DOMOTEX 2013
Step to success at the leading trade fair for floor coverings
The World of Flooring
Hannover
12–15 Jan. 2013
Welcome to DOMOTEX 2013!

Ladies and Gentlemen,
DOMOTEX 2012 was a successful start to the New Year for the entire industry. Exhibitors were pleasantly surprised by the unexpectedly high calibre of the visitors and, not least, by the substantial increase in the size of the trade audience. DOMOTEX again hit the mark with the right keynotes and the successful realization of new concepts, thus underlining its position as an outstanding showcase for furnishing and lifestyle products. Take part in DOMOTEX 2013 and present your company to an international trade audience. We look forward to welcoming you as an exhibitor in Hannover.

Yours sincerely

Susanne Klaproth
Enjoy the benefits of the world’s leading trade fair for floor coverings

High-calibre audience: unmatched
DOMOTEX attracts visitors from the wholesale and retail sectors, the skilled trades, architecture and interior design. Some 70% of visitors are from top management and, in fact, about 90% are involved in their company’s buying decisions.

Global response: overwhelming
Present your products and services at the heart of the world marketplace for carpets and floor coverings – you can be sure to make promising international contacts! Only DOMOTEX provides such optimal conditions – after all, 54% of the visitors and 83% of the exhibitors come from outside the host nation.

For market leaders: a “must” meeting-place
None of the market leaders will miss DOMOTEX. Strengthen your own market profile and showcase your products alongside the key market players.

Forms of presentation: ideal opportunities
DOMOTEX continues to refine its services, offering exhibitors more than just the traditional trade fair stand to present products and services, e.g. special displays, lecture programs, sponsoring and an all-year-round Internet presence. Your company should explore these opportunities too!

Knowledge transfer: optimal
The DOMOTEX program includes numerous conferences and meetings of trade associations. These events allow plenty of scope for knowledge transfer and discussions with fellow professionals.
DOMOTEX in facts and figures

Good reasons for taking part

DOMOTEX 2012 was a resounding success with over 45,000 trade visitors taking part. 54% of the trade visitors came from outside the host nation Germany. This figure marked double digit growth in the number of attendees. The audience came from Eastern Europe, but also from North America and the Far East, and was significantly bigger than in previous years. Naturally, the exhibitors were pleased by this result, with some 81% reporting tangible benefits from their trade fair participation.

The special displays and presentations again proved to be real crowd-pullers. This was especially true of the highly popular Wood Flooring Summit, which brought the parquet and laminate flooring sectors together and was highly praised by exhibitors and visitors alike.

Breakdown of foreign visitors in 2012

Provisional figures, position as at January 2012
What exhibitors say about DOMOTEX 2012

“DOMOTEX provides us with an international platform. There is no better basis for making contacts and nurturing customer relations in the world.”

Jan Vergote, CEO, IVC Group, Belgium

“This is the first time that we have had a stand at DOMOTEX. We have actually been very busy and attendances in the halls have been very good. This is a superb platform: on the first day we already met customers from 24 different countries.”

David Samad, Managing Director, NEXUS RUGS, USA/India

“In our opinion DOMOTEX is the leading international trade fair and that is why we are represented here every year. We meet our wholesale representatives here, as well as architects and users who seek concrete information about manufacturing processes.”

Dr. Uwe Gruber, Managing Director, MAPEI GmbH, Germany

Breakdown of visitors according to sector in 2012

<table>
<thead>
<tr>
<th>Sector</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialist wholesale trade</td>
<td>26</td>
</tr>
<tr>
<td>Specialist retail trade</td>
<td>20</td>
</tr>
<tr>
<td>Skilled trades*</td>
<td>21</td>
</tr>
<tr>
<td>Timber trade</td>
<td>6</td>
</tr>
<tr>
<td>Furniture and furnishing stores</td>
<td>3</td>
</tr>
<tr>
<td>Architects, interior designers, contracting sector</td>
<td>6</td>
</tr>
<tr>
<td>Department stores/mail order, DIY stores</td>
<td>2</td>
</tr>
<tr>
<td>Industry</td>
<td>22</td>
</tr>
</tbody>
</table>

Provisional figures, position as at January 2012.
More than one reply possible.
*Interior decorators / Parquet and flooring trades / Painters and decorators

Visitors were impressed by the unsurpassed innovativeness of the products from across the entire sector. The numerous new product trends and design highlights had a positive effect: 90 % of the trade visitors said they would recommend a visit to DOMOTEX to others.

Press and PR activities

More than 430 journalists from 32 countries come to DOMOTEX every year. Develop your own PR strategy to capitalize on this unique media presence and the extensive coverage of the event.
The Product Worlds of DOMOTEX

Put the spotlight on your products

The different Product Worlds create the ideal stage on which to showcase your products and services. This provides you with an excellent opportunity to speak directly to your target groups and impress customers from across the world with your diverse product range and exciting innovations.
Next year, the Product Worlds will again be complemented by a range of special displays and presentations. In 2012 DOMOTEX featured highlights such as contractworld, Floorforum and Souk Deluxe, as well as the special presentations Carpet Design Awards, the Skilled Trades Forum, the Initiative for Safer Working Practices and the extremely popular Wood Flooring Summit.
The individual Product Worlds: Carpets and textile floor coverings

Every kind of hand-made rug and carpet – whether traditional, contemporary or antique, whether hand-knotted, hand-woven or hand-tufted – is showcased here. Over 450 exhibitors from every corner of the globe present hand-crafted products. These could be high quality collections, one-off designer carpets or valuable antique carpets. The range of products is amazing, which explains the keen interest shown by the trade audience.
Seize this excellent opportunity to show decision-makers and buyers from the wholesale and retail sectors as well as visitors from the skilled trades that you can supply the innovative products, new design effects and fashionable colours that they are looking for. Make an impression with your collections for domestic and contract use. From hard-wearing products for heavy traffic to luxury flooring – plain or patterned – the product versatility and diverse uses of textile floor coverings always make them a top attraction at DOMOTEX.

Make the most of your company’s existing contacts while at the same time generating new business leads. At DOMOTEX you can meet decision-makers from carpet wholesale and retail outlets, furnishing and furniture stores, and mail order companies. Buyers are looking for modern and traditional designs and the latest trends in materials – at DOMOTEX you can convince them that your company’s machine-made carpets are just what they need.
The individual Product Worlds: Parquet, laminates, outdoor coverings and resilient floor coverings

These product categories are extremely popular due to the wide range of timber species used, the natural-looking and diverse surface effects, and the beautiful colour tones. These qualities make parquet and laminate floors a favourite among designers, who appreciate that they facilitate so many different style interpretations – from rustic or ethnic to luxurious and ultramodern.

The Wood Flooring Summit celebrated a spectacularly successful premiere at DOMOTEX 2012. It served as a central meeting-place for the entire parquet and laminate flooring sector, with all the market leaders showcasing their innovations.

For many interior designers resilient floor coverings will be an automatic choice due to the wide range of materials, designs and colours available. Thanks to innovative print and embossing techniques it is possible to create flooring that looks like wood, stone or metal and thus opens up countless new possibilities for creative applications and designs. Here you can showcase your innovative products and expertise to visitors from all over the world.
Applications and installation technology as well as cleaning is one of the most important and interesting segments represented at DOMOTEX, in particular for the skilled trades. Approx. 170 companies from this sector take part. You should also use this chance to demonstrate your state-of-the-art machines, tools and equipment – as well as new materials and solutions – to the professionals.

Flooring design is not only for interior designers. After all, outdoor flooring is also influenced by fashion trends and innovations. Showcase your latest solutions and product ideas for balconies, patios and garden areas to secure the attention of the international market represented at DOMOTEX.
Trade fair participation made easy: All-round service dedicated to your success

The exhibitors at DOMOTEX 2012 made full use of the new marketing package. Our services are designed to make it easier to target new contacts and generate business leads, as well as to help ensure that the trade fair is a success for all exhibitors. These comprehensive services will also be available at the next DOMOTEX – their aim is to make your participation as pleasant and effective as possible.

Complimentary tickets for trade visitors – included in the price
Invite your customers to visit your stand at the show. The complimentary tickets included in your marketing package and the free DOMOTEX advertising aids are just what you need for a successful invitation mailshot campaign.

Media services
Get your message across. DOMOTEX provides an extensive range of media services for exhibitors. For example, you can distribute information material to journalists – either online or via the distribution boxes in the Press Center. In addition, you can count on our professional assistance when planning press conferences. In this way your company will receive the media coverage it deserves.

Stand assembly and technical systems
From an Internet connection to refreshments or a turnkey modular stand – our professional services will support you with every aspect of your trade fair participation.

Supporting advertising and communication
Outdoor advertising at the DOMOTEX site gives you direct access to your target audience, and the chance to get your message across without any wasted coverage. And if you want to push your online presence, you have the option of advertising on domotex.de – your passport to clearly defined target groups all over the globe.

Other services include:
- domotex2go.de
  This site enables visitors to go online to select exhibitors, products and events on their mobile phones, and even plan business appointments. www.domotex2go.de
- DOMOTEX on Facebook – for up-to-date info www.facebook.com/domotexhannover

Search for exhibitors and products
Make sure you benefit from our all-year-round Internet exhibitor and product search function at www.domotex.de/en/exhibitors-products.

Post your contact details and product information:
- already lists more than 4,000 product entries
- all-year-round Internet presence
- high number of homepage visits

You can find more information about this and other services at domotex.de.
Online services geared to making contacts

Managing your contacts – both new and existing business leads – and the impact of online advertising are two of the key factors that will determine the success of your trade fair involvement. Take advantage of our professional support.

**Matchmaking services: worldwide contacts, talks tailored to your business**

Our matchmaking services are designed to help you manage your contacts before, during and after DOMOTEX.

We handle the whole process of establishing valuable new contacts – from customized searches to making the initial contact and arranging appointments with potential business partners from all over the world.


**Online campaigns and services that reach your customers**

Our subsidiary Deutsche Messe Interactive (DMI) will bring you together with potential business partners all year round. E-mail campaigns are a highly effective way of targeting new customers.

**The benefits:**

- successful new business leads through dialogue marketing
- all-year-round interactive channels for interested professionals
- extensive media services

Everything you need to know at: [www.messe-interactive.de](http://www.messe-interactive.de)
Rental charges and stand options

1. Customized stand options

Our solution for individualists allows you to create the look that you want for your presentation.

Alternatively, you can book one of our modular system stands – fully assembled when you arrive and ready for you to add your own design ideas.

**It pays to book early!**
If you book by 30 April 2012 you’ll get a discount of €3/m².

<table>
<thead>
<tr>
<th>Basic rental charge for one-year contract</th>
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<tbody>
<tr>
<td>Registration until 30.4.12</td>
</tr>
<tr>
<td>Row stand (open on one side)</td>
</tr>
<tr>
<td>Corner stand (open on two sides)</td>
</tr>
<tr>
<td>End stand (open on three sides)</td>
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</tbody>
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All rental charges are subject to:
- Marketing fee of €12,70/m² for principal exhibitors, flat-rate fee of €300 for co-exhibitors
- VAT at the current rate*
- The fee for co-exhibitors is €350
- Two-storey stands: plus €66/m² for the usable space on the upper floor

*Note: Invoices to foreign companies will in future be without German Value Added Tax.
For more information please refer to the Terms and Conditions of Participation.

2. fair-package

Exhibiting made easy: with our fair-package you book your stand space, exhibition stand (incl. assembly) and many other useful services as one complete package. Additional furnishings and fittings can be ordered if required. You can find more information on the Internet at [www.domotex.de/en/fairpackage](http://www.domotex.de/en/fairpackage) and in our Terms and Conditions of Participation.

If you have any questions, just give us a call (+49 511 89-32267).

Some of the services included in your fair-package:
- Insurance cover for your stand, furnishings and fittings
- Stand cleaning before the start of the show and daily during the show
- Waste removal and disposal
- Power supply (3 kW), incl. connection charge

<table>
<thead>
<tr>
<th>Sample prices for fair-packages:</th>
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<tbody>
<tr>
<td>fair-package</td>
</tr>
<tr>
<td>Early-bird price*</td>
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<tr>
<td>Standard price*</td>
</tr>
</tbody>
</table>

*plus VAT at the current rate

Allocation of stand space begins on 1 June 2012 – so make sure you register in time!

Register online – it’s so easy with OBS (Online Business Service)
[www.obs.messe.de](http://www.obs.messe.de)
Contact Persons

For textile and resilient floor coverings and machine-made carpets and rugs
Maren Häusler
Tel. +49 511 89-32178
maren.haeusler@messe.de
Mehtap Raue
Tel. +49 511 89-31212
mehtap.raue@messe.de

For wood and parquet flooring, laminated coverings, applications and installation technology, cleaning
Stefan Handwerk
Tel. +49 511 89-32139
stefan.handwerk@messe.de
Katharina Kramer
Tel. +49 511 89-32144
katharina.kramer@messe.de

For hand-made carpets and rugs
Thilo Horstmann
Tel. +49 511 89-31213
thilo.horstmann@messe.de

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

We’ll help to lay the world at your feet

**DOMOTEX Asia**
Shanghai
27–29 March 2012

**DOMOTEX Russia**
Moscow
24–28 Sept, 2012

**DOMOTEX Middle East**
Istanbul
8–11 Nov, 2012

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