



BE AN EXHIBITOR IN 2020.

**THE 50th HEIMTEXTIL
AWAITS**



HEIMTEXTIL IS CELEBRATING ITS 50th EDITION!

Shape the future with us.

In 2020, Heimtextil is taking place for **the 50th time** – and we'd like to celebrate the occasion with you! Over the years, Heimtextil has become the global leader in interior textiles. Together we make the world more beautiful!

As the **world's largest trade fair for home and contract textiles**, Heimtextil is the ideal venue for you to showcase your innovations in interior textiles, interior design and interior trends as well as to prepare and close deals with international decision makers. Make sure you're here!

GOOD REASONS FOR YOUR PARTICIPATION

Communicate: Architects, wholesalers, designers, interior decorators, hospitality experts, retailers, visual merchandisers – here you are seen by all key **decision makers**.

Sell: **Buyers** from all over the world come here to find ideas and conclude the most important deals of the year.

Preview: Benefit from inspiration from **the coming trends** – and from contacts that will develop your business long-term.

Stand out: The diverse world of home and contract textiles attracts the entire industry – take advantage and **showcase your offer here**.



Tomorrow's business.

Would you like to know what will be successful tomorrow? Heimtextil showcases the most promising possibilities. Inspiration, innovation and tomorrow's technology are important future themes and **drivers for your business.**

Offer **visitors from all over the world** insights into the future – with your product presentation in Hall 3.0 in the following **three areas:**

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.....
.....
TEXTILE DESIGN

TEXTILE TRENDS

TEXTILE TECHNOLOGY



**INSPIRATION
+ INNOVATION
+ TRENDS
= HALL 3.0**

Four days for the world. One day exclusively for you.

On Monday, 6 January 2020 before the fair opens, you can benefit from the **exclusive preview for all Heimtextil exhibitors** and discover

- **the latest ideas** from around 250 design studios for home and contract textiles.
- **inspiring 2020/2021 trends** in the Heimtextil Trend Space.
- **innovations** in the area of Textile Technology with digital print machines and machinery for textile processing.

ESPECIALLY FOR EXHIBITORS we offer trend tours, lectures and the opportunity for early business deals before the official start of the fair.

TEXTILE DESIGN

Success can be designed.

Don't miss out on the **world's largest international platform** for textile creations. The Textile Design section in Hall 3.0 provides the perfect venue for you to **present and sell your exclusive designs**. Set creative trends!

Whether textile designer, design studio or style agency – benefit from profitable networking with **high-calibre trade visitors!** Heimtextil 2020 offers the ideal platform for the professional marketing of your creative ideas.

Make the most of this **outstandingly inspirational environment** that is shaping the future of textile design.



HEIMTEXTIL TREND SPACE

The trailblazer of the industry.

How will colours, patterns and materials develop in the future? Where are new design approaches emerging? **Who gives the directions?** Heimtextil and its exhibitors!

In the Heimtextil Trend Space in Hall 3.0, the **trends 2020/2021** can be seen, felt and experienced at first hand. Inspirations for designers and product developers – and **available for buyers to order directly at the fair!**

You are guaranteed to find plenty of inspiring ideas. Perhaps you'd like to showcase your innovative products **and become a trendsetter?**

If so, you can send in your products beforehand. The international **Heimtextil Trend Council** curates the best entries for the presentation in the Heimtextil Trend Space.



TEXTILE TECHNOLOGY

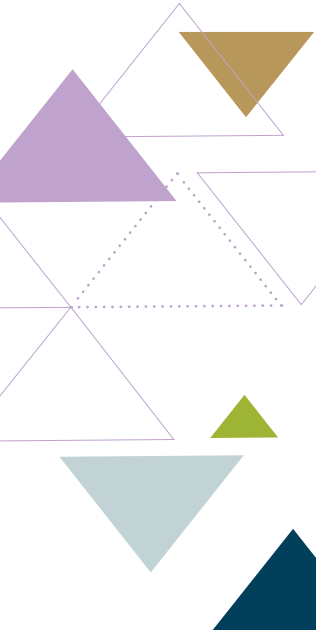
The future: The ideal venue for exhibitors.

Technology brings the textile industry into the future. The Textile Technology area with its **focus on Digital Printing Technology and Textile Processing** has therefore been given significantly more prominence at Heimtextil 2020.

Your opportunities in the Textile Technology area:

- Reach Heimtextil **industry customers** and exhibiting manufacturers at the exclusive preview on the day before the fair officially opens.
- Showcase your offer at the **interface** of all target groups and specialist areas that benefit from new technologies.
- Benefit from the **prominent position** of the theme at Heimtextil at the centre of an array of innovations and inspiration for the textile industry.





INTERIOR.ARCHITECTURE.HOSPITALITY



CONTRACT BUSINESS GROWTH DRIVER

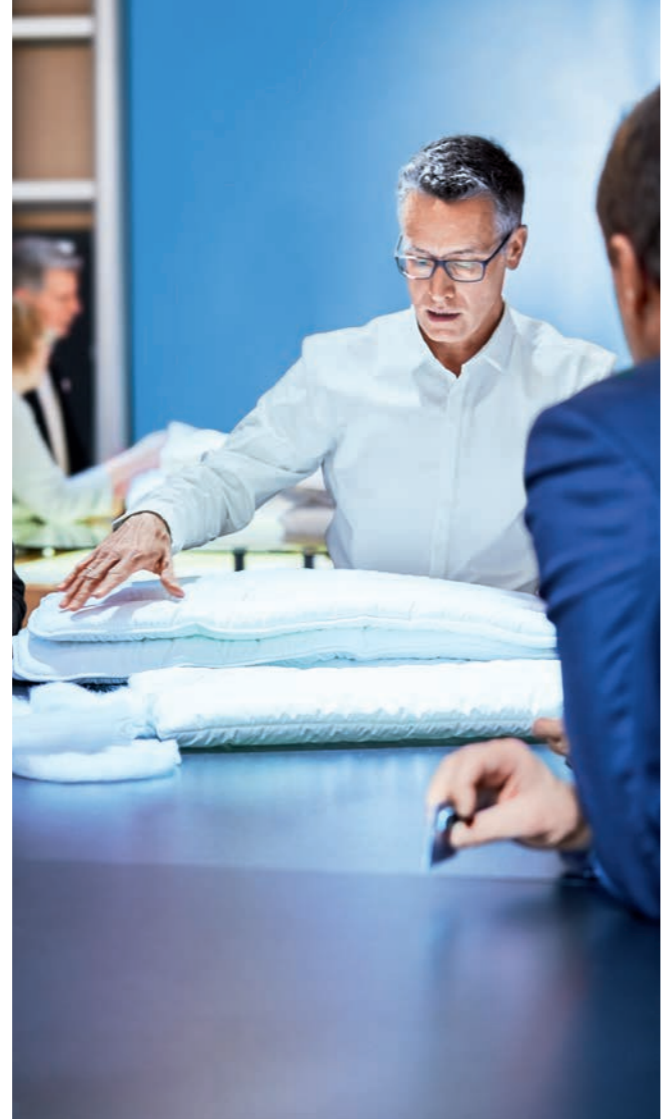
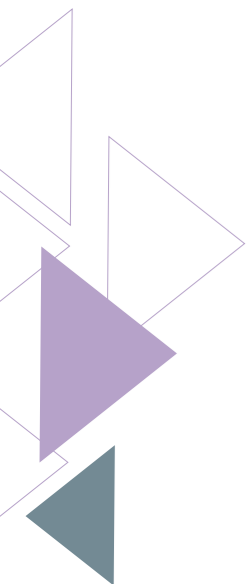
Success follows function.

In addition to home textiles, Heimtextil also has a second main area of focus: **contract textiles**, which are increasingly attractive to an extremely interested audience of architects, interior designers, object planners and hospitality experts. The contract sector is booming. And the demand for textiles with **functional properties** is also rising.

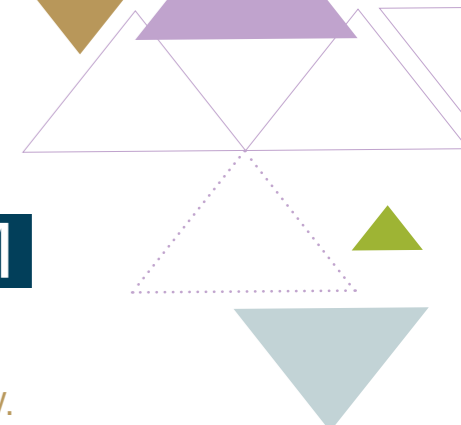
Demonstrate your competence in this rapidly growing environment – **around 500 exhibitors** already provide a specialist offer for this sector. Present your know-how to the contract market and benefit from wide-ranging communication to the **Interior.Architecture.Hospitality** target group.

High-calibre **lectures, tours**, the **salon** and the exclusive exhibition format of **Interior.Architecture.Hospitality Expo** make this area a must for the entire industry. Benefit from our international marketing and PR activities. Become a participant at Expo 2020.





SLEEP! THE FUTURE FORUM



Wake up to further success tomorrow.

Heimtextil offers the **largest international selection** of bedding, bed linen, bed systems and mattresses for the home and contract textiles sector. It is the central meeting point for the bed industry.

Along with food and fitness, sleep is a **key lifestyle theme** – and the textile industry is the decisive driver for everything to do with this restful topic.

A **highlight of Heimtextil 2020** is “Sleep! The Future Forum” – a lecture programme at which international experts from various specialist areas give insights into the future of sleep.

The four areas:

 SLEEP & DIGITAL

 SLEEP & HOSPITALITY

 SLEEP & SPORT

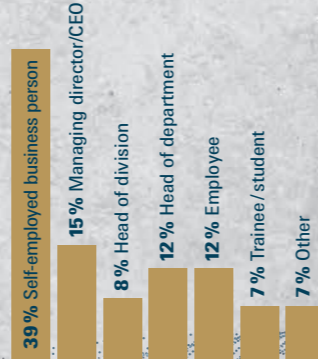
 SLEEP & SUSTAINABILITY

HEIMTEXTIL: PEAK VALUES

Here is where your whole world meets up.

Each year, Heimtextil is the unmissable centrepiece of the textile world. It offers an international showcase and knowledge hub as well as a location for inspiring events, networking opportunities and great deals. Become part of this world!

around **70,000**
TRADE VISITORS
from **135**
COUNTRIES



TECHNOLOGIES OF TOMORROW

90% international visitors

LATEST TRENDS

97%

VISITOR SATISFACTION

PERSONAL DIALOGUE WITH CUSTOMERS

EASILY ACCESSIBLE INTERNATIONAL LOCATION

OVER 3,000 EXHIBITORS FROM 64 COUNTRIES



OUR SERVICES FOR EXHIBITORS

Your trade fair. Your success.

FREE PROMOTIONAL MATERIALS

We offer numerous promotional materials that you can use to inform your partners and customers and invite them to the fair.

WE ALSO OFFER SUPPORT IN THE FOLLOWING AREAS

Stand construction, stand technology, rental furniture and equipment, trade fair seminars, publications, technical guidelines, logistics, passes and tickets, travel information, accommodation and much more.

TARGETED CAMPAIGNS TO ATTRACT TRADE VISITORS

We invest in eye-catching, international publicity campaigns to attract the right visitors for you, e.g. with advertisements in trade magazines, online marketing, PR, direct marketing and social media activities.



WE'RE HERE FOR YOU

DO YOU HAVE ANY QUESTIONS ABOUT YOUR PARTICIPATION OR THE ORGANISATION OF YOUR TRADE FAIR PRESENCE? IF SO, PLEASE CONTACT US BY PHONE OR MAIL!



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BOOK YOUR PARTICIPATION NOW

at Heimtextil from 7.–10.1.2020

TYPE OF STAND	Stand rental prices REGULAR	Stand rental prices LOYALTY* <small>Valid up to 14 March 2019</small>
1 side open	€ 223.00/sqm	€ 191.00/sqm
2 sides open	€ 231.00/sqm	€ 198.00/sqm
3 sides open	€ 236.00/sqm	€ 204.00/sqm
4 sides open	€ 242.00/sqm	€ 208.00/sqm
Upper storey area	€ 120.00/sqm	€ 116.00/sqm

Plus:

- Environmental levy € 2.90/sqm
- AUMA charge € 0.60/sqm
- Media Package € 585.00
- plus the currently valid statutory VAT

REGISTER NOW

Please contact us at www.heimtextil.messefrankfurt.com

WE REWARD YOUR LOYALTY!

Were you at Heimtextil in 2019? If so, you can benefit from our special LOYALTY price!*

NEW&NEXT – SUPPORT FOR START-UPS

Are you a newcomer, start-up or young company? If so, we have a very special stand price offer for you. Talk to us!

*This price is available only to companies that exhibited at Heimtextil 2019 with their own products and personnel and that are themselves exhibiting at Heimtextil 2020 and whose declaration of participation for Heimtextil 2020 is received by 14 March 2019 by Messe Frankfurt Exhibition GmbH.



Textile Design

Design studios, style bureaus, CAD/CAM systems, colour code systems

Textile Technology

Digital print machines, software and digital print accessories, machinery for textile processing

Wall Decoration

Wallpapers, wall decoration, painting and decorating accessories, colours and varnish

Decorative & Furniture Fabrics

Manufacturer and wholesaler hall for decorative and furniture fabrics, furniture leather and artificial leather, fibres and yarns

Interior.Architecture.Hospitality Expo

EXPO Exclusive selection of textile interior design and unique hotel furnishing

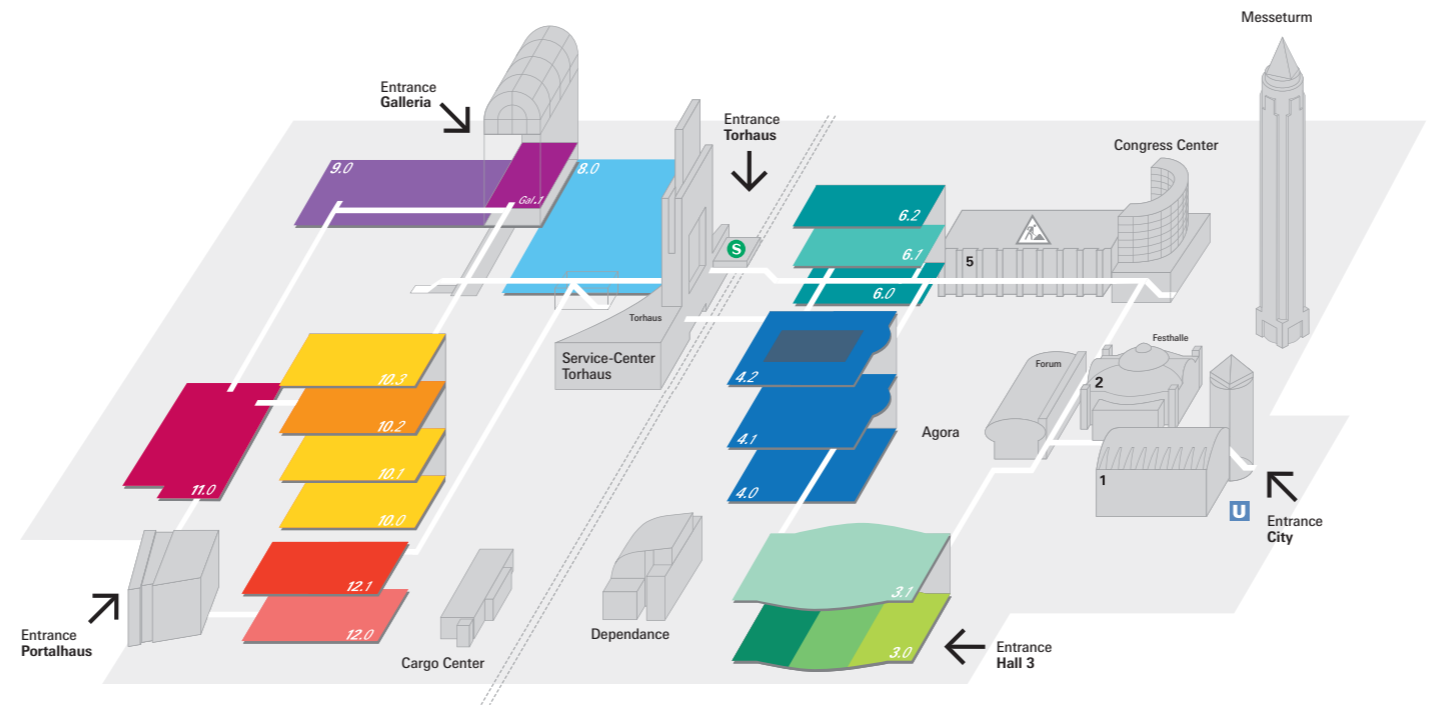
Asian Excellence

Selected manufacturers from Asia with home textile products such as: decorative and furniture fabrics, decorative cushions, curtains, carpets, sun protection systems and wallpapers

Asian Selection

Individual presentations and national pavilions with manufacturers from Asia with home textile products such as: decorative and furniture fabrics, decorative cushions, curtains, carpets, sun protection systems and wallpapers

THE 50th HEIMTEXTIL. THE COMPLETE SITE PLAN.



Window & Interior Decoration

Curtains, decorative fabrics and systems, furniture fabrics, textiles editeurs, visual covers and sun protection systems, carpets and tools and machinery for textile processing

Beautiful Living

Lifestyle products: Table linen, coated table cloths, bedcovers, blankets, door mats, decorative cushions and home accessories

All about Pets Textiles and accessories for pets

Media

Associations, institutes and publishers

Asian Selection

Individual presentations and national pavilions with manufacturers from Asia with household textile products such as: duvets and pillows, bed linen, bathroom textiles, table and kitchen linen, blankets and decorative cushions

Asian Excellence

Selected manufacturers from Asia with household textile products such as: duvets and pillows, bed linen, bathroom textiles, table and kitchen linen, blankets and decorative cushions

Smart Bedding

Duvets and pillows, mattresses, bedding systems, textile processing, fibres and yarns and "Sleep! The Future Forum"

Bed & Bath Fashion (Brands)

Branded companies with bed linen and bathroom textiles

Bed & Bath Fashion (Private Label)

Private label suppliers of bed linen and bathroom textiles

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