The figures really speak for themselves. The last DOMOTEX was a triumph, with more than 1,400 exhibitors from over 60 countries. An incredible 90% of the visitors were decision-makers!

And the next event will be even better. A large area devoted to textile floor coverings and woven carpets will be augmented by an extended display of parquet, luxury vinyl tiles, outdoor products and tiles. Acoustics and digital tools for floors will prove a special highlight (as explained later). DOMOTEX has not changed its original concept but is moving on, creating an atmosphere conducive to business and creativity.

In addition, the intriguing new keynote theme ATMYSPHERE emphasizes how flooring is a crucial design element that determines the ambiance of a room or area. The special Framing Trends display will reveal how floor coverings contribute to a sense of well-being, naturalness and sustainability in interior spaces, while Hall 9 will again serve as the hotspot for inspiring, original installations staged by top manufacturers, designers, university students and artists.

DOMOTEX continues to maintain its long-held status as the global marketplace for this sector. No other event attracts so many top decision-makers. You can confidently expect to conclude deals and get orders here, as well as make new contacts in various market segments, including the lucrative contracting market.

Be part of DOMOTEX 2020 – join us to reveal the exciting role of floor coverings in interior design. Together we can reach new spheres of creativity and business!

Yours sincerely

Sonia Wedell-Castellano
Global Director DOMOTEX
“Health” is a megatrend that belongs to the DOMOTEX keynote theme ATMYSPHERE and highlights how flooring can promote a sense of well-being, naturalness and sustainability. This connection is logical as flooring is a defining element in virtually every interior design concept. The quality of the materials and design attributes of carpets and other floor coverings both define and influence personal lifestyle and the character of living and work environments. In the various keynote theme topics Well-being, Acoustics, Floor & More, Sustainable Flooring, Green Living and Outdoors exhibitors can showcase their solutions and ideas addressing the central keynote theme.

**WHAT COULD YOU EXHIBIT?**

Use your Flooring Space showcase within Framing Trends to highlight the properties of the materials and design features you employ to enhance the physical and aesthetic atmosphere of interior spaces:

Examples include carpets that bind fine dust particles or have an insulating effect, elastic flooring that offers greater walking comfort or anti-allergenic properties, wooden floors that improve air conditions by absorbing water from the ambient atmosphere and release it when the air becomes dry. This broad category also includes attractive, durable outdoor decking and tiles for indoors and outdoors that create the feeling of an indoor lounge outside on the patio or terrace.

The Acoustics display will include deep pile, high-quality carpets which dampen vibration, sound and echo effects, as well as underfloor measures to improve room acoustics or sound-absorbing wood or cork wall paneling. Exhibitors can choose from numerous options, including various opportunities to exhibit solutions for rooms and floors in the contracting sector or for private homes. Interactive areas will encourage visitor participation and a lively exchange between exhibitors and visitors. If required, DOMOTEX will also suggest and connect you with designers who can support you in the realization of your concept.

**HOW DO YOU BENEFIT?**

Claim your position as a trend-setter and pioneer: Framing Trends, in particular, reaches new target groups, including life-style oriented visitors from the trade, architects, designers and influencers. New contacts, unforgettable images and experiences are generated here – and here you will capture market attention.

Guided Tours: Organized tours for architects, interior designers and media representatives bring valuable new contacts right to your stand.

Profit from our trade show promotion activities: ATMYSPHERE is being highlighted in our PR, marketing and social media activities – worldwide coverage is thus guaranteed. Interested? Simply contact Anne-Kathrain Jahns: anne-kathrain.jahns@messe.de

→ www.domotex.de/en/ams

20 m² at Flooring Spaces from 10,500 EUR

With the special showcase “Framing Trends” in Hall 9, DOMOTEX 2020 offers manufacturers and designers a unique opportunity to address the keynote theme ATMYSPHERE and position themselves as trendsetters.
FURTHER HIGHLIGHTS IN HALL 9

DOMOTEX NOW INTRODUCING A NEW PRODUCT SEGMENT – TILES
Tiles are beautiful, hygienic and varied. Easy to clean, durable and robust, they are part of a healthy home environment – energy-efficient, fire-resistant, modern and distinctive. And at long last they feature in our trade show portfolio!
Tile manufacturers are now invited to showcase their products at DOMOTEX.
For more information contact Maren Häusler: maren.haeusler@messe.de

DIGITAL TOOLS FOR FLOORS – WHAT YOU NEED TO KNOW AS AN EXHIBITOR
What is needed to digitize carpets and floors, or adapt your software to future demands?
In short, BIM, VR/AR, CRM: Building Information Modeling, Virtual and Augmented Reality applications, as well as Customer Relationship Management Systems. In Hall 9 all will be revealed about these digital solutions and how they can benefit your company and your customers.
A special display offers first-hand insights into solutions and information on the latest digital technology and virtual applications for floors.

SHOWCASE YOUR INTERIOR DESIGN AND FLOORING SOLUTIONS
Exhibitors interested in DOMOTEX 2020 are invited to showcase their carpets and flooring in installations reflecting the keynote theme ATMYSHERE. It offers an imaginative way to inspire visitors. Show planners and interior designers clever solutions for rooms and flooring in every setting, e.g commercial and public buildings or residential properties. Visitors will find the keynote theme interpreted in striking designs for offices, terraces, hotel rooms, bistros, classrooms, public reception rooms and foyers, hospital rooms, fitness studios, etc.

HOTSPOT FOR LUXURY VINYL TILES
DOMOTEX 2020 will boast a new showcase for the latest in luxury vinyl tiles. A major themed platform for this market segment in Hall 9 will focus on the special properties of tiling, as well as new developments and trends.

Floors are something real and tangible, but we need a new, digital approach for the future. We talk about unlimited possibilities, but what exactly are these unlimited technological possibilities? How can they be applied in practice? All the main players in this sector will be represented at DOMOTEX 2019 – they can be found among the exhibitors and visitors.”

Florian Wenk, CEO/founder, VISIONME GmbH, Langenhagen, Germany
YOUR BENEFITS AT A GLANCE

Don’t miss the world trade show for the flooring sector when it opens for business at the start of the year. It is an ideal opportunity to develop your networking, make new contacts and initiate or secure new business deals.

LEADING BUSINESS PLATFORM
DOMOTEX presents the entire spectrum of the international flooring industry. It provides a unique overview of market trends, and also anticipates future developments and demand across the flooring sector.

THE RIGHT VISITOR TARGET GROUP FOR EVERY EXHIBITOR
Present your products and solutions to an international audience of key decision-makers, including buyers from upmarket specialist outlets, wholesalers, architects, interior designers, interior decorators, the contracting sector and relevant skilled trades.

HOTSPOT FRAMING TRENDS
If you have products that contribute to a sense of wellbeing and solutions for contemporary needs, you should showcase your products and ideas for rooms that reflect the keynote theme and add to the special Framing Trends experience that will attract architects, media and opinion-leaders.

THE MAIN DISPLAY CATEGORIES AT DOMOTEX
- Traditional and modern hand-made carpets and rugs
- Machine-made carpets and rugs
- Mats and clean-off coverings
- Textile floor coverings, fibres and yarns
- Resilient floor coverings, design flooring/LVT
- Parquet and solid wood flooring
- Laminate flooring
- Outdoor flooring
- Application and installation technology
- Tiles (NEW)

"At DOMOTEX we can nurture relations to existing customers and connect with designers, colour managers, distribution and logistics professionals. It is the perfect place for communication. (...) No international company can afford to miss DOMOTEX."

Ferid Amini, Managing Director, ABC Italia, Milan, Italy
AT A GLANCE

THE SUCCESS OF DOMOTEX 2019 IN FIGURES

From the trade to industry, the skilled trades and interior design – spanning markets from Asia to Europe and America – this is the true scope of the world trade show DOMOTEX.

TRADE VISITORS ACCORDING TO SECTOR*

- Specialist retail trade (incl. 11% from home furnishing stores and 12% from the wood trade) 37%
- Wholesalers 25%
- Skilled trades 22%
- Architects, interior designers, contracting sector 12%
- Industry 25%

*More than one reply possible

TRADE VISITORS ACCORDING TO COUNTRY OF ORIGIN

- Asian 30%
- Eastern Europe 3%
- African 4%
- American 10%
- Australia/Oceania 2%
- European Union and Western Europe 51%
- Eastern Europe 4%
- African 2%
- Australian/Oceania 10%
- American 51%
- European Union and Western Europe 30%

More comments on DOMOTEX 2019 can be viewed here:

→ www.domotex.de/en/statements

“At DOMOTEX 2019 we again found a window on our market. It was a perfect summit meeting for our sector. In view of the international orientation of our company, it’s a trade event we cannot afford to miss. The trade visitors are high calibre and we were able to meet customers from around the world. Making so many contacts in just a few days is simply invaluable for us.”

Silvia Ceola, Export Department, Parchettificio Garbelotto s.r.l., Cappella Maggiore, Italy
SERVICE PACKAGES
You do not have the time for lots of organizational work and would prefer a one-stop solution? Our complete packages include stand space, stand construction, basic services and utilities, as well as marketing and catering services. Discover the advantages of our Fair-Packages and choose a Basic, Comfort or Premium Package. We would be pleased to advise and are confident we have the right package for you.

INFORMATION AND REGISTRATION
Further information, conditions of participation, planning tools and the current price list can be found online at:

→ www.domotex.de/en/registration

Or book your stand directly via DOMOTEX Shop:

→ shop.domotex.de/en

CUSTOMIZED STAND OR COMPLETE ONE-STOP SOLUTION
At all times we are available to assist you before and during the trade show. We can put together individual advertising and sponsorship offers to help you achieve your aims and reach your target groups more effectively. Your marketing fee covers various services, e.g. e-tickets and an online portrait of your company.

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
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<tr>
<td>Basic stand rental One-year contract</td>
<td>from 176 EUR/m²**</td>
</tr>
<tr>
<td>Basic stand rental Two-year contract</td>
<td>from 152 EUR/m²**</td>
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<tr>
<td>for 2020/2021</td>
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</tr>
<tr>
<td>Fair-Package complete offer</td>
<td>from 6,639 EUR**</td>
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<tr>
<td>Basic System stand Type A</td>
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<tr>
<td>Marketing fee</td>
<td>from 6.90/m²***</td>
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* applies to stand registrations received by 23.9.2019
** 20 m² row stand, one-year contract
*** for stands as from 901 m². Incl. AUMA fee.
All prices are subject to VAT at the current rate.
DOMOTEX WORLDWIDE

A STRONG INTERNATIONAL NETWORK

DOMOTEX, the world’s leading trade show for carpets and floor coverings, is a unique global platform represented in various locations worldwide, thus offering exhibitors an excellent opportunity to showcase and sell their products on the most promising international markets.

NEW AND UNIQUE IN NORTH AMERICA

As the only trade show in North America devoted to carpets and floor coverings for the US market, DOMOTEX USA promotes networking between the flooring trades and leading manufacturers.

5 – 7 February 2020, Atlanta, Georgia, USA
www.domotexusa.com

SUCCESS IN ASIA FOR OVER 20 YEARS

DOMOTEX asia/CHINA FLOOR is the biggest trade show for carpets and floor coverings in the Asia-Pacific region and boasts the most wide-ranging product portfolio of all the international spin-off events.

24 – 26 March 2020, Shanghai, China
www.domotexasiachinafloor.com

LEADING IN THE MIDDLE EAST

DOMOTEX Turkey – the leading showcase for carpet manufacturers in Turkey and the Middle East – is taking place for the sixth time in Gaziantep, where many of the manufacturers of woven carpets are located.

April 2020, Gaziantep, Turkey
www.domotexturkey.com/en

PREMIERE IN MEXICO

Part of Expo CIHAC, the most important trade show for the construction industry in Latin America, DOMOTEX Mexico is a response to the projected growth in the supply and demand for flooring products in Central America.

15 – 19 October 2019, Mexico City, Mexico
www.hfmexico.mx/Domotex/

LEADING IN THE MIDDLE EAST

DOMOTEX Turkey – the leading showcase for carpet manufacturers in Turkey and the Middle East – is taking place for the sixth time in Gaziantep, where many of the manufacturers of woven carpets are located.

April 2020, Gaziantep, Turkey
www.domotexturkey.com/en
CONTACT PERSONS FOR THE DISPLAY CATEGORIES

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

Machine-made carpets and rugs –
modern and classic designs, Mats
Dunja Seven
Tel. +49 511 89-32149
dunja.seven@messe.de

Resilient floor coverings
Textile floor coverings –
residential and commercial
Anne-Kathrain Jahns
Tel. +49 511 89-31214
anne-kathrain.jahns@messe.de

Parquet, wood and laminate flooring
Outdoor floor coverings
Nina Jamrozy
Tel. +49 511 89-33218
nina.jamrozy@messe.de

Machinery, tools and
solutions for the skilled trades
Nina Jamrozy
Tel. +49 511 89-33218
nina.jamrozy@messe.de

Tiles, Digital Tools
Maren Häusler
Tel. +49 511 89-32178
maren.haeusler@messe.de

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DOMOTEX Turkey
Dunja Seven
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dunja.seven@messe.de

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

You can find us on the following networks: