

innovation. branding. network.

19 to 24 September 2026

innovationarea



the special show



The special show 'innovation area' is the heart of area30. The focus is on forward-looking ideas, strong brand presence and active networking.

The goal: to offer brands a stage on which they can create real relevance – through presence and maximum customer touchpoints.

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The special show 'innovation area' is more than just a stage – it is the **place to be for brands at Küchenherbst** that want to intensify their appeal even further.

greater visibility



With around 12,000 trade visitors (2025), area30 is one of the most popular exhibition centres during the autumn kitchen trade fair season.

In 2026, the special show 'innovation area' and the participating brands will take centre stage in trade fair communications.

innovation area



About the special exhibition 'innovation area':

- Trade media coverage
- Special newsletter for trade visitors
- Social media campaigns

the stage



With its **stage** and **coffee bar**, the special show 'innovation area' offers the perfect space for exchange and inspiration within the kitchen industry.

The stage focuses on topics that are driving the industry forward: the kitchen of tomorrow, new ways of addressing customers and the shift towards greater sustainability.

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With its attractive mix of **content**, **networking** and **brands**, the special show 'innovation area' noticeably increases the number of trade visitors.

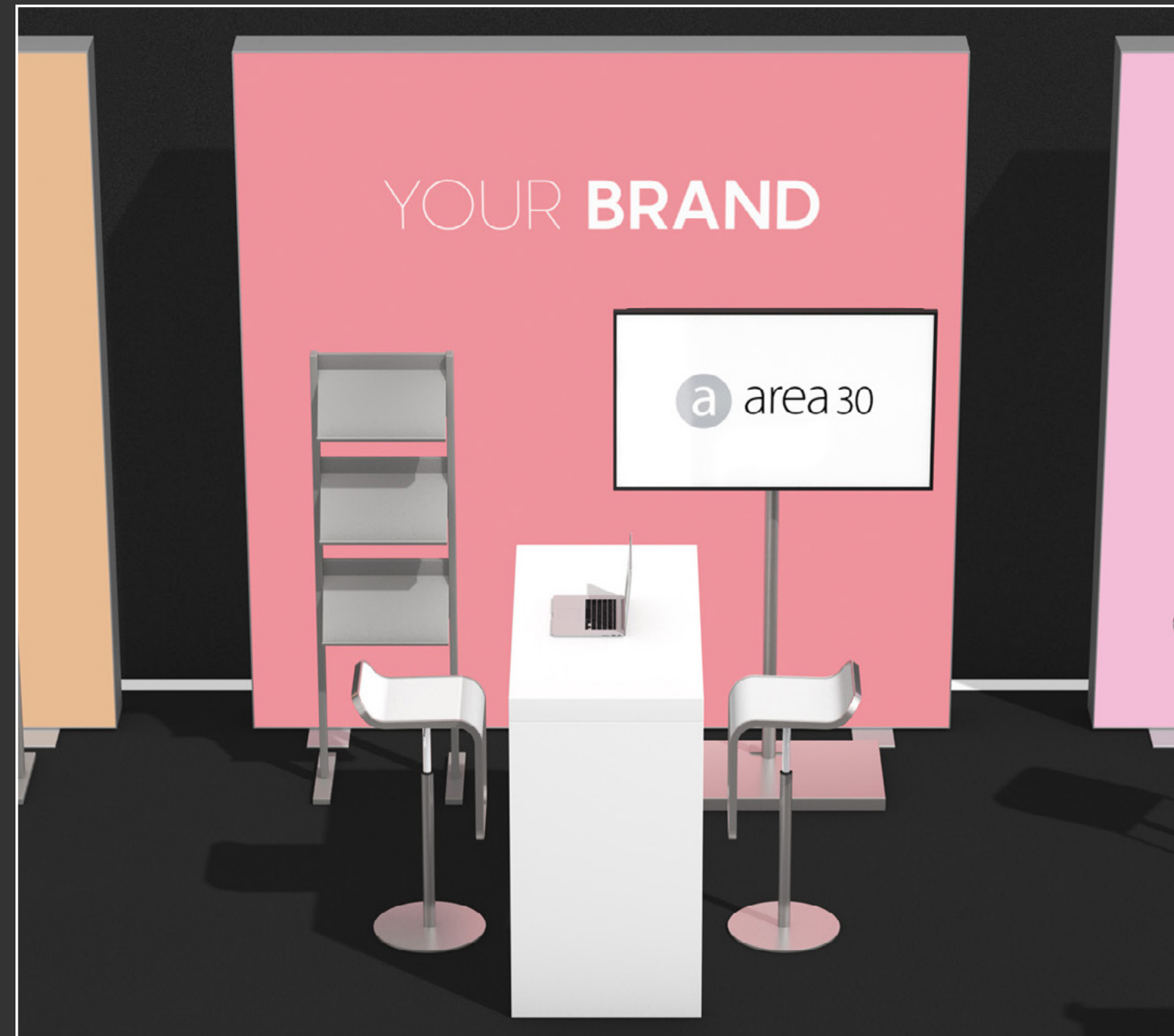
the presentation packages

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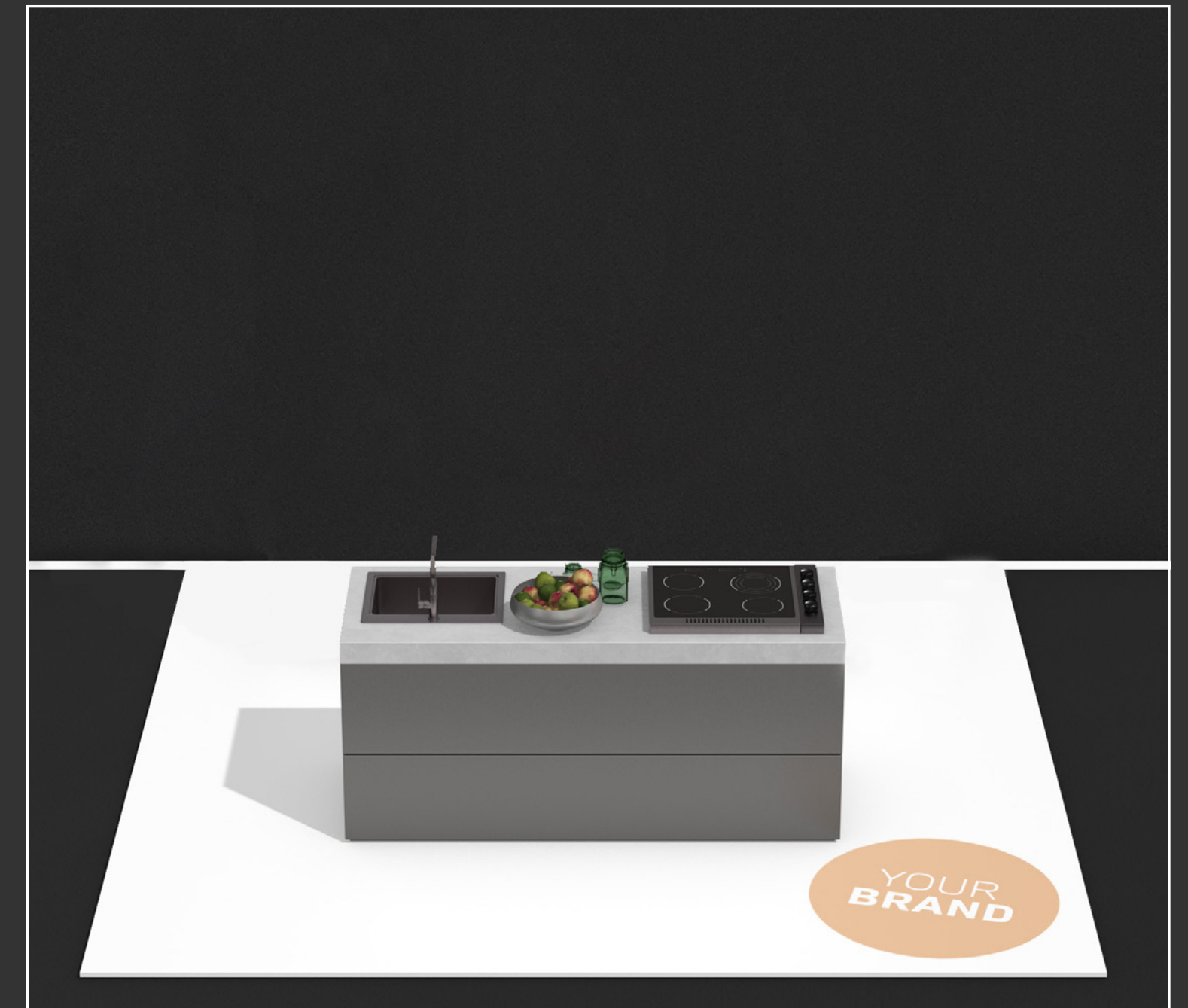
product space

Your product as a highlight.



service space

Focus on your service.



brand square

Your brand noticeable.

product space



Puts the **product** centre stage

EUR 9,600

Equipment: backlit Pixlip wall with your graphics, standing bridge, bar stools, brochure stand, power connection (230 V / 3 kW), lighting, additional 2 m² space for product presentation.

innovation area

a area 30

Mandatory services:

- Marketing contribution **EUR 895**
- Exhibitor liability insurance **EUR 30**

Scope of services:

- Fully finished exhibition stand, all you need to bring is your product
- Trade media coverage
- Special newsletter for trade visitors
- Social media campaigns
- Cleaning and stand security (at night)
- Free Wi-Fi

Optional extras: TV (55" screen), host/hostess, extended power connection, water connection, additional Pixlip wall graphic (rear)

service space



Ideal for **IT and service companies** (with TV) **EUR 9,800**

Equipment: backlit Pixlip wall with your graphics, standing bridge, bar stools, brochure stand, power connection (230 V / 3 kW), lighting, TV (55-inch screen)

innovation area

a area 30

Mandatory services:

- Marketing contribution **EUR 895**
- Exhibitor liability insurance **EUR 30**

Scope of services:

- Fully finished exhibition stand, all you need to bring is your service
- Trade media coverage
- Special newsletter for trade visitors
- Social media campaigns
- Cleaning and stand security (at night)
- Free Wi-Fi

Optional extras: TV (55" screen), host/hostess, extended power connection, water connection, additional Pixlip wall graphic (rear)

brand square



With a focus on **branding** and **product**

EUR 8,900

Equipment: 4 x 4 m platform (anthracite) for individual product presentation, high-quality branding on platform, power connection (230 V / 3 kW), lighting

innovationarea

a area 30

Mandatory services:

- | | | |
|---------------------------------|------------|------------|
| • Marketing contribution | EUR | 895 |
| • Exhibitor liability insurance | EUR | 30 |

Scope of services:

- Ready-made presentation area, you only need to bring your product
- Trade media coverage
- Special newsletter for trade visitors
- Social media campaigns
- Cleaning and stand security (at night)
- Free Wi-Fi

Optional extras: TV (55" screen), host/hostess, extended power connection, water connection

sign up now

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 area 30

to the participation documents



we are committed to you

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