

trendfairs GmbH • Stefan-George-Ring 2 • 81929 Munich, Germany

trendfairs GmbH
Stefan-George-Ring 2
81929 Munich, Germany

T +49 89 3 09 040 190
F +49 89 3 09 040 193
info@trendfairs.de

www.trendfairs.de
www.area-30.de
www.cube30.de
www.kuechenwohntrends.de
www.kuechenwohntrends.at

AG Fürth HRB13775
Managing Director
Ulrike Rohde

**Important documents for area30 – design. kitchen. technics.
from 14th to 19th September 2019 in Löhne, Germany**

Please find attached your personal **application documents for exhibitors at area30.**

**The order trade fair area30 takes place from 14th to 19th September 2019
at Lübbecke Straße 29, 32584 Löhne, Germany.**

Make the most of this unique trade fair atmosphere at the main event of the Küchenmeile A30 and the autumn in-house trade fairs, the world's largest kitchen trade fair for professionals from trade and industry*, and gain many valuable national and international customer contacts. *Source: kuechenmeile.de

- **The industry meeting point in East Westphalia with the highest visitor frequency**
- **Fantastic opportunities to make contacts as well as excellent sales opportunities**
- **Extensive marketing with up to 125,000 mentions of your company's name**
- **Many valuable exhibition partners**
- **Highly modern exhibition hall - air-conditioned from 2019**
- **Over 2,500 parking spaces and a regular car park shuttle service**

If you would like further detailed information, please do not hesitate to contact me
by telephone on +49 89 3 09 040 190 or by e-mail at rohde@trendfairs.de

I look forward to speaking with you.

Best regards and see you soon,



Ulrike Rohde
trendfairs GmbH

PS: Register as an exhibitor online!

Alternatively, [register as an exhibitor online](#) and in return receive €50 credit for a booking of advertising media for the trade fair.

Outlook



The ninth area30 :: 14th to 19th September 2019 :: Löhne, Germany
Information and application documents for area30 – design.kitchen.technics.

Submit by
25th January 2019
to get an early
booking discount



See you soon.

area30: The hotspot in the kitchen industry



Continuous growth since the trade fair's 2011 launch – area30 continues along the road to success – cube30 brings in additional visitors

Since its launch in 2011, area30 has been at the centre of autumn's house and specialist trade fair landscape for the kitchen sector. It is the central ordering trade fair for kitchen studios, specialist kitchen retailers, retail chains, large sales outlets, designers and architects. Industry giants, medium-sized companies, entrepreneurs – established brands and innovative newcomers – products, concepts or software developments.



Exhibitor reviews of area30



Willi Bruckbauer,
Managing Director Bora

„The area30 show is one of the most welcome events in our trade show calendar. Area30 has had a really positive influence on the development of our business.“



Johannes Artmayr,
Managing Director,
Strasser Steine

„For STRASSER Steine, area30 has proven to be THE trade fair for taking decisions for the following year. Not least because the who's who of the industry attend this trade fair. It's impressive that the already considerable visitor attendance could be topped once again. It's clear to see that our natural stone products and the STRASSER sales philosophy that focuses on quality, service and innovation are making better and better progress on the German market.“



Bernd Lampe,
Managing Director
Beckermann Küchen

„There is no alternative to area30. The location and all the little details are just perfect. The trade fair attendance figures speak for themselves. We're completely satisfied and can only thank the entire trade fair team.“



Lasse Naber,
Managing Director Naber

„Personal discussions with kitchen retailers are the key element behind our desire to achieve perfection in development, production and sales. area30 is an annual highlight enabling us to have close contact with our customers and has proved once again to be indispensable for presenting our new arrivals as well as our product research.“

You can find more statements at:
area-30.de/statements

The right place at the right time

International – the kitchen world meets at area30 and the in-house exhibitions

area30 is located right in the middle of the most important cluster for kitchen furniture and accessories: in Löhne, East Westphalia, with a direct motorway connection to the A30 (exit number 30). This is where the standards for the international kitchen trade are set, which is why every fourth visitor to the trade fair now travels from abroad.

Kitchen made in Germany – first-class design, perfect functionality and maximum services

Every year, all major market players present their new products to interested industry professionals in East Westphalia. At in-house exhibitions staged by individual companies, in exhibition centres with several exhibitors and at the area30 central order platform – in 2018, this is where some 13,000 visitors sought and made contact with more than 130 companies and brands on 11,000 square metres of exhibition space.

A new definition of trade fair business: short distances, good infrastructure and perfect networking

area30 & cube30 – the most important event duo for a forward-thinking industry

area30 is the coveted "number 1 trade fair location" in terms of visitor and exhibitor numbers, its size and its central location. It's also the perfect environment, with its shuttle services and VIP services, online ticket pick-up and stylish catering area that attracts decision makers to the trade fair site at Lübbecke Straße 29. In other words: the attention to detail and quest for perfection make area30 and cube30 uniquely successful.

That's why area30 makes business success possible for you as an exhibitor!

With its new showroom cube30 situated directly opposite the exhibition grounds, area30 sees itself as an important part of the trade network that runs from the in-house exhibitions on the Küchenmeile A30 through to the Möbelmeile. All the exhibition venues are quickly and directly accessible from the area30 site in Löhne.

That is why area30 is synonymous with in-depth discussions, a central location, short distances and great business. For all visitors – from Germany, its neighbouring countries, all of Europe and increasingly from overseas. That is the reason why so many orders are placed here, lists are compiled and the next sales season is prepared for. A visit to area30 and its exhibitors remains the most important "must-attend" event.

As an exhibitor at area30, you will therefore reach many new customers and establish the contacts that matter most to you.

Versatile, smart, desirable: year after year, appeal and importance increase



Diversity and the courage to tread new paths are what characterise area30. Whether they're market leaders or niche providers, established companies or newcomers, or corporate groups or freelancers: the exhibitors know the value of exhibiting at area30!

Results of the trade visitor analyses clearly show the following:

On average, trade visitors spend 2 days at the kitchen trade shows and during this time, they generally visit four locations – among them those, the area30 and its major kitchen furniture suppliers. Almost every second guest comes from the world of kitchen studios or specialist retailers. A quarter of the trade fair visitors are owners or managing directors as well as decision-makers from sales and distribution.

They all meet more than 130 exhibitors and brands, among them many market leaders. This is how area30 & cube30 reveal their unique pull during the kitchen and in-house exhibitions in East Westphalia – and in turn, as an exhibitor, you always have the best and optimal amount of visitor traffic.



You and area30 in the media generate more attention for your company



The area30 show runs a major media campaign every year across most of the industry media as well as to trade visitors directly.

Potential visitors from Germany and neighbouring countries are given up-to-date information about area30 and its exhibitors. This covers trade fair highlights and news or just lets exhibitors know about their participation. Via invitation card, email, the website and social media. The media and trade press receive regular information about the current status of area30. Area30 is very well known within the industry.

Companies that exhibit at area30 are mentioned by name some 125,000 times over the course of the media campaign.

Visitors and media are always kept well-informed about the next area30 - to ensure that as an exhibitor you are easy to find.

If you want to create even more interest in your company during the autumn kitchen trade shows, there are a number of advertising options available to you to dramatically increase awareness of your business. Your business is already being actively promoted in the media long before the area30 show begins.

Allowing visitors to plan their visit to your stand before travelling to the show and allowing you to focus on what really matters: Meeting existing and prospective customers during the area30 trade show.



Flexible booking

Whether you are a small or a large company. Whether this is your first time or you have been exhibiting for many years. We will ensure that your company is presented to its best advantage.

Allowing you to get the best exhibition space in the autumn in-house trade shows and reach your target audience.



Top service

Popular services at area30

From signposting to a car park service, from check-in to high-performance wireless coverage with free Wi-Fi. Electricity, water, drainage, LAN connections and ceiling suspensions can be arranged as required.

Further highlights

- Multiple brand listing per exhibitor
- VIP check-in for your special guests
- Personal scanners for recording your visitors
- Extensive photo documentation for your further use
- Stand cleaning and security
- Hostess service
- Hotel booking service

Allowing you as an exhibitor at area30 to focus on what really matters: On your customers and business success.



Videos, photos

For footage from area30 2018, please click here:
area-30.de/movie





For photos from area30 2018, please click here:
area-30.de/photos

Application to participate in area30 from 14th to 19th September 2019 in Löhne

We hereby submit our binding application to participate in accordance with the "Exhibition rules/conditions of participation".

Exhibitor/Company Name	
Contact person (first name/last name)	
Street	USt-IdNr.
Post code/city	Mobile (to reach you during the event)
Telephone	Fax
Email	Website www.

Stand requirements: Please mark all your choices with an "X" and enter your desired stand surface area.

<p>We require the following stand size category</p> <p>For bookings up to 25.01.2019</p> <p><input type="checkbox"/> up to 49 m² EUR 220/m²</p> <p><input type="checkbox"/> 50 - 100 m² EUR 212/m²</p> <p><input type="checkbox"/> > 100 m² EUR 207/m²</p> <p>For bookings from 26.01.2019</p> <p><input type="checkbox"/> up to 49 m² EUR 230/m²</p> <p><input type="checkbox"/> 50 - 100 m² EUR 222/m²</p> <p><input type="checkbox"/> > 100 m² EUR 217/m²</p>	<p>We would like the following stand size and location</p> <p>Stand area <input type="text"/> m² (minimum size 25 m²)</p> <p><input type="checkbox"/> Row stand </p> <p><input type="checkbox"/> Corner stand + 5% per m² </p> <p><input type="checkbox"/> Peninsula stand + 10% per m² </p> <p><input type="checkbox"/> Island stand + 15% per m² </p>
<p>Other fees</p> <ul style="list-style-type: none"> Energy contribution EUR 14 per m² (mandatory) Marketing contribution EUR 885 (mandatory) Exhibitor's liability insurance EUR 30 (mandatory) 	

Please provide us with the names of additional contact persons that are involved in the organisation of the trade fair.

Organisation / Technical

First name, last name	Telephone
Email	Mobile

Marketing

First name, last name	Telephone
Email	Mobile

The contract shall come into force upon written confirmation by the organiser and the legally binding signing of this contract. A binding commitment to participate will only come into effect after confirmation by trendfairs GmbH. There is no entitlement with respect to desired stand types and locations. Cancellation rights remain unaffected by this. We will make every effort to provide you with the stand you ask for. All the prices listed exclude the applicable statutory VAT.

Location/Date	Signature
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The exhibition Regulations/Conditions of Participation were read with the signature.

2.0 Brand registration (free of charge)

You may register **four additional brands at no additional cost** that will be joining you at area30. In addition, we ask that you **submit your brand logos** as vector graphics (.pdf file, .tiff file, .eps file or .jpg file with 300 dpi resolution), **as well as a mission statement for each brand at no additional cost** (jpg file at least 800 x 440px, only single image / no collage or typography). **Immediately after submitting your application please send these files to Ms. Jördis Mehler: mehler@trendfairs.de**

Brand 1	www.
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Please tick all the product groups that apply for Brand 1 (multiple answers possible)

<input type="checkbox"/> Accessories	<input type="checkbox"/> Extractor fans	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Other
<input type="checkbox"/> Worktops	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink units
<input type="checkbox"/> Fixtures	<input type="checkbox"/> Dining furniture	<input type="checkbox"/> Lighting	<input type="checkbox"/> Chairs / stools
<input type="checkbox"/> Bathroom furniture	<input type="checkbox"/> Trade press	<input type="checkbox"/> Furniture	<input type="checkbox"/> Tables
<input type="checkbox"/> Benches	<input type="checkbox"/> Flooring / floor coverings	<input type="checkbox"/> Alcove back panels	<input type="checkbox"/> Doors
<input type="checkbox"/> Services	<input type="checkbox"/> Interior fixtures	<input type="checkbox"/> Software / IT	<input type="checkbox"/> Fittings

Brand 2	www.
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Please tick all the product groups that apply for Brand 2 (multiple answers possible)

<input type="checkbox"/> Accessories	<input type="checkbox"/> Extractor fans	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Other
<input type="checkbox"/> Worktops	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink units
<input type="checkbox"/> Fixtures	<input type="checkbox"/> Dining furniture	<input type="checkbox"/> Lighting	<input type="checkbox"/> Chairs / stools
<input type="checkbox"/> Bathroom furniture	<input type="checkbox"/> Trade press	<input type="checkbox"/> Furniture	<input type="checkbox"/> Tables
<input type="checkbox"/> Benches	<input type="checkbox"/> Flooring / floor coverings	<input type="checkbox"/> Alcove back panels	<input type="checkbox"/> Doors
<input type="checkbox"/> Services	<input type="checkbox"/> Interior fixtures	<input type="checkbox"/> Software / IT	<input type="checkbox"/> Fittings

Brand 3	www.
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Please tick all the product groups that apply for Brand 3 (multiple answers possible)

<input type="checkbox"/> Accessories	<input type="checkbox"/> Extractor fans	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Other
<input type="checkbox"/> Worktops	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink units
<input type="checkbox"/> Fixtures	<input type="checkbox"/> Dining furniture	<input type="checkbox"/> Lighting	<input type="checkbox"/> Chairs / stools
<input type="checkbox"/> Bathroom furniture	<input type="checkbox"/> Trade press	<input type="checkbox"/> Furniture	<input type="checkbox"/> Tables
<input type="checkbox"/> Benches	<input type="checkbox"/> Flooring / floor coverings	<input type="checkbox"/> Alcove back panels	<input type="checkbox"/> Doors
<input type="checkbox"/> Services	<input type="checkbox"/> Interior fixtures	<input type="checkbox"/> Software / IT	<input type="checkbox"/> Fittings

Brand 4	www.
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Please tick all the product groups that apply for Brand 4 (multiple answers possible)

<input type="checkbox"/> Accessories	<input type="checkbox"/> Extractor fans	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Other
<input type="checkbox"/> Worktops	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink units
<input type="checkbox"/> Fixtures	<input type="checkbox"/> Dining furniture	<input type="checkbox"/> Lighting	<input type="checkbox"/> Chairs / stools
<input type="checkbox"/> Bathroom furniture	<input type="checkbox"/> Trade press	<input type="checkbox"/> Furniture	<input type="checkbox"/> Tables
<input type="checkbox"/> Benches	<input type="checkbox"/> Flooring / floor coverings	<input type="checkbox"/> Alcove back panels	<input type="checkbox"/> Doors
<input type="checkbox"/> Services	<input type="checkbox"/> Interior fixtures	<input type="checkbox"/> Software / IT	<input type="checkbox"/> Fittings

3.0 Other Information

area30 – design. kitchen. technics. from 14th to 19th September 2019 in Löhne

Your area30 trade fair package includes the following at no additional cost

- 6 days trade fair participation (14th to 19th September, 9am – 6pm each day)
- Set-up and dismantling days
- Approx. 2,500 parking spaces in and around the exhibition grounds
- Designated parking
- Staffed car parks
- Car park shuttle service (staff, vehicles) with radio coordination
- Online check-in (visitor registration)
- Pre-VIP check-in for your selected most important clients (industry professionals)
- Free entry for industry professionals
- Reception and exhibition organisation staff
- Exhibitor passes, including pass delivery (1 exhibitor's pass per 10 m² stand area)
- Security service in and around the exhibition area (excluding exhibition stands)
- Cleaning of the exhibition area (excluding exhibition stands)
- Signage to, in and around the exhibition area
- General lighting
- Wi-Fi usage within the exhibition centre
- Heating/air-conditioning/ventilation of halls
- Toilet service/toilet cleaning
- Spacious catering area
- Catering for exhibitors (with credit card system) and professional visitors (fees apply)
- Stand catering for exhibitors (fees apply)
- Stand security (fees apply)
- Individual visitor scanning with analysis (fees apply)
- Attractive, partially unique advertising media to increase your success during the exhibition (fees apply)

Your marketing package includes the following at no additional cost

- An entry in the online exhibition directory with company and brand names (including link)
- An entry in the exhibition magazine and the invitation card
- Print and online advertising for area30 in trade journals
- Trade visitor promotions directly by post, several times via email (directly and through third-party providers) and via social media networks
- Newsletter promotion for area30 using trendfairs GmbH's address database and via third party providers
- regular press and public relations work
- Promotional banners for your website / emails promoting area30
- Production and distribution of the trade fair magazine
- Search Engine optimization
- Online campaigns (via facebook, google)
- Social media campaigns
- Participation in the Küchenmeile app incl. address data and logo

Further information

- You can use the Exhibitor Management System EMS, to place your order for rental furniture, rental equipment, power supply, water connection, advertising media, traverse systems, light systems etc. easily and conveniently online. Login credentials will be provided upon receipt of your application, or approx. 3 months before the trade fair start date.
- Set-up time: 9th to 13th September 1pm (earlier stand assembly from Thursday 5th September is possible upon application and subject to a fee)
- Dismantling time: 19th September (8-10pm) to 21st September 2019 (6pm)

4.0 Exhibition Regulations/Conditions of Participation

4.1 Event

4.1.1 Trade fair event organiser is Trendfairs GmbH, Stefan-George-Ring 2, 81929 Munich, Germany, represented by their managing director, Ulrike Rohde. The trade fair management is the responsibility of Ulrike Rohde, Arian Kiesling and Michael Rambach.

4.1.2 Participation in the event is subject to a corresponding agreement between the organiser and the exhibitor. This becomes effective upon registration by the exhibitor and confirmation of participation by the organiser.

4.2 Registration

4.2.1 The exhibitor's application to take part has to be submitted in writing to the organiser using the organiser's forms. The application form has to be completed in full and have a legally binding signature. By signing this document, the exhibitor accepts the general conditions of participation.

4.2.2 Reservations and conditions are not permitted during the registration. If such are entered on the registration form, they shall be considered as legally invalid, unless they are confirmed in writing by the organiser.

4.2.3 The decision with respect to accepting the application for participation and allocating the stand is made by the organiser with the diligence of a prudent businessperson and within the bounds of the available discretion. In case of overbooking, the order of receipt of applications shall be decisive. There is no entitlement to participate.

4.2.4 The organiser may, for objectively justified reasons, in particular if the available exhibition space is not sufficient, exclude individual applicants from participation and / or, if this is necessary for the achievement of the event objective, restrict the event to certain exhibitor groups or supplier groups.

4.2.5 The exhibitor shall receive written confirmation of participation when the application for participation is accepted. The stand number, stand size and other details of the stand occupancy shall be provided in a separate written notification.

4.2.6 The stands are allocated by the organiser on the basis of considerations that are determined by the theme of the exhibition. Exhibitors are not entitled to the assignment of particular stand areas and do not become entitled to this even if they have occupied the same area at one of the organiser's previous events. The organiser will, however, take into consideration, as far as is possible, specific stand requests. An area that is allocated with a +/- 10% difference is within the range of tolerance and does not require consultation with the applicant.

4.3 Stand design

4.3.1 The stand design and set-up required for this are a matter for the exhibitor. The exhibitor is required to comply with the theme and image of the event. The event organiser is entitled to stipulate certain arrangements in this regard. The exhibitor shall be responsible for complying with safety regulations. Stands that adversely affect the overall image of the event will not be accepted by the organiser. The same applies to unacceptable advertising messages.

4.3.2 The allocated stand dimensions must not be exceeded. The maximum stand height is 350 cm. Stand heights that deviate from this require the consent of the trade fair management. Hall ceiling attachments also require the consent of the trade fair management. From a height of 2.50 metres and above, the rear sides of stand partition walls must have a pure white and visually flawless surface. In particular, they must not display any text or graphics.

4.3.3 The exhibitor is obliged to occupy the stand for the entire duration of the event during opening hours.

4.3.4 The sub-letting of stand areas or other transfers to third parties is forbidden. In the event of an infringement, the event organiser shall be entitled to extraordinarily terminate the participation agreement without notice. In such an event, the exhibitor shall remain liable for the payment of the agreed stand rental and any other costs.

4.4 Premature termination of the contract

4.4.1 Exhibitors shall be bound by their applications up to 3 months before the start of the exhibition. An ordinary termination of the participation agreement is not envisaged. The right to extraordinary termination shall remain unaffected.

4.4.2 If an exhibitor cancels their participation after confirmation of participation has been given up to 3 months before the event begins, they will owe 40% of the agreed stand rental as liquidated damages. If the cancellation is made subsequently (and after confirmation of participation has been given), the exhibitor shall owe 100% of the agreed stand rental as liquidated damages. Cancellations must be made in writing. The right of the exhibitor to prove that damage has not occurred, or is equivalent to a much lower amount than the agreed compensation fees, shall remain unaffected. In the event of cancellation or other unauthorised rescinding of the contract, the organiser is entitled, but not obliged, otherwise to freely dispose of the stand area.

4.4.3 The organiser is entitled to withdraw from the contract, or to extraordinarily terminate it without notice if good cause exists on the side of the exhibitor. Such grounds shall exist, in particular, if an application for the launch of insolvency proceedings has been made against the exhibitor, such an application was rejected for lack of assets, or insolvency proceedings have already been opened.

4.5 Invoicing / payment

4.5.1 The invoice for the stand rental and other costs incurred shall be issued approximately 10 weeks before the start of the event. The invoice shall be payable immediately and without any deduction on receipt.

4.5.2 There shall be no right to occupy the stand until all due payments have been paid in full. Likewise, in this event, no exhibitor pass shall be issued.

4.5.3 The organiser shall be entitled to extraordinarily terminate the participation agreement without notice if, despite reminders, the exhibitor has not made due payments. In such a case, the organiser is entitled to dispose of the stand area without further notice.

4.5.4 The event organiser reserves the right to assert the statutory lessors' lien.

4.6 Force majeure

4.6.1 If there are urgent reasons that are no fault of the organiser, or in cases of force majeure, the organiser has the right to postpone, shorten, lengthen, or cancel the event and also to vacate and to keep vacated, temporarily or for a longer period, one or more exhibition areas, or the entire exhibition area.

4.6.2 In such an exceptional case, exhibitors shall neither be entitled to withdraw from the contract nor to claim compensation.

4.6.3 If the event does not take place for reasons for which the organiser cannot be held responsible, the organiser may require the exhibitors to pay up to 25% of the agreed stand rental as a general expense reimbursement.

4.6.4 If the event, once opened, has to be abandoned owing to reasons for which the event organiser cannot be held responsible, no refund of the stand rental and other payments shall be made.

4.6.5 The organiser is not liable to the exhibitor for damages and other disadvantages arising from a cancellation or abandonment of an event for reasons for which the organiser cannot be held responsible.

4.7 Place of fulfilment / place of jurisdiction

4.7.1 Place of jurisdiction is Munich, place of fulfilment is Munich. The organiser is entitled, if it so wishes, to bring an action against an exhibitor at the court having jurisdiction at the exhibitor's place of business.

4.7.2 German law shall apply exclusively.