

heimtextil

9. – 12. 1. 2024  
FRANKFURT/MAIN

**WOW  
RELOADED**

**CARPETS & RUGS**

messe frankfurt

# CARPETS & RUGS AT HEIMTEXTIL

## “HEIMTEXTIL IS MORE THAN JUST A TRADE FAIR ...

... IT'S ALSO A PLATFORM  
WHERE EVERY IDEA, EVERY INSPIRATION  
AND EVERY TREND CAN CREATE A NEW  
EMOTIONAL SENSATION.”

Dear Manufacturers,

We're rolling out the red carpet for you!

Starting at Heimtextil 2024, we are creating a dedicated area for your product range. Present your latest collection in our recently completed Hall 5 in the new Carpets & Rugs segment – at the heart of Heimtextil, the world's biggest and most important trade fair for home and contract textiles.

For around 3,000 international exhibitors and buyers from more than 64 countries, Heimtextil is the year's season opener. Use this platform to forge new, profitable customer relationships, meet all relevant decision-makers from the global textile sector and showcase your company at the most important trend platform for textile materials and textile design.

We look forward to seeing you here.

Heimtextil 2024 | 9–12 January 2024 | Frankfurt am Main



**Olaf Schmidt**  
Vice President  
Textiles and Textile Technologies



**Bettina Bär**  
Director Heimtextil

# ONLY AT HEIMTEXTIL



MORE THAN ANY OTHER TRADE FAIR, WE FOCUS ON THE ENTIRE WORLD OF HOME TEXTILES, INTERIOR DESIGN AND INTERIOR TRENDS.

#### Only at Heimtextil ...

- ... will you find such a compact and complete overview of the market
- ... will you meet purchasing groups from 64 countries
- ... will you find everything from small-volume "coupon" business to large-volume orders
- ... will you have access to so many excellent business opportunities

Here you can find further details about Heimtextil and its product groups:



## THE MEETING PLACE FOR MARKET MOVERS.

AT HEIMTEXTIL, YOU WILL EXPERIENCE ALL KEY ASPECTS OF THE DIVERSE TEXTILE MARKET.

#### Interior.Architecture.Hospitality

Heimtextil brings together the entire range of contract sector products and offers a wealth of relevant information in its Interior.Architecture.Hospitality segment. Here, interior designers, architects and hospitality experts will find a wide selection of contract textiles and tailor-made services.

#### Sustainability at Heimtextil

In a world that is constantly changing, sustainable production and action are becoming a constant. For more than ten years, Heimtextil has actively promoted this vital issue and provided a platform for green pioneers.

#### Heimtextil Trends

The Heimtextil Trends are the heart of our fair. Here, the megatrends of the future are translated into textile visions. It's the place to be for all industry professionals who want to expand their knowledge of textile materials.

#### Exclusive Preview Day

As an exhibitor, you can experience the Heimtextil Trend Space one day ahead of everyone else. Here you'll find more international textile designers than at any other event. Get a sneak preview of their ideas for the coming season and benefit from the opportunity to buy. First come, first served.

Show  
Trends  
Talks  
Tours  
Conferences





# ARE YOU A SUPPLIER OF

FITTED  
CARPETS

HANDMADE  
CARPETS

CUSTOM-MADE  
CARPETS

MACHINE-MADE  
WOVEN CARPETS

MATS AND DIRT-  
ABSORBING CARPETING

RUGS AND RUNNERS



# WELCOME TO HEIMTEXTIL 2024



# WHY IT'S WORTH YOUR WHILE TO EXHIBIT HERE.

### Unique international platform for home and contract textiles

Become part of the worldwide range of product innovations for textile interior design.

### Annual ordering event

Heimtextil is the season opener of the year. It offers a reliable platform for exhibitors and trade visitors.

### Established textile event

The new Carpets & Rugs section will be perfectly integrated into an existing textile environment – a position from which you benefit enormously.

### Make the most of a raised profile and an audience keen to fill their order books

Heimtextil is the meeting place for top decision-makers in the global textile sector. Buyers from all over the world come here to find inspiration – possibly from your collection.

### Targeted marketing

The new Carpets & Rugs product segment is attractively promoted to specific target groups – via all Heimtextil media channels as well as through advertising and press releases.

### Relevant content for your target group

The highly dynamic nature of the textile sector is reflected in the wide-ranging supporting programme of events, including the Heimtextil Trends presentation, product demonstrations, lectures, guided tours and awards ceremonies. Here, the focus is on topics that are particularly relevant to your target audience.

### Preferential treatment at Heimtextil 2025

As an exhibitor at Heimtextil 2024, you will be given priority when we are planning for the 2025 event.

### Highlight your sustainability credentials

Benefit from the growing interest in sustainably produced textiles and present your environmental credentials. We support you in this!

GOOD REASONS  
GOOD REASONS  
GOOD REASONS

# 10

TOP VISITOR COUNTRIES\*

- Germany
- China
- Italy
- USA
- United Kingdom
- Turkey
- Pakistan
- France
- Spain
- Netherlands

# 2,918

EXHIBITORS\*

# 63,000

TRADE VISITORS\*

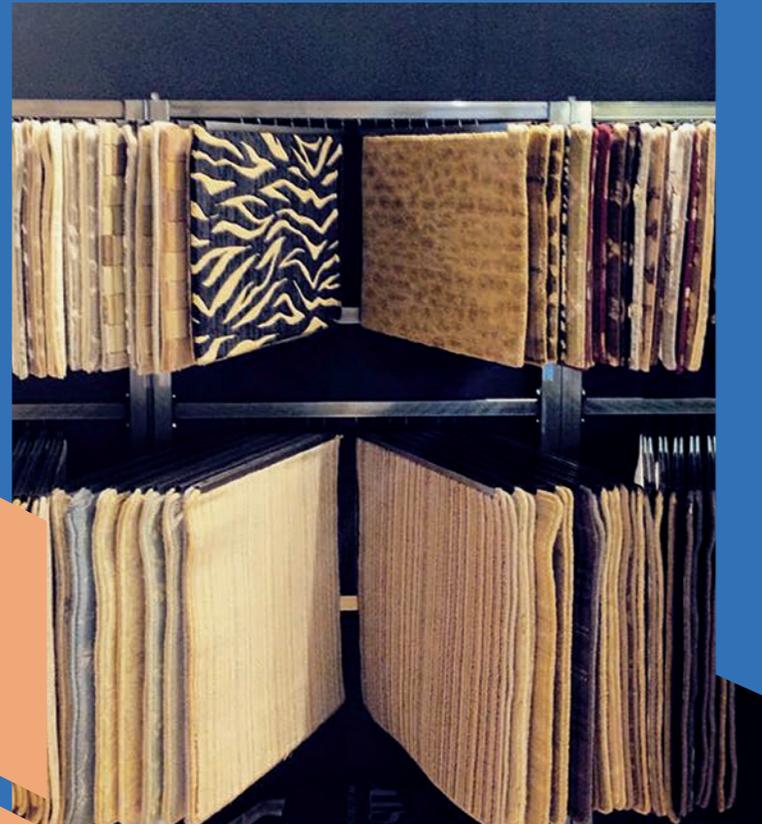
# 96 %

CUSTOMER SATISFACTION\*

# 64

EXHIBITOR COUNTRIES\*

\* Heimtextil 2020



FACE-TO-FACE DISCUSSIONS WITH YOUR CUSTOMERS

BUYERS FROM ALL OVER THE WORLD

DIRECT ORDERING

CENTRAL LOCATION

ESTABLISHED ANNUAL DATE

## HERE YOU'LL MEET YOUR TARGET GROUPS ...

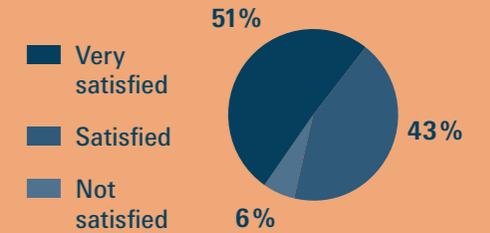
- Up to 3,500 representatives from furniture and home furnishing stores
- Up to 700 representatives from DIY and home improvement stores
- Up to 2,800 representatives from mail-order and online retailers
- Up to 700 representatives from department stores, superstores, discounters and specialist retailers

## ... AND BE FOUND BY RELEVANT TRADE VISITORS ...

- architects
- wholesalers
- designers
- interior designers
- hospitality experts
- contract furnishing suppliers
- interior decorators
- specialist retailers

## SATISFACTION WITH ACHIEVEMENT OF VISITOR OBJECTIVES

94% of trade visitors achieved their objectives



## COME TO WHERE THE WOW IS

### THE NEW HALL 5: OPEN FOR THE FIRST TIME AT HEIMTEXTIL 2024.

It offers ...

- ... an outstanding location with excellent connections to the other Heimtextil halls
- ... a rapid route for visitors via the Via Mobile walkway
- ... direct access to hall level 6.1 and to the Asian Excellence area
- ... attractive foyer areas, restaurant and roof terrace for exclusive side events



BOOK YOUR  
PLACE NOW  
AT

HEIM  
TEXTIL

FROM  
9. – 12. 1. 2024

Type of stand	Regular in €	Early-booking price*	Organisers
1 side open	€ 240/sqm	€ 199/sqm	€ 217/sqm
2 sides open	€ 249/sqm	€ 207/sqm	€ 226/sqm
3 sides open	€ 257/sqm	€ 213/sqm	€ 233/sqm
4 sides open	€ 264/sqm	€ 217/sqm	€ 240/sqm
Upper storey area	€ 126/sqm	€ 122/sqm	--

\*Deadline for early-booking price: **22. 3. 2023**

## Stand rental prices

Early-booking price requirements:  
Receipt of the Intention to Exhibit by  
22. 3. 2023 by Messe Frankfurt  
Exhibition GmbH and return of the  
Stand Space Acceptance within  
the deadline set in the Stand Space  
Proposal.

Plus:

- Environmental levy € 4.20/sqm
- AUMA charge € 0.60/sqm
- Media Package € 985
- And applicable VAT for all prices

### Any questions?

Please get in touch with our contact  
person. We would be delighted to  
offer you an all-inclusive package on  
request.



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# FRANKFURT THE IDEAL LOCATION

- International trade fair venue
- Central location at the heart of  
Germany and Europe
- Easily accessible exhibition  
grounds by train and plane
- Great transport links and  
accommodation options

You can find all further details  
here:



