights, the supporting program schedule, an online catalog featuring a product database plus extensive search facility
- Free advertising materials for exhibitors
- Professional media relations for print media, radio and television, including topic-centered press conferences
- Extensive, targeted direct mailings

## Facts

- 89% of people have ordered or purchased goods in store.
- On average, each person spent **EUR 363,70**.
- **2.928,30€** is the average household net income of infa visitors.
- 91,6 % of people would visit the trade fair again.
- 92 % of people would recommend the trade fair.
- 7% are under 20 years old, over 51% are mid-agers between 31-50 years, 36% are best-agers between 51-70 years old and 7% are older than 71 years.

### Rental prices per sqm

Row stand (one side open)	EUR 137,00
Corner stand (two sides open)	EUR 148,50
End stand (three sides open)	EUR 151,50
Island stand (four sides open)	EUR 151,50

\*Please note that rental prices may vary for individual exhibition themes.

\*\*Plus service prepayment package EUR 160 (will be charged or refunded after the event with any ordered services), marketing fee flat rate EUR 110 and trade association fee EUR 0,60/sqm.



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