area 30

outlook

area30 | 18 to 23 September 2027 | Löhne | Germany

the trade fair for kitchens

early bird price until 31 January 2027

join the area30 community

www.area-30.de/home

this is where the kitchen industry comes together

Encounters turn into business opportunities
area30 brings the kitchen industry together – in a focused, personal and business-oriented way.
At area30, manufacturers, brands and decision-makers from kitchen retailers, kitchen showrooms, retailer groups, large-scale retailers and the project business come together. The focus is on face-to-face discussions, making new contacts, strengthening existing partnerships and initiating concrete business opportunities.

Around 10,500 trade visitors and 180 exhibiting brands once again made area30 2026 a key meeting place for the autumn kitchen trade. It is not just the number of visitors that counts, but above all the quality of the encounters.

Order business, networking and new ideas – all in one place.

Lasse Naber, Managing Director, Naber
"area30 has been a fixed date in Naber's calendar for many years – and our participation in 2026 was once again well worth it. We met many of our retail partners, made new contacts and were able to present our new products to a highly focused trade audience. We particularly appreciate the open atmosphere and the high quality of the discussions. For us, area30 is an important venue for exchange, business and personal encounters."

Kevin Göbel, Managing Director and Shareholder, Systemceram
"For systemceram, area30 2026 was once again a resounding success. The response to our stand and our product portfolio exceeded our expectations. We were particularly pleased with the high calibre of visitors and the large number of discussions we had with existing and new retail partners. For us, area30 demonstrates once again just how important face-to-face interaction is for successful business relationships. We are delighted with this positive development and look forward to continuing this success story."

Stefan Emprechtinger, Managing Directo, Team7
"The response from the kitchen trade to our first appearance at the Küchenmeile was tremendous. This confirms that, with the cube30, we have chosen the right location for our long-term presence in Löhne. The kitchen, dining and living areas are becoming increasingly intertwined , with the kitchen becoming the heart of the home.
TEAM 7 is shaping this trend through interior design concepts for all living areas and decades of experience in working with solid wood. Our kitchens combine a clean, contemporary design with the natural warmth and sensuality of wood."

Further statements can be found at:

Statements

at the right time and in the right place

area30 is situated right at the heart of Germany's world-renowned kitchen furniture industry: in Löhne, with direct motorway access to the A30 at junction 30. Here, in the East Westphalia region, the standards for the international kitchen trade are set.

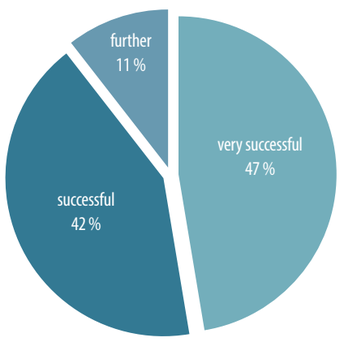
area30 is the central hub of the autumn trade fair calendar. Industry giants with established brands and innovative newcomers with smart business ideas meet here with the who's who of the European kitchen retail sector.

area30 is not just 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 draws decision-makers to area30.

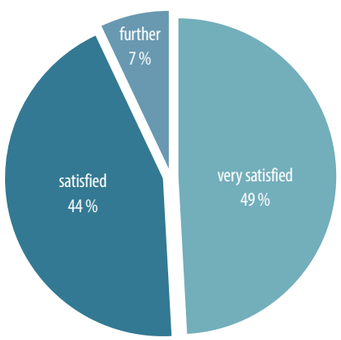
exhibitor feedback area30 2026

Review area30 2026

How successful was the exhibitor's participation at the trade fair?



How satisfied were the exhibitors with the quality of the contacts?



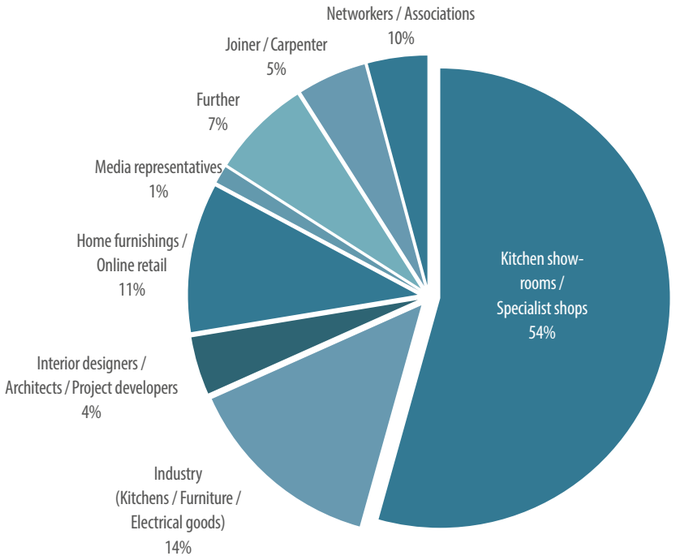
Source: 2026 Exhibitor Survey

versatile, smart, sought-after: your B2B event for business success

It is the perfect match between industry and retail, combined with a focus on the sector, that once again confirms area30's status as the heart of the kitchen industry. The breathtaking new products, innovative offerings and attractive services from the 180 exhibitors and brands are what give area30 its unique appeal.

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

At area30, you can reach your target audience.



visitors to area30: retail groups and large furniture stores

more than just business – the whole spectrum of cooking

At area30, established brands, medium-sized companies and newcomers showcase the latest trends in the kitchen industry.
Kitchen furniture is combined with worktops, sinks, taps, electrical appliances, extractor hoods, accessories, software and IT. Added to this are new suppliers and products that provide fresh impetus for day-to-day business.

Over the course of six days, this creates a concentrated showcase that brings together a wide range of market participants – from kitchen showrooms and specialist retailers to project managers, joiners and designers.

Added value is created where supply and demand meet: in a face-to-face conversation.

You'll reach your target audience – 100 per cent qualified trade visitors
area30 appeals to decision-makers from industry, kitchen showrooms, specialist kitchen retailers, buying groups and large-scale retailers, as well as project planners, kitchen joiners, architects and interior designers. By focusing on the latest trends and featuring a broad range of exhibitors, it generates considerable interest in new products.

At this premier event for the kitchen sector, doing good business is linked so closely to the exchange of useful knowledge as at hardly any other business event.

upgrade your business: short distances, good infrastructure and excellent transport links

A leading business event for innovation and trends

area30 is not just the number one trade fair venue in terms of visitor and exhibitor numbers, its size or its central location.
It is also the services on offer – such as the shuttle service, online check-in, lead tracking system and the elaborately designed catering area – that attract decision-makers to the venue at Lübbecker Straße 29.

In other words: the attention to detail and the focus on the industry are what make area30 unique.
area30 enables you, as an exhibitor, to achieve business success

The trade fair sees itself as a key component of the industry network for all visitors – from Germany, its neighbouring countries, across Europe and, increasingly, from overseas. All exhibition venues can be reached quickly and directly from area30 in Löhne. Companies praise the central location, the short distances, and the venue's suitability for focused discussions and successful business deals. That is why this is precisely the place where orders are placed, products are listed and preparations for the new sales season are made so intensively. 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 ones for you.

exhibitors about area30

Mathias Meloh
Managing Director,
Horst Vogt
„We thoroughly enjoyed the time in Löhne once again and would like to thank you and the whole trendfairs team very much for your dedication and support. Nowhere else could VOGT have presented itself more effectively as a comprehensive, reliable partner to the kitchen industry than at this year's area30, which offered us all the benefits of a proper trade fair – in particular, a place for exchange and for meeting partners from all sectors of our unique kitchen industry."

Daniel Hörnes
Managing Director,
Quooker
"For us, area30 means six days packed with meetings, discussions and fresh inspiration. Once again in 2026, we were delighted by the atmosphere at the trade fair. We met many familiar faces, made new contacts and discussed our latest products directly with our partners. The close personal connection with kitchen retailers and the unique energy of area30 make this trade fair an integral part of Quooker's annual calendar."

Johannes Artmayr,
Managing Director,
Strasser Steine
"A good turnout,
plenty of fruitful discussions and numerous new contacts – area30 2026 has once again demonstrated to STRASSER Steine just how important face-to-face interaction is within the industry. We're taking home plenty of fresh ideas, concrete points of contact and exciting prospects from Löhne."

Matthias Rempp
Managing Director,
Rempp Küchen
"Our first appearance at area30 2026 was a success for us. We held many one-to-one discussions with kitchen retailers, made new contacts and gained valuable insights from the market. We found the open, focused atmosphere and the proximity to the relevant contacts particularly positive. Our conclusion: area30 was a successful entry into the kitchen sector for Rempp Küche."herbst und eine gute Plattform für neue Begegnungen und Partnerschaften.

Further statements can be found at:

Statements

success at a trade fair requires visibility – before, during and after the event.

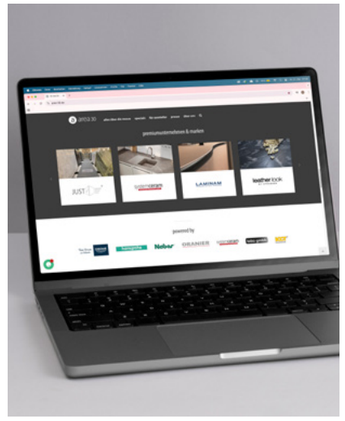
area30 runs a large-scale media campaign every year across almost all trade media and directly to trade visitors. Both domestically and internationally, potential visitors are informed about the current area30 event and its exhibitors – whether through your highlights and news or simply through your participation as an exhibitor. Via email, the website and social media. Trade media and the daily press receive regular updates on the latest developments. area30 enjoys a very high profile within the industry. Exhibiting companies are mentioned by name approximately 125,000 times as part of the media campaigns.

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

Make a lasting impression with effective advertising media

To make your exhibition presence at area30 more successful and increase your visibility amongst customers, the organiser recommends the targeted use of advertising media.

Media data area30 2027



join the area30 community

new digital platform for greater visibility, relevance and business

Our new digital platform will launch at the 2027 trade fair. It combines AI-powered trade fair preparation for visitors with new opportunities for exhibitors to reach their relevant target audiences in a targeted manner.

Greater relevance: An AI trade fair adviser recommends suitable exhibitors to visitors – based on their interests and the content on the platform.

Greater visibility: Exhibitors showcase their brands, new products, exhibits and expertise precisely where their target audiences go to find information.
More leads: In-depth insights reveal which visitors are interested in your company – enabling you to target them even before the trade fair.
Greater prominence: Additional placements and eye-catching formats create opportunities for brands that wish to raise their profile.

Greater measurability: Real-time statistics and benchmarks provide a clear picture of the success of your digital presence.
Less effort: An integrated AI assistant helps with content creation and makes setting up your presence on the platform quick and easy.
In short: The platform brings exhibitors and relevant target audiences together sooner –
digitally before the trade fair and in person at the venue.

Upgrade: Basic	Upgrade: Extended	Upgrade: Premium
Make sure that everyone who knows your business can find you online.	**Reach three times as many visitors before the trade fair and attract new customers who are not yet familiar with your company to your stand.**	**Become a prominent exhibitor – before, during and after the trade fair.**
• Everything from the basic listing (found in your Marketing Services) • Logo on the online floor plan • Logo ticker on the homepage • Two additional pieces of content • Social media post featuring one piece of content by the trade fair	• Everything included in the Basic package • Hero image in your profile and preview tile • Two additional posts • Posts on the homepage • Top-of-the-list placement in the exhibitor directory • 'Interested Members' feature (see who is interacting with your content)	• Everything included in the Extended package • Your profile will be suggested to visitors for following when they register (even after the trade fair) • Top-of-the-list placement in the exhibitor directory • Publication of six further pieces of content after the trade fair • A social media post featuring one piece of content by the trade fair organisers after the event
EUR 495	EUR 1,195	EUR 1,995

flexible booking

Whether you're small or large. Whether it's your first time or you've been coming for many 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 ensure you're showcased to the best possible effect.

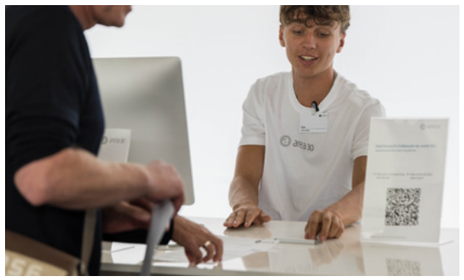
At area30 – the most popular exhibition centre during the 'Küchenherbst' – you'll be exhibiting in the ideal location and reaching your target audience.

top service

From signage to car park services, from check-in to high-performance mobile phone reception plus free Wi-Fi. Electricity, water, waste water, LAN and ceiling mountings are installed in the positions of your choice. area30 offers you bespoke lighting solutions and a range of other services:

- Personal scanners for registering your visitors
- Comprehensive photographic documentation of your use of the service
- Cashless catering service
- Stand cleaning and security services
- Loading and unloading services, storage of empties
- Hostess service
- Hotel service
- Technical support
- Exhibitor car parks with shuttle service

So that you can focus on what matters most: your customers and a successful business.



innovation area: brand diversity, new ideas and contacts

The innovation area is a compact presentation space for brands seeking new opportunities at area30.
It offers newcomers an easy way to get started at the kitchen autumn and gives established companies the chance to familiarise themselves with area30 through a focused presence. At the same time, it can be used as an additional touchpoint to raise the profile of brands, products or new launches at area30.
Small presentation areas make it easy to showcase products, new releases and brands – and to engage directly with the trade audience.

Present your offering in a compact space. Make contacts. Get to know area30.

innovation area

outdoor area: products in a real-life setting

The outdoor area brings outdoor kitchens and outdoor furniture out into the open – and creates space for a special product showcase.

On the terrace of area30, selected exhibitors showcase their products in an authentic setting. Materials, functions and design can be experienced right where outdoor kitchens and outdoor furniture come into their own. The outdoor area complements the range on offer at area30 with an eye-catching presentation space and allows visitors to experience the diversity of the segment in a physical setting.

Show what's possible outdoors.

outdoor area

stage: impulse & exchange

The stage at area30 focuses on the issues facing the kitchen retail sector today and tomorrow.
Experts from retail, industry, design and other sectors will offer insights, share experiences and discuss current developments – ranging from the kitchen of the future and sustainability, through to AI and digitalisation, right up to trends and changing customer needs. Keynotes, panel discussions and round-table talks will provide practical inspiration, new perspectives and opportunities for personal exchange.

The stage is open to kitchen retailers, carpenters, designers and all trade visitors to area30. Attendance is free of charge.

long tuesday@area30: more time for successful business

area30 is responding to the growing demands of the autumn kitchen trade fair season: in 2027, the exhibition will remain open for an extra day to give exhibitors and trade visitors more opportunity for face-to-face discussions, successful business deals and high-quality networking.

facts

area 30

Number of exhibitors

180 exhibitors and brands

Exhibitor feedback

Attractiveness was rated as good to very good

Quality of contacts

★ ★ ★ ★ ★ ☆

Average rating 4.4

The trade fair's relevance to the industry

★ ★ ★ ★ ★ ☆

Average rating 4.4

Source: 2026 Exhibitor Survey

Visitors

Around 10,500 trade visitors from over 60 countries – 63 per cent of whom were senior executives: owners, managing directors, sales representatives and sales managers

Group of visitors

66% kitchen and furniture retailers
15% relevant industries

Origin of trade visitors

77% Germany
11% BeNeLux

Date

Saturday, 18 September 2027
until Thursday, 23 September 2027

Exhibition hours

daily from 9.00 am to 06.00 pm
Tuesday 9.00 am to 08.00 pm

Exhibition highlights

- free admission for trade visitors
- short distances, excellent infrastructure
- high and excellent visitor numbers
- stage as an added bonus for visitors

Exhibition venue address

Lübbecker Straße 29
32584 Löhne

Organiser

trendfairs GmbH
Gebhardtstraße 41
90762 Fürth
+49 89 244 193 200
info@trendfairs.de
www.trendfairs.de

Product groups

- Accessories
- Acoustics
- Air purification
- Bathroom furniture
- Benches
- Chairs
- Cooker hoods
- Dining room furniture
- Domestic electrical appliances
- Fittings
- Flat-pack furniture
- Institutions / Associations
- Kitchen furniture
- Lighting
- Miscellaneous
- Niche back panels
- Outdoor fire pits
- Outdoor furniture
- Outdoor kitchen
- Partners
- Services
- Sinks
- Smart home
- Software / IT
- Supplies
- Tables
- Taps
- Tools
- Trade press / Media / Publishers
- Utility room
- Waste management systems
- Worktops

Register online here

We are committed to helping you

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wir sehen uns.

1.0 application documents

area 30

Application to participate in area30 from 18 to 23 September 2027 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.

Email (invoice recipient)

Different billing address

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 915,- 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

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

2.0 application documents

area 30

Exhibition stand

	Early-bird price until 31/01/27	Standard price from 01/02/27
Row stand per m²		
20 – 49 m²	EUR 304	EUR 324
50 – 99 m²	EUR 295	EUR 315
from 100 m²	EUR 286	EUR 306
Corner stand per m²		
20 – 49 m²	EUR 316	EUR 336
50 – 99 m²	EUR 307	EUR 327
from 100 m²	EUR 298	EUR 318
Head stand per m²		
20 – 49 m²	EUR 328	EUR 348
50 – 99 m²	EUR 319	EUR 339
from 100 m²	EUR 310	EUR 330

Stand booking

We would like the following stand space:

Stand space _____ m² (min. 20 m²)

We would like the following stand type:

☐ **Row stand** open on one side

☐ **Corner stand** open on two sides

☐ **Head stand** open on three sides

Special show „outdoor area“

Presentation of outdoor kitchens and furniture on the area30 terrace

☐ max. 3 x 2 m EUR 2,450
(including 24-hour security throughout the entire exhibition period)

Special show 'outdoor area' – presentation

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'.

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

Special show „innovation area“

We are booking the following stand type:

☐ brand square (4 x 4 m platform) EUR 8,900

☐ service space (with television) EUR 9,800

☐ product space (with product display area) EUR 9,600

Scope of services:

brand square: Anthracite platform (4 x 4 m), floor stickers with branding

service space: Pixlip wall (2.5 x 2.5 m) backlit, with single-sided graphics, furniture, television (55" screen)

product space: Pixlip Wall (2.5 x 2.5 m) backlit, with single-sided graphics, furniture, additional product presentation area

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

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

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'.

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

More details: www.area-30.de/all-about-the-exhibition/innovation-area/

Special show 'innovation area' – presentation

Mandatory services

- Energy contribution EUR 20/m² (for exhibition stand only)
- Marketing contribution EUR 915
- Exhibitor liability insurance EUR 30

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

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

3.0 application documents brand registration

area 30

In addition to your company name, you can register additional brands

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)	www.
②	other brand	www.
③	other brand	www.
④	other brand	www.
⑤	other brand	www.
⑥	other brand	www.

Please tick all product groups of this brand (multiple selection possible).	①	②	③	④	⑤	⑥
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 fireplaces	☐	☐	☐	☐	☐	☐
Outdoor kitchen	☐	☐	☐	☐	☐	☐
Outdoor furniture	☐	☐	☐	☐	☐	☐
Smart homes	☐	☐	☐	☐	☐	☐
Software / IT	☐	☐	☐	☐	☐	☐
Miscellaneous	☐	☐	☐	☐	☐	☐
Sinks	☐	☐	☐	☐	☐	☐
Chairs	☐	☐	☐	☐	☐	☐
Tables	☐	☐	☐	☐	☐	☐
Tools	☐	☐	☐	☐	☐	☐
Disassembled furniture	☐	☐	☐	☐	☐	☐
Equipment	☐	☐	☐	☐	☐	☐

4.0 application documents

area 30

Information about area30

Your area30 exhibition package includes the following:

- 6-day trade fair participation (trade fair dates: 18 to 23 September 2027, 9 am to 6 pm each day, long tuesday on 21 September 2027 until 8.00 pm)
- 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
- **New for 2027:** the Conteo digital content package on the trade fair website
- Listing on the digital and printed hall plan; hall signage with stand numbers

Set-up time:
Monday, 13 September to Thursday, 16 September 2027 from 7 am to 10 pm,
from 8.00 pm, only low-noise work is permitted.
Friday, 17 September 2027 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
09 to 12 September 2027 between 8 am and 6 pm

Set-up time special shows:
Different set-up time: Friday, 17 September 2027 expected from 12:00.

Dismantling time:
Thursday, 23 September 2027 from 6:30 pm to 10 pm
Friday, 24 September 2027 from 7 am to 10 pm
from 8.00 pm, only low-noise work is permitted.
Saturday, 25 September 2027 from 7 am to 6 pm

Exhibition time:
18 to 23 September 2027, daily from 9 am to 6 pm
long tuesday on 21 September 2027 from 9 am to 8 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

area 30

5.1 Event
5.1.1 The organiser of the trade fair is trendfairs GmbH, Gebhardtstraße 41, 90762 Fürth, represented by managing director Christopher Boss.

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. For registrations made as part of the pre-booking process in accordance with clause 5.2.7, the specific provisions set out therein shall also apply.

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.

5.2.7 Special pre-booking terms and conditions
For registrations for area30 2027 received by the organiser up to and including 2 October 2026, the special terms and conditions specified for pre-booking shall apply, in particular a reduced participation fee (pre-booking price).
The exhibitor may withdraw their registration submitted as part of the pre-booking process up to and including 15 October 2026 without giving any reason and free of charge. The organiser must be notified of the withdrawal of the registration in writing.
Confirmation of participation for registrations made under the pre-booking scheme will be sent no earlier than after 15 October 2026. The participation contract is only concluded once the organiser has sent the confirmation of participation. From the conclusion of the contract, the provisions set out in clause 5.4 shall apply to any cancellation.

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 Once the participation agreement has been concluded, the exhibitor may not terminate it by ordinary notice. The right to terminate the agreement extraordinarily for good cause remains unaffected. The provisions set out in clause 5.4.2 apply to any cancellation of participation by the exhibitor.

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.