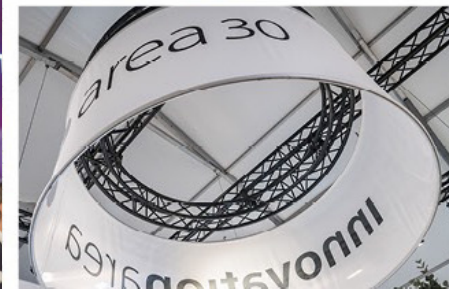
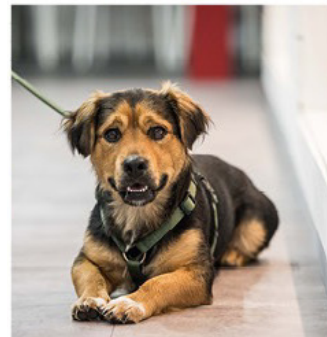


trends, smart product ideas and digital solutions

20 to 25 September 2025



innovationarea



trade place at the pulse of time



The innovation area is the trade place at area30 for interesting products, pioneering trends and innovative services. This is where forward-looking ideas, exciting inventions, digitalisation and new designs meet an economic context.

Exhibitors have the opportunity to make direct contact with industry and trade in a focussed environment. A unique trade place is established in a stylish ambience. Ideal for product launches, networking and utilising synergies and for successful business.

exhibitors in the innovation area



The story goes on: After a successful start in 2023, the innovation area will continue to have an effective space within area30.

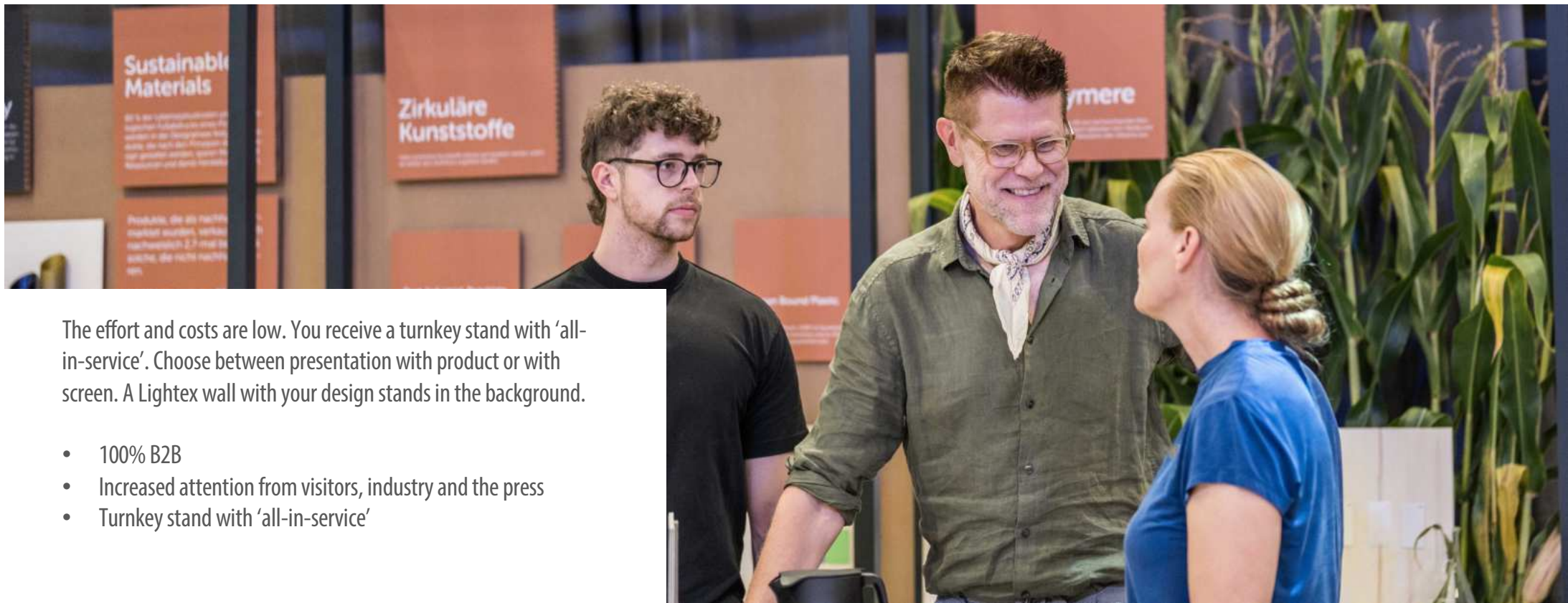
The new concept ensures a perfect presentation to trade visitors. Companies that present their trends, smart product ideas and digital solutions use this smart type of trade fair presence.

advantages at a glance



- Low outlay for the exhibitor thanks to all-in service
- Excellent cost-performance ratio
- Attractive design and lighting
- Attractive network hub
- Targeted advertising by the trade fair organiser
- High frequency of trade visitors
- Various booking options

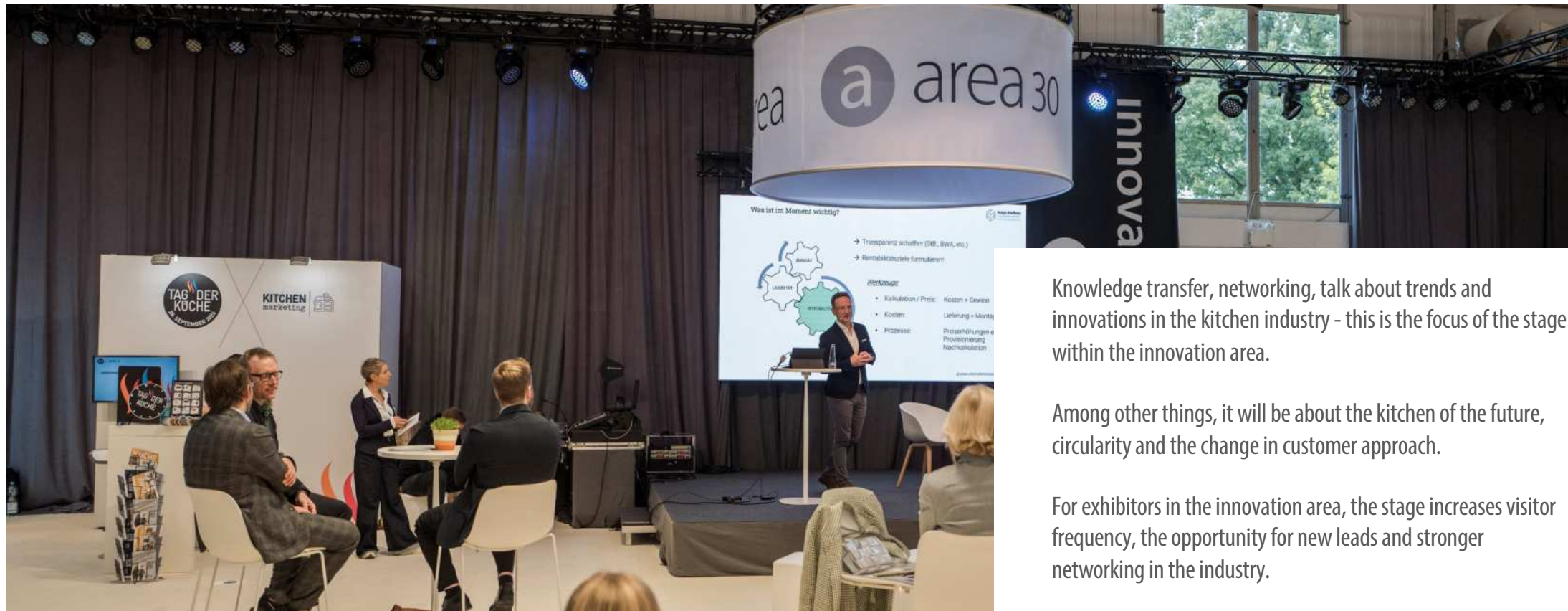
work



The effort and costs are low. You receive a turnkey stand with 'all-in-service'. Choose between presentation with product or with screen. A Lightex wall with your design stands in the background.

- 100% B2B
- Increased attention from visitors, industry and the press
- Turnkey stand with 'all-in-service'

stage

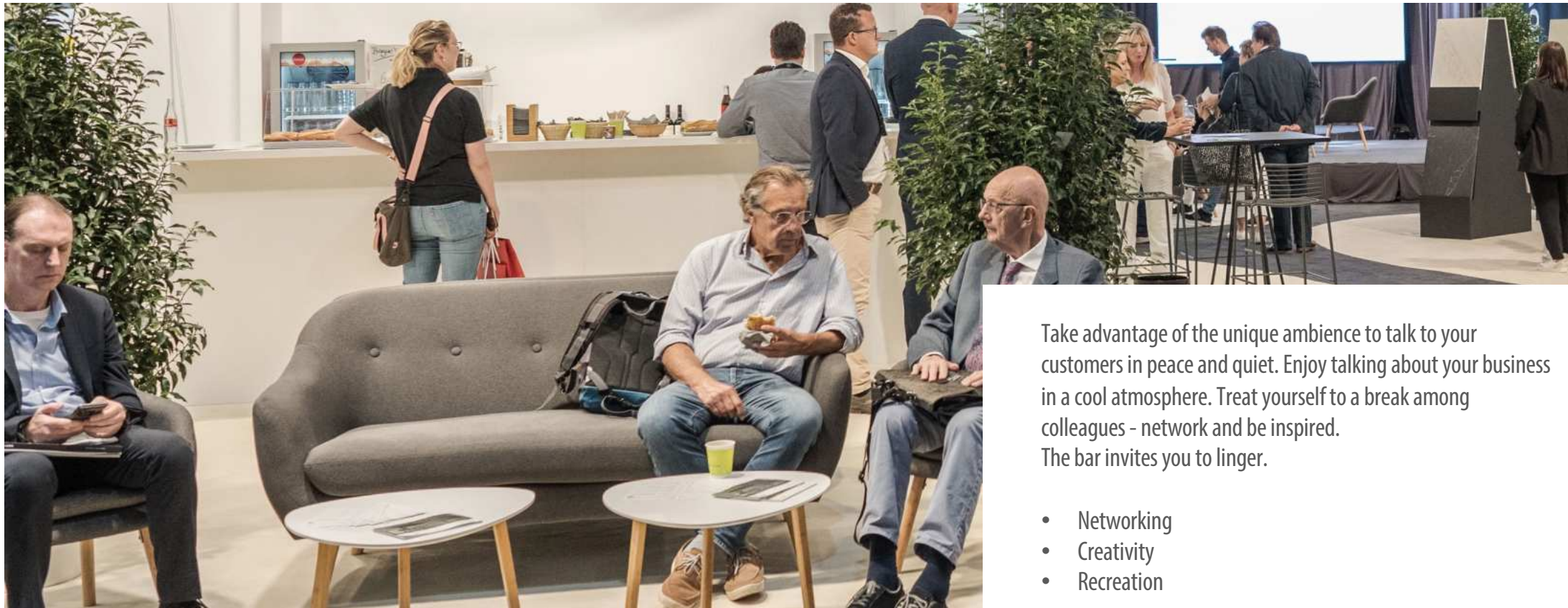


Knowledge transfer, networking, talk about trends and innovations in the kitchen industry - this is the focus of the stage within the innovation area.

Among other things, it will be about the kitchen of the future, circularity and the change in customer approach.

For exhibitors in the innovation area, the stage increases visitor frequency, the opportunity for new leads and stronger networking in the industry.

bar



Take advantage of the unique ambience to talk to your customers in peace and quiet. Enjoy talking about your business in a cool atmosphere. Treat yourself to a break among colleagues - network and be inspired. The bar invites you to linger.

- Networking
- Creativity
- Recreation

innovationarea



the special spirit



The innovation area within area30 is a place with a special spirit that aims to inspire. A trade place for innovations in the kitchen industry.

No other place is better suited for this than area30 with the highest number of trade visitors in the kitchen autumn. This is where the industry meets.

participation with product



Exhibitor with product presentation (without TV) **EUR 9,600**

Equipment: Lighttex wall with your graphics, stand-up bridge, bar stools, brochure stand, power connection, lighting, additional 5 square metres of space for product presentation

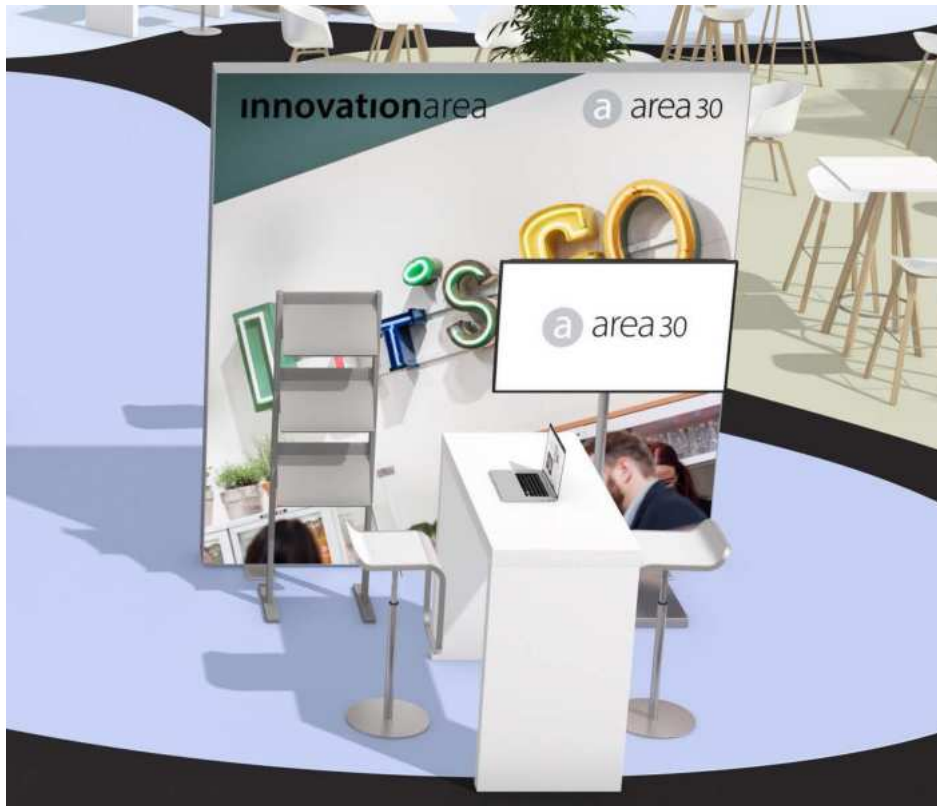
Mandatory services:

- Marketing contribution EUR 885
- Exhibitor liability insurance EUR 30

Scope of services:

- Completely finished exhibition stand
- Trade media coverage for the innovation area
- Special newsletter for trade visitors to the innovation area
- Social media campaigns for the innovation area
- Cleaning and stand security (at night)
- Wi-Fi free of charge
- Additional Lighttex wall with your graphic also on the back EUR 950

participation with tv



Exhibitors without product presentation (with TV) **EUR 9,400**

Equipment: Lighttex wall with your graphics, standing bridge, bar stool, brochure stand, power connection, lighting, TV (55 inch screen)

Mandatory services:

- Marketing contribution EUR 885
- Exhibitor liability insurance EUR 30

Scope of services:

- Completely finished exhibition stand
- Trade media coverage for the innovation area
- Special newsletter for trade visitors to the innovation area
- Social media campaigns for the innovation area
- Cleaning and stand security (at night)
- Wi-Fi free of charge
- Additional Lighttex wall with your graphic also on the back EUR 950

innovationarea

a area 30

to the participation documents

we are committed to you



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wir sehen uns.