

outlook

area30 | 19 to 24 September 2026 | Löhne

The trade fair for kitchens



industry meeting place for the kitchen



business platform for the European kitchen industry

area30 is the place to be for the kitchen industry in Europe. This is where market leaders, strong brands and innovative newcomers come together – united in a unique diversity and impressive density of innovations. Since 2011, area30 has developed into the central **community area** for the industry: a trade fair hotspot that sets trends, strengthens networks and accelerates business.

With around **12,000 trade visitors** annually – from kitchen studios, specialist retailers and associations to kitchen carpenters, architects, planners and interior design professionals – **area30 is the most popular B2B event** of the autumn kitchen season. It provides an inspiring atmosphere for establishing **valuable contacts, engaging in intensive discussions and doing sustainable business.**



Lasse Naber,
Managing Director, Naber
‘The perfect kitchen with Naber – this motto was also the focus of our appearance at area30. The

industry’s leading trade fair offers us the ideal platform to present our high-quality kitchen accessories, which make people’s everyday lives easier and more beautiful. We have been part of the area30 family for many years and, in addition to the commercial success, we particularly appreciate the unique atmosphere and excellent service.’



Kevin Göbel,
Managing Director and Shareholder,
systemceram GmbH & Co. KG
‘The great importance of area30

for our industry has been confirmed once again. For systemceram, it is the leading trade fair of the year. Here we can talk to our long-standing partners and make new business contacts. We particularly appreciate the clear focus on the world of kitchen equipment, the quality of the encounters and the positive, lively atmosphere. We are also very satisfied with the number of visitors again. The trade fair appearance was a complete success for us and at the same time a strong incentive – participation in 2026 is a given for us.’



Daniel Hörnes,
Managing Director, Quooker
‘We love area30 – we have been there since the first year and really enjoy the six days with our

visitors. The atmosphere is outstanding and the event has become an important pillar of the kitchen industry. We are already looking forward to area30 2026!’

Further statements can be found at: area-30.de/statements



at the right time and in the right place

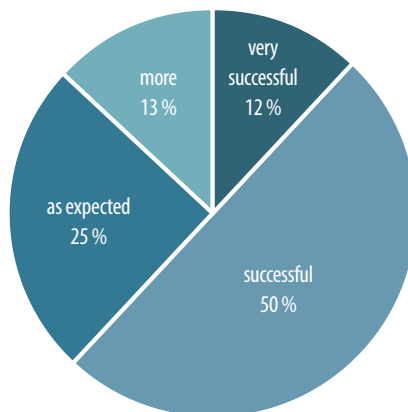
area30 is located right in the heart of Germany’s world-renowned kitchen furniture industry: in Löhne, with direct motorway access to the A30, exit number 30. Here, in the East Westphalia region, the standards are set for the international kitchen business.

area30 is the central meeting place for the autumn trade fair scene. Industry giants with established brands and innovative newcomers with smart business ideas meet the who’s who of the European kitchen trade here.

area30 is not only the ‘number one trade fair venue’ in terms of visitor and exhibitor numbers, its size or its central location. It is the perfect environment with shuttle services, online tickets, an attractive catering area and smart service that attracts decision-makers to area30.

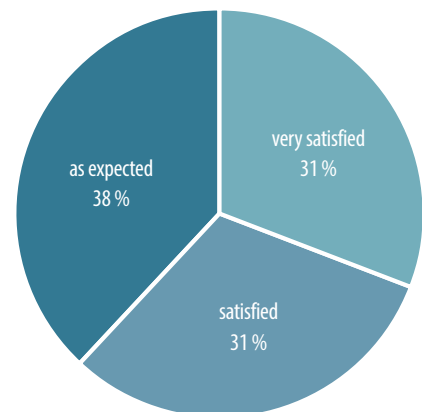
Exhibitor feedback from area30 2025

How successful was the exhibitors’ trade fair appearance?



Review of area30 2025

How satisfied were exhibitors with the quality of contacts?



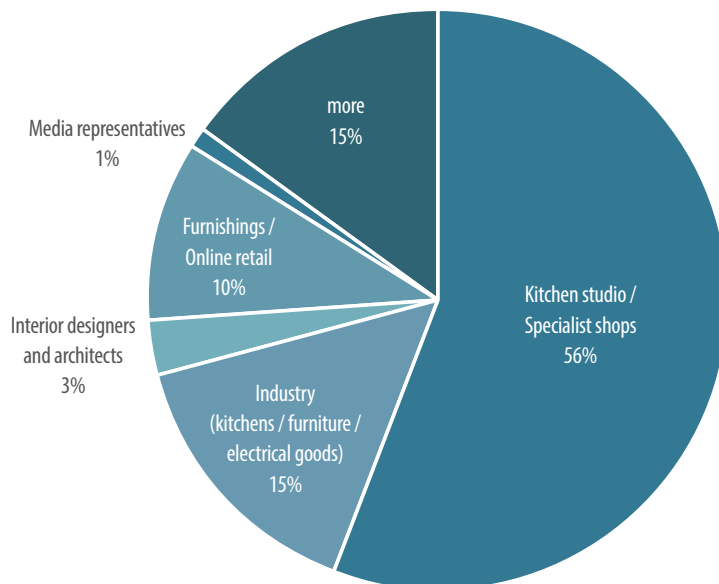
Versatile, smart, desirable: your B2B event for business success



It is the **perfect match** between industry and trade, as well as the **focus on** the sector, that once again confirms area30 as the **heart of the kitchen industry**. The breathtaking innovations, innovative products and attractive services offered by the 180 exhibitors and brands generate a unique pull towards area30.

Whether market leaders or niche providers, brands, innovators or newcomers: the exhibitors at area30 are convinced of the trade fair's appeal.

At area30, you can reach your target group.



More than just business – a community area

Companies use the unique pull of this B2B event to **present their innovations for the first time**, set trends and inspire the industry with fresh ideas.

Whether for successful orders, intensive discussions, acquiring new customers or valuable networking – area30 is the place where the **community** meets, where **deals** are done and **visions** are conceived.

Upgrade your business: short distances, good infrastructure and perfect networking

Top business event for innovations and trends
area30 is not only the most sought-after exhibition venue due to its visitor and exhibitor numbers, its size or its central location.

It is also services such as the shuttle, online check-in, lead tracking system and the elaborately designed catering area that attract decision-makers to the Lübbecke Straße 29 location.

In other words, attention to detail and a focus on the industry make area30 unique.

area30 enables you as an exhibitor to achieve business success!

The trade fair sees itself as an important building block in the industry network for all guests – from Germany, its neighbouring countries, all of Europe and, increasingly, from overseas. All trade fair locations can be reached quickly and directly from area30 in Löhne. Companies confirm the central location, the short distances, the place for concentrated discussions and successful business deals. That is why orders are placed, lists are drawn up and the new sales season is prepared so intensively here. A visit to area30 is a must for decision-makers in the kitchen industry.

As an exhibitor at area30, you will reach many new customers and, above all, the right customers for you.



You and area30 in the media: increased attention for your company



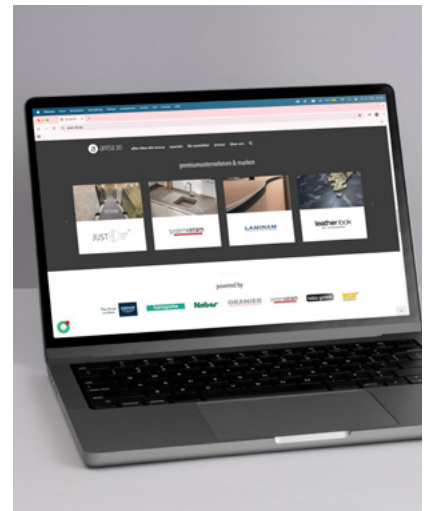
area30 runs a large-scale media campaign every year in almost all industry media and directly to trade visitors. Targeted visitors in the UK and abroad are informed about the current area30 and its exhibitors. About your highlights and news or simply about your participation as an exhibitor. By email, via the website, via social media. Trade media and the daily press receive ongoing information on the current status. area30 has a very high profile in the industry. Exhibiting companies are mentioned by name approximately 125,000 times as part of the media campaigns.

Visitors and media representatives are always well informed about the next area30 and your participation.

Convince with effective advertising media

To make your trade fair appearance at area30 more successful and increase your visibility among customers, the organiser recommends the targeted use of advertising media.

- Media data area30 2026
- free advertising banners



join the area30 community



Exhibitors about area30



Andreas Hamberger
Head of Sales,
Häfele SE & Co KG

'[...] The trade fair was the perfect opportunity for us to

rethink kitchen solutions and present Häfele for the first time in Löhne as a strong partner for functional fittings, smart systems and aesthetic highlights. Häfele Lighting in particular – light as an integral part of modern kitchen concepts – met with a great response. High-quality discussions, direct orders and a noticeable gain in trust show that Häfele stands for holistic system solutions with substance. We are already looking forward to area30 in 2026!



Johannes Artmayr,
Managing Director,
Strasser Steine

'For STRASSER Steine, it has once again been confirmed that area30 is the key trade fair where the course is set for the coming year. The high level of interest and the high quality of visitor contacts clearly show us that we are on exactly the right track with our product portfolio [...]. The German market rewards this clear focus – area30 is therefore a fixed date in our trade fair calendar for the year.'



Diana Diefenbach,
Senior Manager Technical
Product Management and
Communication, Samsung

'For Samsung, area30 is the absolute highlight of the year in the home appliance sector: it is the perfect place to bring our target group from specialist retailers and our valued partners together under one roof and present our latest built-in products and AI solutions. The exchange of ideas on the latest trends and challenges in the kitchen and furniture world is particularly valuable – we greatly appreciate this opportunity at area30!'



Daniel Borgstedt,
Managing Director,
KüchenTreff

'area30 is a highlight every year, not only bringing the industry together, but also serving as a family reunion for us. It is the ideal event to present our latest news to our shareholders and to inspire other kitchen studios and founders to join the association.'

Further statements can be found at:



flexible booking

No matter whether small or large. Whether it's your first time or you've been coming for years. Whether you exhibit at area30 every year or every two years. Whether you have your own stand or a turnkey solution in the innovation area. We'll make sure you're presented in the best possible light.

At area30 – the most visited exhibition centre in the kitchen industry in autumn – you'll be exhibiting in the ideal location and reaching your target audience.

Book a rental system stand (turnkey)

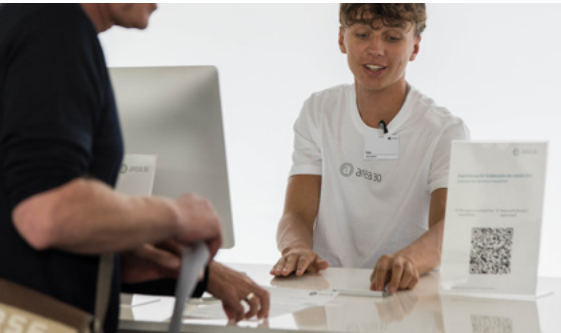


top service

From signage to parking services, from check-in to high-performance mobile phone reception plus free WiFi. Electricity, water, sewage, LAN and ceiling suspensions are located at your desired position. area30 offers you individual lighting options and other services:

- Listing of multiple brands per exhibitor
- Personal scanners for recording your visitors
- Extensive photo documentation for your use
- Cashless catering service
- Stand cleaning and security
- Loading and unloading service, empty container storage
- Hostess service
- Hotel service
- Technical service
- Exhibitor parking with shuttle service

So you can concentrate on what matters most: your customers and successful business.



innovation area space for ideas, inspiration – time for sustainable business

The innovation area is the heart of area30 – for strong brands, fresh ideas and new connections. Here, innovation, design and technology come together on a curated stage that invites networking and creates wow moments.

Trade visitors experience everything that moves the industry in a compact format – from exciting new products and forward-looking concepts to fresh brand presentations. For companies, the innovation area is an ideal platform for achieving maximum visibility with minimum effort.

This is where strong brands meet a perfectly matched target group.



stage: top speakers and extensive knowledge transfer



Throughout the trade fair, experts will be presenting keynotes, panels and discussion rounds on topics that are driving the kitchen industry on the stage of the innovation area. From the kitchen of the future, sustainability and circularity to AI, trends and changes in customer communication – this is where innovations are presented, knowledge is shared and ideas are sparked. Renowned personalities from the worlds of design, trade and industry will discuss, inform and inspire. The stage offers practical exchange, networking and new perspectives for kitchen retailers, carpenters and designers. Participation is free of charge.

Visitors to area30: purchasing companies and large furniture stores



**You reach your target group –
100 % qualified trade visitors**

area30 appeals to decision-makers in industry, kitchen studios, kitchen retailers, purchasing groups, large retailers, project planners, kitchen carpenters, architects and interior designers. Its focus on trends and broad portfolio of exhibitors generate considerable interest in new products.

At this top event for the kitchen industry, good business is more closely linked to useful knowledge transfer than at almost any other business event.

facts



Number of exhibitors



180 exhibitors and brands

Exhibitor feedback



Attractiveness was rated as good to very good

Quality of contacts

★★★★☆
Average rating 4.8

Relevance of the trade fair in the industry

★★★★☆
Average rating 5.1

Source: Exhibitor survey 2025

Visitors



Around 12,000 trade visitors from over 60 countries – 63 % of whom were senior executives: owners, managing directors, sales representatives and sales managers.

Group of visitors



66 % kitchen and furniture trade
15 % relevant industry

Origin of trade visitors



78 % Germany
11 % BeNeLux

Date

Saturday, 19 September 2026
to Thursday, 24 September 2026

Exhibition hours

Daily from 9 a.m. to 6 p.m.

Exhibition highlights

- Free admission for trade visitors
- Free listing of up to 5 brands
- Short distances, perfect infrastructure
- High and best visitor frequency
- stage as added value for visitors

Exhibition address

Lübbecker Straße 29
32584 Löhne

Organiser

Kurgartenstraße 37
90762 Fürth
+49 89 244 193 200
info@trendfairs.de
www.trendfairs.de

Produktgruppen

- Waste systems
- Accessories
- Acoustics
- Countertops
- Faucets
- Bathroom furniture
- Benches
- Fittings
- Services
- Extractor hoods
- Electrical household appliances
- Dining room furniture
- Trade press / media / publishers
- Utility room
- Institutions / associations
- Cooperation partner
- Kitchen furniture
- Light
- Air purification
- Niche splashbacks
- Outdoor fire

- Outdoor kitchen
- Outdoor furniture
- Smart homes
- Software / IT
- Miscellaneous
- Sinks
- Chairs
- Tables
- Tools
- Disassembled furniture
- Accessories

Register online here

We are committed to you



Christopher Boss

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+49 170 70 97 211
boss@trendfairs.de



Diana Habitzki

Contact:
+49 171 217 9244
habitzki@trendfairs.de



Theresa Huber

Contact:
+49 151 720 368 87
huber@trendfairs.de



Marc Röder

Contact:
+49 160 979 811 69
roeder@trendfairs.de

wir sehen uns.

Application to participate in area30 from 19 to 24 September 2026 in Löhne.

We hereby submit a binding application to participate on the basis of the 'Exhibition Regulations / Conditions of Participation'.

Exhibitor / Company name	
Main contact person (First name / Last name)	
Street	VAT reg. no.
Postcode / Town / Country	Mobile
Phone	E-Mail
Website www.	Different billing address
Email (invoice recipient)	

Additional contact persons who are involved in the organisation of the trade fair

Organisation / Technical

First name / Last name	Phone
E-Mail	Mobile

Marketing

First name / Last name	Phone
E-Mail	Mobile

Contact person on site during trade fair

First name / Last name	Mobile
E-Mail	

For co-exhibitor

At the stand of (main exhibitor) _____ for EUR 895,- incl. Marketing contribution and Exhibitor's liability insurance



**The organiser will consider stand requests as far as possible.
A deviating allocated area +/- 10 % of the stand request does not require any enquiry with the applicant.**




The contract is concluded upon written confirmation by the organiser and the legally binding signature of this application. A binding confirmation of participation is only given upon confirmation of participation by trendfairs GmbH. There is no entitlement to the desired stand type and position. Rights of withdrawal remain unaffected by this. We will endeavour to fulfil your stand request. All prices listed are subject to statutory value added tax.

In the course of organising the event and processing your personal data, this data may be passed on to third parties for the purpose of fulfilling the contract.
For more information, please contact www.area-30.de/data-protection/.

Place / Date	Signature
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By signing, you confirm that you have read the exhibition rules / conditions of participation.



Exhibition stand

<p>We are booking the following stand size category:</p> <p><input type="checkbox"/> 20 - 49 m² EUR 311/m²</p> <p><input type="checkbox"/> 50 - 99 m² EUR 302/m²</p> <p><input type="checkbox"/> to 100 m² EUR 293/m²</p> <p>We would like the following stand space:</p> <p>Stand space m² (min. 20 m²)</p>	<p>We would like the following stand type:</p> <p><input type="checkbox"/> Row stand open on one side </p> <p><input type="checkbox"/> Corner stand open on two sides  + 8 % per m²</p> <p><input type="checkbox"/> Head stand open on three sides  + 12 % per m²</p>
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Special show „innovation area“

<p>We are booking the following stand type:</p> <p><input type="checkbox"/> brand square (4 x 4 m platform) EUR 8.900</p> <p><input type="checkbox"/> service space (with television) EUR 9.800</p> <p><input type="checkbox"/> product space (with product display area) EUR 9.600</p> <p>Scope of services:</p> <p>brand square: Anthracite platform (4 x 4 m), floor stickers with branding</p> <p>service space: Pixlip wall (2.5 x 2.5 m) backlit, with single-sided graphics, furniture, television (55" screen)</p> <p>product space: Pixlip Wall (2.5 x 2.5 m) backlit, with single-sided graphics, furniture, additional product presentation area</p> <p>Inclusive: Power connection (3 kW), lighting, stand cleaning, stand security (at night), separate reporting in trade media, special newsletter for trade visitors, social media campaigns</p> <p>Optional extra: TV (55" screen), host/hostess, additional power connection, water connection, additional Pixlip wall graphic</p> <p>More details: www.area-30.de/all-about-the-exhibition/innovation-area/</p>	<div style="text-align: center;">  <p>Special show 'innovation area' can be booked as a single booking or as additional space to a trade fair stand in the hall or special show 'outdoor area'. 'Mandatory services' only apply to single bookings for the 'innovation area'.</p> <p>Different set-up time: Friday, 18 September 2026 from 7 a.m. to 12 noon.</p> </div> <div style="text-align: center;">  <p>Special show 'innovation area' – presentation</p> </div>
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Special show „outdoor area“

<p>Presentation of outdoor kitchens and furniture on the area30 terrace</p> <p><input type="checkbox"/> max. 3 x 2 m EUR 2.450 (including 24-hour security throughout the entire exhibition period)</p>	<div style="text-align: center;">  <p>Special show 'outdoor area' can be booked as a single booking or as additional space to a trade fair stand in the hall. 'Mandatory services' only apply to single bookings for the special show 'outdoor area'.</p> <p>Different set-up time: Friday, 18 September 2026 from 7 a.m. to 12 noon.</p> </div> <div style="text-align: center;">  <p>Special show 'outdoor area' – presentation</p> </div>
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Mandatory services

<ul style="list-style-type: none"> • Energy contribution EUR 19/m² (for exhibition stand only) • Marketing contribution EUR 895 	<ul style="list-style-type: none"> • Exhibitor liability insurance EUR 30
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The contract is concluded upon written confirmation by the organiser and the legally binding signature of this application. A binding confirmation of participation is only given upon confirmation of participation by trendfairs GmbH. There is no entitlement to the desired stand type and position. Rights of withdrawal remain unaffected by this. We will endeavour to fulfil your stand request. All prices listed are subject to statutory value added tax.

In the course of organising the event and processing your personal data, this data may be passed on to third parties for the purpose of fulfilling the contract. For more information, please contact www.area-30.de/data-protection/.

Place / Date	Signature
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By signing, you confirm that you have read the exhibition rules / conditions of participation.

In addition to your company name, you can register four additional brands free of charge

(from the sixth registered brand onwards, we charge EUR 395 per brand entry, including logo and address).

In addition, we ask you to **send us your brand logos** as vector graphics (.eps file in 4c, black and white and negative) and **one image per brand**

(.jpg file, min. 800 x 440 px, one image / no collages or text montages). Please send your data immediately after submitting your application to: info@trendfairs.de

1	Exhibitor brand (Company name) (free of charge)	www.
2	other brand (free of charge)	www.
3	other brand (free of charge)	www.
4	other brand (free of charge)	www.
5	other brand (free of charge)	www.
6	other brand (EUR 395)	www.

Please tick all product groups of this brand (multiple selection possible).

	1	2	3	4	5	6
Waste systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acoustics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Countertops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Faucets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bathroom furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Benches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fittings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extractor hoods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electrical household appliances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dining room furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade press / media / publishers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utility room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Institutions / associations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooperation partner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kitchen furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air purification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Niche splashbacks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor fireplaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor kitchen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smart homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Software / IT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Miscellaneous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disassembled furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Information about area30



Your area30 exhibition package includes the following:

- 6-day trade fair participation (trade fair dates: 19 to 24 September 2026, 9 a.m. to 6 p.m. each day)
- Set-up and dismantling days
- Approximately 2,500 parking spaces at and around the exhibition grounds
- Parking signage
- Staff for parking guidance
- Car park shuttle service (staff, vehicles) with radio coordination
- Online check-in (visitor registration)
- Free admission for trade visitors
- Service staff for visitor check-in
- Exhibitor passes
- Security service at and around the exhibition grounds (excluding exhibition stands)
- Cleaning of the exhibition hall (excluding exhibition stands)

- Signage to, at and within the exhibition grounds
- Basic lighting
- Wi-Fi use on the exhibition grounds
- Heating / air conditioning / ventilation
- Toilet service / toilet cleaning
- Spacious restaurant
- Catering for exhibitors and trade visitors (for a fee)
- Stand catering for exhibitors (for a fee)
- Stand security (for a fee)
- Lead tracking via visitor scans
- Attractive, sometimes unique advertising media to increase your trade fair success (for a fee)



Your marketing package includes the following:

- Online entry in the exhibitor directory with company and brand names (including links)
- Entry in the trade fair magazine
- Promotion in trade media (online and print)
- Multiple promotion to trade visitors via e-mail (directly and via third-party providers) and via social media networks
- Newsletter advertising to the address database of trendfairs GmbH and via third-party providers

- National and international press and public relations work
- Provision of advertising banners for your website / emails for advertising / advertisements / social media for area30
- Production and distribution of the trade fair magazine
- Search engine optimisation
- Online campaigns
- Social media campaigns



Set-up time:

Monday, 14 September to Thursday, 17 September 2026 from 7 am to 10 pm, Friday, 18 September 2026 from 7 am to 12 noon.

After this time, only clean decoration work is permitted on the stand.

Early stand construction is possible on request and for a fee from 10 to 13 September 2026 between 8 am and 6 pm

Set-up time special shows:

Different set-up time: Friday, 18 September 2026 from 7 am to 12 noon.

Dismantling time:

Thursday, 24 September 2026 from 6:30 pm to 10 pm

Friday, 25 September 2026 from 7 am to 10 pm

Saturday, 26 September 2026 from 7 am to 6 pm

Exhibition time:

19 to 24 September 2026, daily from 9 am to 6 pm

Further information

- The Exhibitor Management System (AMS) allows you to easily and conveniently book your order for rental furniture, rental equipment, electricity connection, water connection, advertising media, truss systems, lighting systems, etc. online. Your access data will be activated upon receipt of your application or approximately three months before the trade fair.

5.0 application documents

exhibition rules / conditions of participation

5.1 Event

5.1.1 The organiser of the trade fair is trendfairs GmbH, Kurgartenstraße 37, 90762 Fürth, represented by managing director Christopher Boss and authorised signatory Marc Röder.

5.1.2 Participation in the event requires a corresponding agreement between the organiser and the exhibitor. This agreement is concluded upon registration by the exhibitor and confirmation of participation by the organiser.

5.2 Registration

5.2.1 The exhibitor's application to participate must be submitted via a communication channel provided by the organiser. A binding application can be submitted using the online portal provided by the organiser for this purpose. In this case, the exhibitor is obliged to enter the requested participation data truthfully and to transmit it to the organiser using the appropriate button. By submitting the application to participate in the trade fair, the exhibitor accepts the exhibition regulations/conditions of participation and the special event conditions (published in the AMS) as part of the contract. The contract is concluded and binding for both parties when the organiser sends the confirmation of participation to the exhibitor by email.

5.2.2 Reservations and conditions are not permitted during registration. If such reservations or conditions are included in the registration forms, they shall be deemed legally invalid unless confirmed in writing by the organiser.

5.2.3 The organiser shall decide on the acceptance of applications for participation and the allocation of stands with the diligence of a prudent businessman and within the limits of the space available. In the event of overbooking, the order in which applications are received shall generally be decisive. There is no entitlement to participation.

5.2.4 The organiser may, for objectively justified reasons, in particular if the available stand space is insufficient, exclude individual applicants from participation and/or, if necessary to achieve the purpose of the event, restrict the event to certain groups of exhibitors or suppliers or reduce the desired stand size.

5.2.5 Upon acceptance of the application for participation, the exhibitor will receive written confirmation of participation by e-mail. The stand number, stand size and further details of the stand allocation will be provided in a separate written notification.

5.2.6 The allocation of stands is carried out by the organiser according to criteria specified by the exhibition theme. The exhibitor has no right to be allocated a specific stand area and cannot obtain such an allocation on the basis of having occupied the same area at a previous event organised by the organiser. However, the organiser will take special stand requests into account as far as possible. Any deviation in the allocated area of +/-10% and in the stand type is within the tolerance range and does not require consultation with the applicant.

5.3 Stand design

5.3.1 The design of the stand and the necessary construction are the responsibility of the exhibitor. The exhibitor must take into account the character and appearance of the event. The organiser is entitled to prescribe certain designs in this context. The exhibitor is responsible for compliance with safety regulations. Stands that detract from the overall appearance of the event will not be accepted by the organiser. The same applies to inadmissible advertising statements.

5.3.2 The allocated stand dimensions must not be exceeded. Any exceeding of the allocated stand dimensions/areas on site requires approval from trendfairs. Additional backstage areas allocated and approved by trendfairs may not be used for storing paper, cardboard, packaging or flammable liquids. The additional area used will be charged. The maximum stand height is 3.50 metres. Any deviation from this height requires the approval of the exhibition management. Suspensions from the hall ceiling also require the approval of the exhibition management. The rear sides of the stand boundaries must have a white or black surface that is visually flawless from a height of 2.50 metres. In particular, they must not feature any text or graphics.

5.3.3 The stand boundary ends in front of the hall columns. The spaces between the halls may only be used upon request and for a fee. They must be free of hazardous materials in accordance with legal regulations.

We recommend an open stand design for head and island stands. The stand owner is responsible for checking the statics. A maximum load of 125 kg is permitted per suspension point.

5.3.4 **Operating obligation:** The exhibitor is obliged to keep the stand manned during the entire duration of the event during opening hours. There is an obligation to operate. The exhibition stands must be staffed throughout the entire duration of the area30 event. It is not permitted to remove exhibition goods or dismantle stands before the official end of the area30 trade fair. In the event of a breach of the obligation to operate, the organiser is entitled to charge a contractual penalty of 20% of the basic rent.

5.3.5 Subletting of stand space or other transfer to third parties is not permitted. In the event of a violation, the organiser is entitled to terminate the participation agreement extraordinarily and without notice. In this case, the exhibitor remains obliged to pay the agreed stand rental and other costs. Co-exhibitors with their own registration are exempt from this rule.

5.3.6 Special requirements for setting up and dismantling exhibition stands The exhibitor is obliged to complete the stand within the period specified in the exhibitor information. The participant shall bear any costs incurred by the organiser as a result of late completion or, for whatever reason, failure to construct the stand.

5.4 Early termination of the contract

5.4.1 The exhibitor is bound by their registration until three months before the start of the exhibition. Ordinary termination of the participation agreement is not provided for. The right to extraordinary termination remains unaffected.

5.4.2 If the exhibitor cancels their participation after confirmation of participation up to 3 months before the start of the event, they shall owe 40% of the agreed stand rental fee as lump-sum compensation. If the cancellation occurs after this date (and after confirmation of participation), the exhibitor shall owe 100% of the agreed stand rental fee as lump-sum compensation. Cancellation must be made in writing. The exhibitor's right to prove that no damage or significantly less damage than the agreed lump sum has been incurred remains unaffected. In the event of cancellation or other unjustified withdrawal from the contract, the organiser is entitled, but not obliged, to dispose of the stand space elsewhere.

5.4.3 The organiser is entitled to withdraw from the contract or to terminate it extraordinarily and without notice if there is good cause in the person of the exhibitor. Such good cause shall be deemed to exist in particular if an application for the opening of insolvency proceedings has been filed against the exhibitor, if such an application has been rejected for lack of assets, or if insolvency proceedings have been opened.

5.5 Invoicing / Payment

5.5.1 Invoices for participation and other costs incurred will be issued approximately 10 weeks before the start of the event. Upon receipt of the invoice, payment is due immediately without any deductions. The organiser will send invoices by email.

5.5.2 The organiser is entitled to terminate the participation agreement extraordinarily and without notice if the exhibitor has not made due payments to trendfairs GmbH despite receiving a reminder.

5.5.3 The organiser reserves the right to assert the statutory landlord's lien. The organiser reserves the right to assert the statutory landlord's lien.

5.6 Force majeure

5.6.1 The organiser is entitled to postpone, shorten, extend or cancel the event if there are compelling reasons beyond its control or in the event of force majeure.

5.6.2 In such exceptional cases, the exhibitor shall not be entitled to withdraw from the contract or claim damages.

5.6.3 If the event does not take place for reasons beyond the organiser's control, the organiser may demand up to 25% of the agreed participation fee from the exhibitor as general compensation for expenses.

5.6.4 If an event that has already commenced has to be cancelled for reasons beyond the organiser's control, the participation fee and other payments will not be refunded.

5.6.5 The organiser shall not be liable to the exhibitor for any damage or other disadvantages incurred by the latter as a result of the cancellation or termination of the event for reasons for which the organiser is not responsible.

5.7 Jurisdiction

5.7.1 The place of jurisdiction is Fürth. The organiser is entitled to sue the exhibitor before the court responsible for its registered office.

5.7.2 German law applies exclusively.