

Media data — your advertising opportunities



Your advertising media

Dear exhibitors,

the WORLD OF FIREPLACES provides you with a broad range of advertising media that you can use to present your company / your brand(s) effectively

Various advertising media are only available in limited unit quantities. For these types of media, bookings are made on a first come, first serve basis. In order to book your advertising media, please use the booking form on the last pages of this media information document.

Please send your booking by email to: info@trendfairs.de.

Alternatively, you can book your advertising media online using the exhibitor management system "AMS". The login details will be provided to you on request.

Please contact: **info@trendfairs.de**

Important booking and delivery dates

- **Booking „Leitmotiv“ and „powered by“ package:**
Please book immediately due to the prompt production of advertisements, banners, inserts etc.
- **Data delivery for „Leitmotiv“ and Logo „powered by“ package**
Directly after your booking
- **Data delivery for other media**
Please send the advertising media you have booked by 31.01.2023 at the latest by email or as a download link to:
[Lea Röhling, roehling@trendfairs.de](mailto:Lea.Roehling@trendfairs.de)

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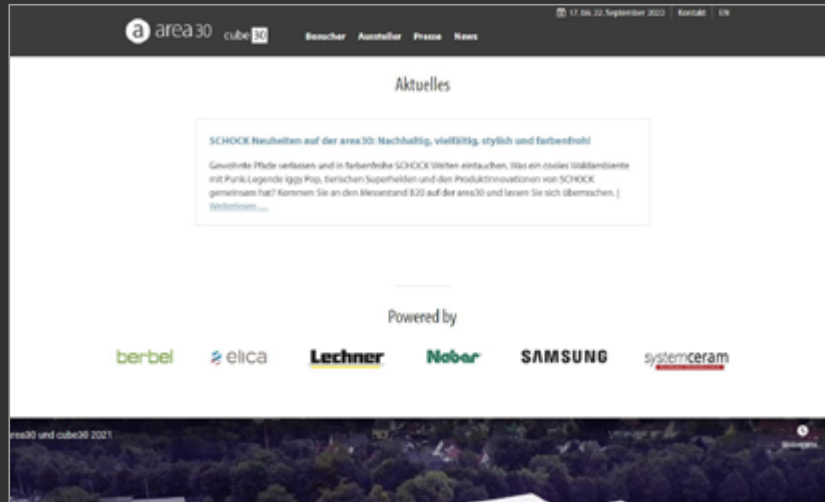
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Advertising packages

Package „powered by“



Example: area30 website and invitation

Package „powered by“

Your company / brand logo characterizes the advertising measures online and offline. The booking option is limited to a maximum of 7 company/brand logos. Please book immediately, then your logo will be used for you right away.

Package „powered by“ online and offline

Your logo on the WORLD OF FIREPLACES media:

- on the website homepage
- in each trade fair visitor newsletter (approx. 5 per year)
- on the ticket
- on the reverse side of invitation
- on the editorial page of the trade fair magazine
- on the signs for the floor plan
- on advertisements in trade fair magazines

Investment

EUR 3,700

Booking

- only 7 available

Data specification

- Digital logo as a vector graphic
- Four-colour and black-and-white

Data delivery

- Please send the data or download link as soon as possible by email to: Lea Röhling, roehling@trendfairs.de

Advertising packages Package „powered by“



Editorial
Editorial

D Willkommen, welcome, bienvenue, welkom, benvenuto, vitamy!
Herzlich willkommen zur Orderfachmesse area30, dem Top-Event für die europäische Küchenbranche im Rahmen der Küchenmeile. Spannende und neue Produktentwicklungen, attraktive Dienstleistungsangebote und smarte Business-Ideen stehen für Sie auf der nun zehnten area30 vom 18. bis 23. September bereit.

Wir freuen uns, für Sie erneut ein charmanter Gastgeber sein zu dürfen und zum Kommunizieren, Netzwerken, Präsentieren und natürlich zum Ordern die perfekte Plattform bieten zu dürfen.

Wir setzen alles daran, dass die Erfolgsgeschichte der area30 von Jahr zu Jahr fortgeschrieben wird, optimieren unser Konzept weiter und sorgen für exzellente Wohlfühl-Atmosphäre. Für nachhaltige Kontakte zwischen Ihnen und den ausstellenden Marktführern, hochwertigen Labels, Newcomern und etablierten Unternehmen aus der Küchenbranche. Sowohl die area30 als auch cube30, direkt gegenüber der area30, sind dafür bestens vorbereitet. Nutzen wir gemeinsam den Schwung der Branche für Ihr erfolgreiches Business!

Herzlichst Ihr trendfairs-Team

E Willkommen, welcome, bienvenue, welkom, benvenuto, vitamy!
Welcome to the area30 order trade fair, the top event for the European kitchen industry as part of the kitchen mile. Exciting and new product developments, attractive service offers and smart business ideas are ready for you at what is now the tenth area30 from September 18 to 23.

We look forward to being a charming host for you again and to being able to offer the perfect platform for communicating, networking, presenting and of course for ordering.

We do everything we can to ensure that the area30's success story continues from year to year, we continue to optimize our concept and ensure an excellent feel-good atmosphere. For sustainable contacts between you and the exhibiting market leaders, high-quality labels, newcomers and established companies from the kitchen industry. Both area30 and cube30, directly opposite area30, are ideally prepared for this. Let's use the momentum of the industry together for your successful business!

Sincerely your trendfairs team

berbel elica Lechner Naber SAMSUNG systemceram

Example: area30 2021 editorial in the trade fair magazine

Eintrittsticket / Visitor Ticket

a area30 cube 30

Öffnungszeiten / Opening Hours
Samstag, 18. September 2021
bis Donnerstag, 23. September 2021
täglich von 09.00 bis 18.00 Uhr

Veranstaltungsort / Fair address
Lübbecke Straße 29
D-32584 Löhne
www.area-30.de/routenplan

www.area-30.de
www.cube30.de

D Mit Ihrem Eintrittsticket können Sie selbst die Messe betreten.
Ihr Eintrittsticket ist nur für Sie gültig.
E With your ticket, you can immediately enter the trade fair.
Your admission ticket is only valid for you.

E Please present a print-out of your entrance ticket or use your smartphone / tablet to scan the code. With your ticket, you can immediately enter the trade fair. Your ticket will be scanned both when entering and when leaving the hall.

We hope you have a successful visit to the trade fair!

E Upon entering the exhibition halls of area30, the event regulations of trendfairs GmbH shall apply.

The admission tickets are personalized and may not be transferred to anyone else. Contact details are collected in order to combat the coronavirus pandemic in accordance with the hygiene concept of trendfairs GmbH for safely carrying out the area30 trade fair. The Coronavirus Protection Ordinance ("Gesundheitsverordnung") of the State of North Rhine-Westphalia will be implemented here in conjunction with the Protection Against Infection Act ("Infektionsschutzgesetz") (IfS) and in conjunction with the personal data provisions of Article 11 of the GDPR. Please keep your admission ticket with you at all times during your visit. trendfairs reserves the right to randomly check the information on the trade visitor ticket for accuracy. Your trade visitor ticket and your identity card must be presented at the organizer's request.

The following persons are excluded from attending the fair:

- Persons who have had contact with positive COVID-19 cases in the last 14 days.
- Persons with acute, non-specific, general and respiratory symptoms of any severity.
- Persons who have been ordered to self-isolate. In particular, the provisions of the Entry Quarantine Ordinance (2021) after travelling to a current risk area must be observed.
- Persons who cannot present proof of compliance with the 3G rule, that they have been fully vaccinated, have recovered from Covid or have been tested for Covid within 24 hours prior to attending the fair.

Please observe our hygiene rules when visiting area30. This includes adhering to hand hygiene and wearing a face mask. Medical masks must be worn inside the fair. The minimum social distancing rule of 1.5 m must be observed.

Please note: Photography and filming will take place at area30. We use the recordings to document the event and for PR. They will be used on our website, in print media, on video and other communication channels (including social media) and on our social media channels. As part of our PR measures, selected recordings will be made available to the trade media for download on our website.

Folgende Personen sind vom Besuch der Messe ausgeschlossen:

- Personen, die in den letzten 14 Tagen Kontakt zu COVID-19-Fällen hatten
- Personen mit akuten, unspezifischen allgemeinen und respiratorischen Symptomen jeder Schwere
- Personen, für die eine häusliche Quarantäne anordnet ist. Dabei sind insbesondere die Bestimmungen der Einreise-Quarantäneverordnung (2021) nach Reisen in ein aktuelles Risikogebiet zu beachten.
- Personen, die keinen 3-G-Nachweis über die vollständige Impfung, die Genesung oder einen maximal 24-stündigen Corona-Test vorweisen können.

Eine Ausnahme für den Besuch der area30 unter Hygienemaßnahmen. Dazu gehört die Einhaltung der Handhygiene und der Gesichtsmaske. Die Tragen einer medizinischen Maske im Innenbereich der Messe ist verpflichtend. Der Mindestabstand von 1,5 m ist einzuhalten.

Hinweis: Auf der area30 wird fotografiert und gefilmt. Die Aufnahmen werden von uns zur Dokumentierung der Veranstaltung und für die Öffentlichkeitsarbeit. Eine Nutzung erfolgt auf unserer Website, in Printmedien zur Aussteller- und Besucherkommunikation (auch Regional) sowie in unseren Social-Media-Kanälen. Ausgewählte Aufnahmen werden im Rahmen der PR-Maßnahmen der Fachmesse zum Download auf der Website angeboten.

berbel elica Lechner Naber SAMSUNG systemceram

Example: area30 2021 ticket

Example: area30 2021 advertisement



Das Herz der Küchenbranche 18. bis 23. September 2021, Löhne

Die Plattform für Neuheiten der Küchenbranche

Die zehnte Ausgabe der area30 mit erneut über 120 Ausstellern und Marken sowie dem 2018 erstmals erfolgreich eröffneten Showroom cube30 ist das Herz während der Küchenmeile A30, „der weltgrößten Küchenfachmesse für Profis aus Handel und Industrie.“

Seit ihrer Premiere 2011 steht die area30 im Mittelpunkt der herbstlichen Haus- und Fachmesselandschaft der Küchenbranche. Sie ist die zentrale Fach- und Ordermesse für Küchenstudios, den Küchen-Fachhandel, Verbundgruppen, die Großfläche sowie Projektanten und Architekten.

*Quelle: www.kuechenmeile.de

Online-Anmeldung & kostenfreier Eintritt: www.area-30.de/checkin

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Advertising packages

Package „be visible“



Example: Theme world picture



Example: Floorgraphics



Example: Advertisement in the magazine



Example: Premium information

Package „be visible“

Your company / brand logo will be visible in many ways: online, on site and during the online trade fair. You hand over your customers an individualized invitation card. The booking option is limited to a maximum of 8 company / brand logos. A comprehensive complete package for increased attention.

The following media are included:

- Invitation, Unit: 2,000 pieces
Value: EUR 840, see page 9
- Advertisement 1/1 page, trade fair magazine
Value: EUR 720, see page 12
- Premium information website
Value: EUR 395, see page 17
- Theme world picture, during online fair
Value: EUR 225, see page 21
- Floorgraphics
Value: EUR 775, see page 28

Investment

Your price advantage: **EUR 2,790**
EUR 165

Booking

- only 8 available

Data specification

- see pages 9, 12, 17, 21 and 28

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de

Advertising packages

Package „smart and individual“



Example: Productgroup picture

Example: Small AD banner on the website

Example: News post

Package „smart and individual“

Your company / brand logo will be visible online and at the online trade fair. You can address your customers personally with an individualized invitation card. You can draw attention to your presentation with an individual news post.

This package puts your company in the spotlight.

The following media are included:

- Invitation, Unit: 1,000 pieces
Value: EUR 740, see page 9
- Banner website, Small AD, 3 months
Value: EUR 320, see page 15
- News post
Value: EUR 149, see page 19
- Productgroup picture, during online fair
Value: EUR 225, see page 20

Investment

Your price advantage: **EUR 1,350**
EUR 84

Data specification

- see pages 9, 15, 19 and 20

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de

Print advertising media

Photo on the cover page of the invitation



Photo on the cover page of the invitation

Before the exhibition, invitation cards will be sent to potential trade visitors in Europe. You can book one of two cover motifs for the invitation card for a high-quality product photo of your brand.

The invitation card has a size of 6 pages in four colors
210mm x 105mm closed.

This exclusive advertising opportunity is only available twice.

Investment

EUR 1,290

Booking

- only 2 available

Data specification

- Digital photographic image (without the logo and text)
- Format: 104,5 mm x 71 mm (+3 mm bleed on all sides)
- Resolution: 300 dpi

Data delivery

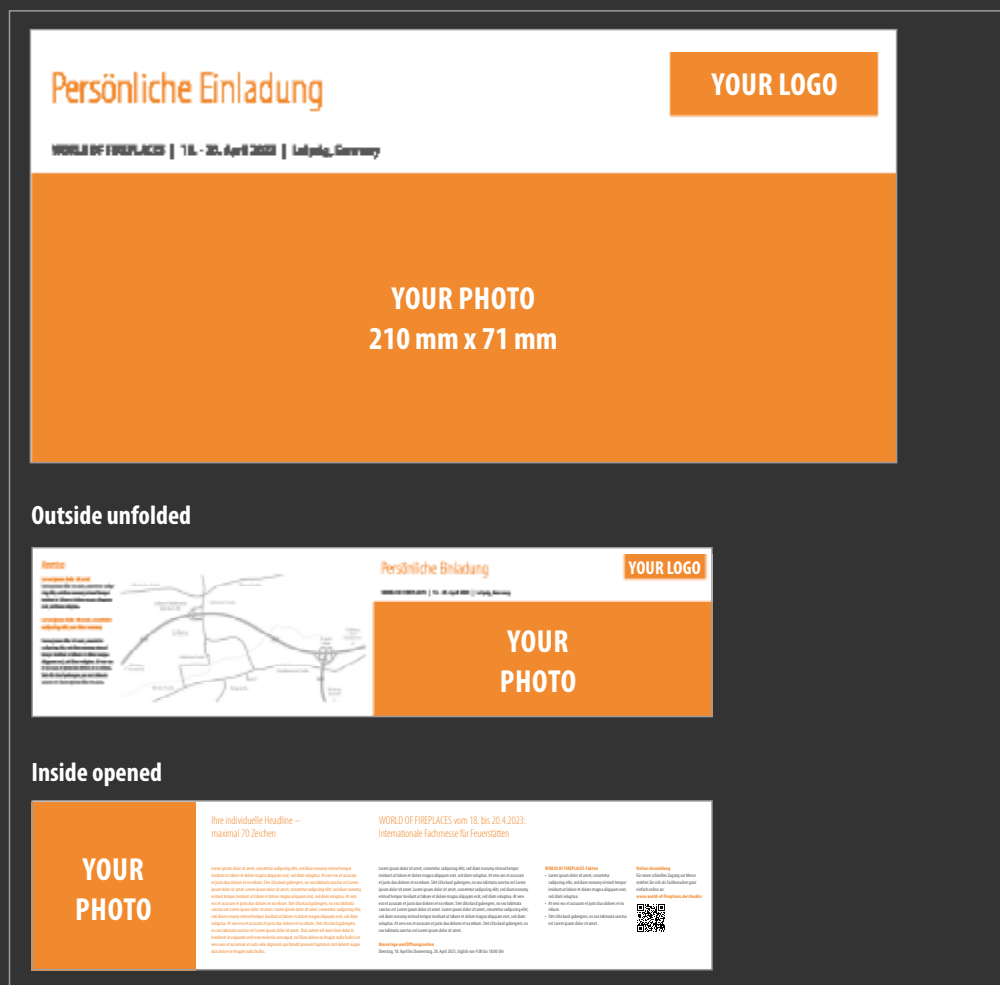
- Delivery by 31.01.2023 at the latest
- Data or download link by email to: Lea Röhling, roehling@trendfairs.de



Example: WORLD OF FIREPLACES invitation

Print advertising media

Individual invitation card for exhibitors



Example: The individual invitation of the WORLD OF FIREPLACES

Individual invitation card for your visitors

We provide you with an individual invitation card and take care of the complete implementation and printing process for you, so that you can easily send it to your customers.

The invitation card has 4 four-colour pages in the format 210 mm x 105 mm. With your individual logo, two photo motifs and your personal invitation text.

Investment

- **Unit: 500 pieces** EUR 640
- **Unit: 1,000 pieces** EUR 740
- **Unit: 2,000 pieces** EUR 840

further editions on request

Data specification

- Motif cover: W 210 mm x H 71 mm (+3 mm bleed on all sides)
- Motif inside : W 102 mm x H 105 mm (+3 mm bleed on all sides)
- Resolution: 300 dpi
- Digital logo as a vector graphic, four-colour
- Your invitation text: headline (max. 70 characters), short text (max. 900 characters)

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to: Lea Röhling, roehling@trendfairs.de

Print advertising media

Photo on the cover page of the trade fair magazine



Photo on the cover page of the trade fair magazine

Around 6,000 trade fair magazines are produced for trade visitors to the WORLD OF FIREPLACES. You can book the cover motif of the trade fair magazine for a high-quality product photo of your brand.

The trade fair magazine has around 75 four-colour pages in the format 210 mm x 148 mm.

It will be handed over to the visitor personally by the hostesses and is available at the check-in of the WORLD OF FIREPLACES.

Investment

EUR 995

Booking

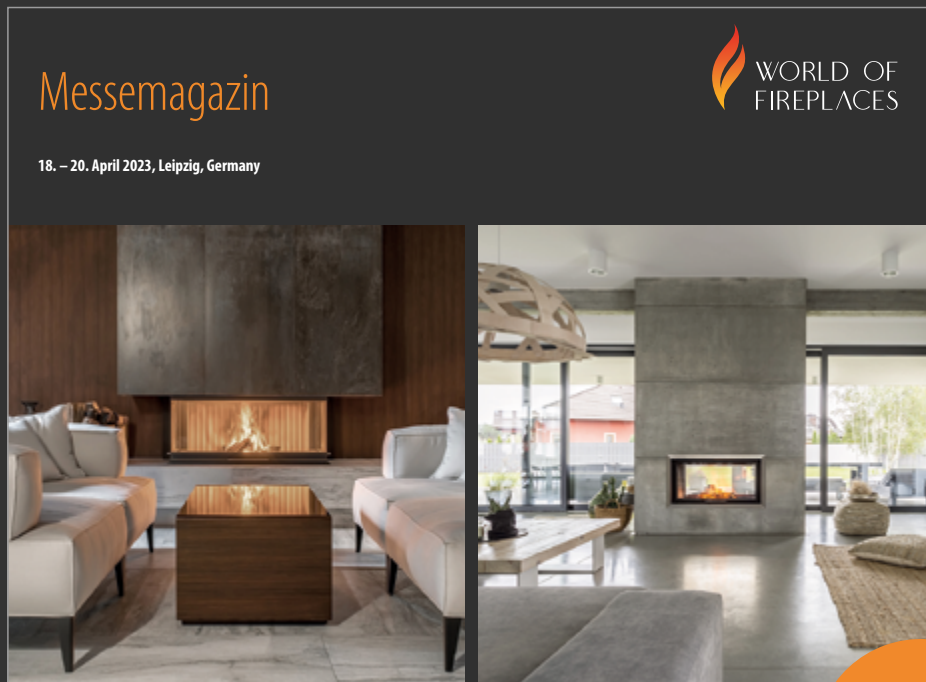
- only 2 available

Data specification

- Digital photographic image (without the logo and text)
- Format: 210 mm x 108 mm (+3 mm bleed on all sides)
- Resolution: 300 dpi

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to: Lea Röhling, roehling@trendfairs.de



EXCLUSIVE

Example: The trade fair magazine of the WORLD OF FIREPLACES

Print advertising media

Advertisements on the trade fair magazine cover



Advertisements on the trade fair magazine cover

Present your company/your brand(s) effectively with your advertisement in the exhibition magazine.

It will be handed over to the visitor personally by the hostesses and is available at the check-in of the WORLD OF FIREPLACES.

Unit: approx. 6,000 pieces,
Dimensions: 210 x 148 mm

Investment

- **Advertisement U2** **EUR 960**
- **Advertisement left of U3**
(on U3 is the hall plan) **EUR 1,190**
- **Advertisement U4** **EUR 1,090**

Booking

- only 1 of each available

Data specification

- Resolution: 300 dpi as a PDF
- Format: 210 x 148 mm
(+3 mm bleed)
- Text/image 12 mm gap
(adhesive binding)

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de



Example: Trade fair magazine area30

Print advertising media

Advertisements inside the trade fair magazine



Example: Trade fair magazine area30

Advertisements inside the trade fair magazine

Present your company/your brand(s) effectively with your advertisement in the exhibition magazine.

It will be handed over to the visitor personally by the hostesses and is available at the check-in of the WORLD OF FIREPLACES.

Unit: approx. 6,000 pieces,
Dimensions: 210 x 148 mm

Investment

- **Advertisement 1/1 page** EUR 720
- **Advertisement 2/1 page** EUR 1,090

Data specification

- Resolution: 300 dpi as a PDF
- Format 1/1 page: 210 x 148 mm (+3 mm bleed on all sides)
- Format 2/1 page: 420 x 148 mm (+3 mm bleed on all sides)
- Text/image 12 mm gap (adhesive binding)

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to: Lea Röhling, roehling@trendfairs.de

Print advertising media

Editorial article to the trade fair magazine



Example: Editorial article area30

Editorial article to the trade fair magazine

Present your company / your brand(s) with an editorial article on a double-page spread in the trade fair magazine.

You deliver the text(s), image(s), logo(s) – we create.

Advertise your products, services, innovations, highlights in your editorial article. The trade fair magazine will be available online on the WOLRD OF FIREPLACES website for three months from the start of the trade fair. Provide us with further URLs related to your editorial article, we will be happy to process them in the online version.

Investment

EUR 1,250

Data specification

- Digital photographic image and text
- Resolution: 300 dpi

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to: Lea Röhling, roehling@trendfairs.de

Banner advertising website – homepage



Example: Animated large slider image on the WORLD OF FIREPLACES website

Website homepage – Slider AD

1680 x 775 px

On the WORLD OF FIREPLACES homepage there are 6 animated, large images at the very top, which change in short intervals. 3 of the 6 large images can be booked and used for a product image.

The booked images are alternated with the WORLD OF FIREPLACES images.

Investment

- **per Slider AD** **EUR 1,550**

Booking

- only 3 available

Data specification

- Format: 1680 x 775 px
- Consider scalable design of the image for mobile phones
- The options are product images, a logo and a website URL (no other text)

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to: Lea Röhling, roehling@trendfairs.de

Banner advertising website – homepage

Banner advertising website

Small AD 200 x 200 px

You can include your advertising banner on the WORLD OF FIREPLACES website for either three months or a year.

Investment

WORLD OF FIREPLACES homepage

- for 3 months EUR 320
- for 1 year EUR 690

Booking

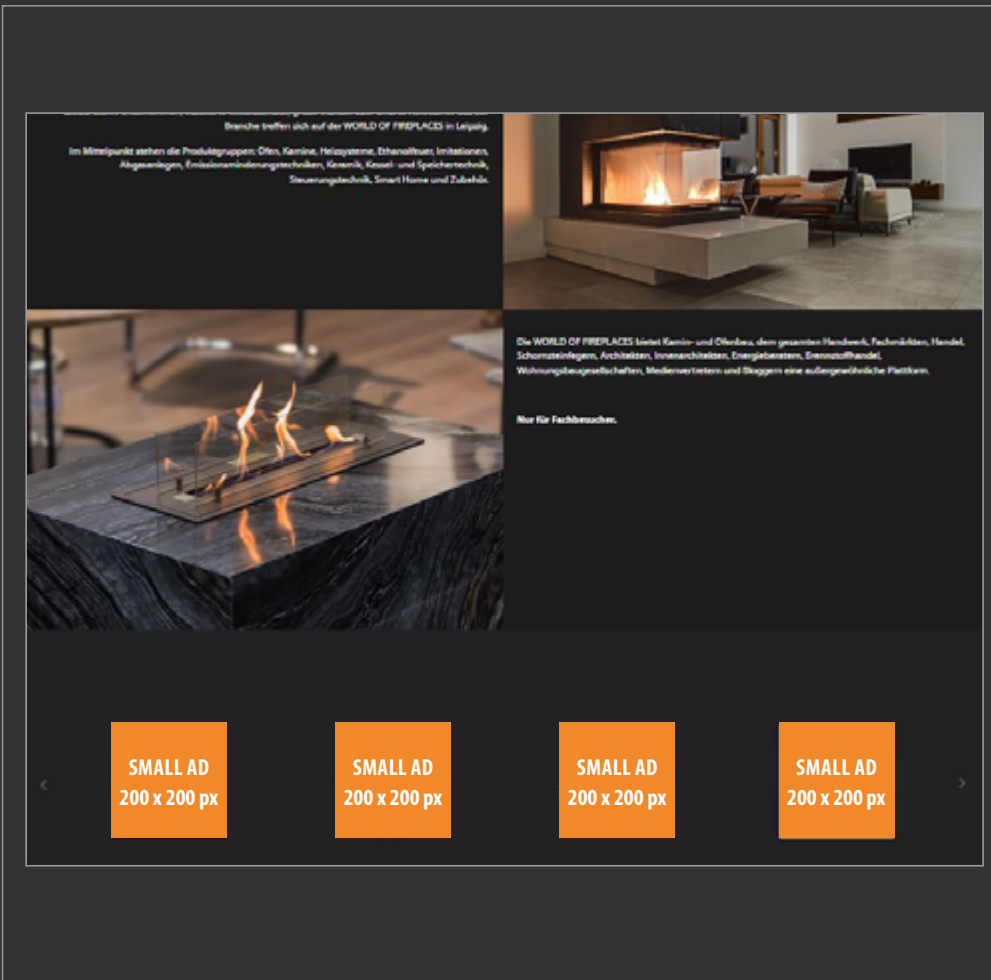
- Promptly to have it visible as soon as possible

Data specification

- Format: 200 x 200 px
- Data format: GIF, JPG or PNG (max. 50 KB)

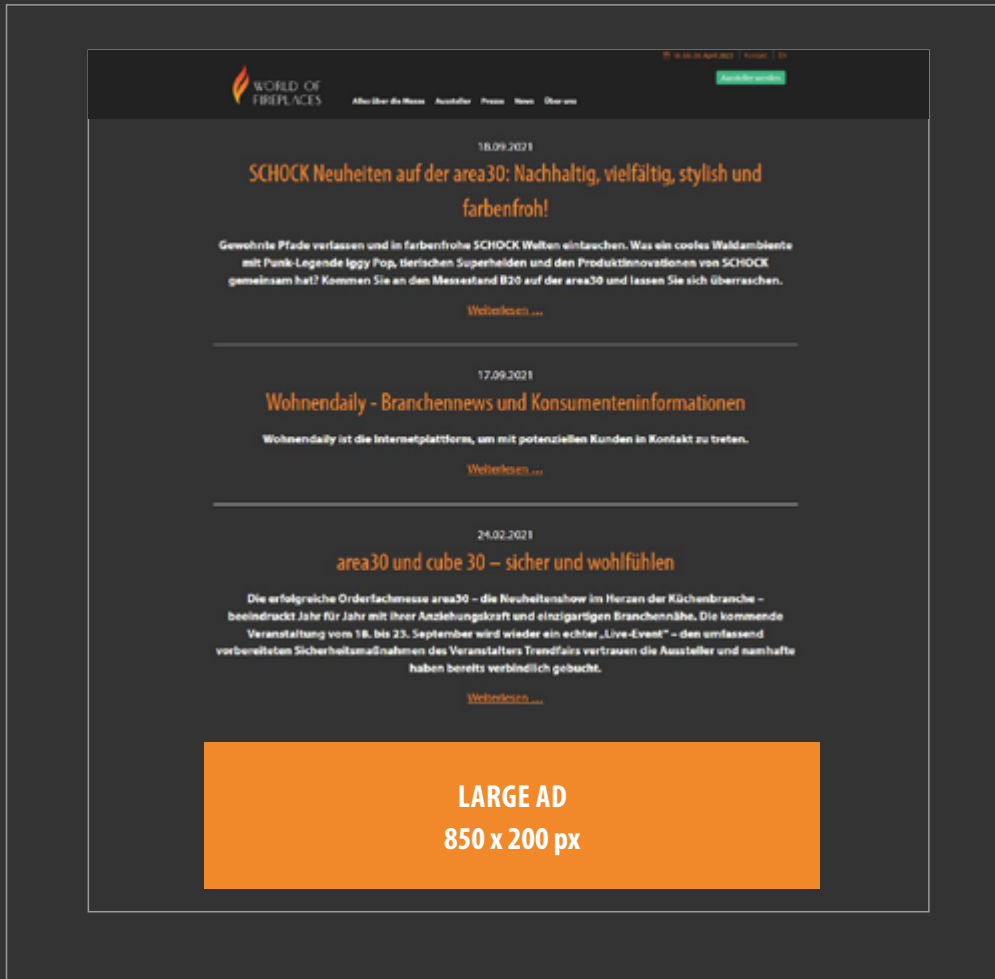
Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to: Lea Röhling, roehling@trendfairs.de



Example: Small AD banner WORLD OF FIREPLACES homepage

Banner advertising website – News list Large AD



Example: Banner advertising WORLD OF FIREPLACES News list

Banner advertising website - News list Large AD 850 x 200 px

You can include your advertising banner on the WORLD OF FIREPLACES website for three months on the news list

Investment

News list WORLD OF FIREPLACES

- for 3 months **EUR 785**

Booking

- News list 4 available

Data specification

- Data format: GIF, JPG or PNG (max. 50 KB)
- Format: 850 x 200 px

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to: Lea Röhling, roehling@trendfairs.de



highlighted presentation on the list: Mouse-over function

Link on the homepage

Example: Premium information

Premium information website

You will be listed with your company and your brand(s) through your participation in the trade fair in the list of exhibitors with your company name and linked to your website.

You have the option of upgrading your entry to premium information. Your brand is visually highlighted in the list, has a mouse-over function that shows a preview of your subpage and a subpage on which you can also include images, text and videos.

In addition, your brand will be integrated into a slider on the home page and linked to your subpage.

Investment

EUR 395

Booking

- Promptly as the premium information is displayed at an early stage

Data specification

- Your logo
- Your business features
- Max. four photos min. 1200 x 900 px
- Link to your website
- Image or product film is optional (Youtube or download link)

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to: Lea Röhling, roehling@trendfairs.de

Individual, personal special newsletter

Four individual, personal special newsletters will be sent out before the trade fair. This contains your text and your images.

Investment

- **per newsletter** **EUR 1,290**
Including programming

Booking

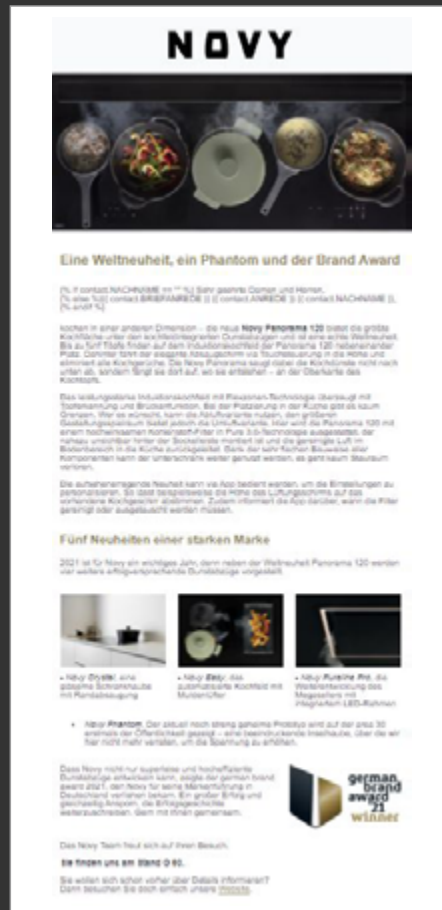
- only 4 available

Data specification

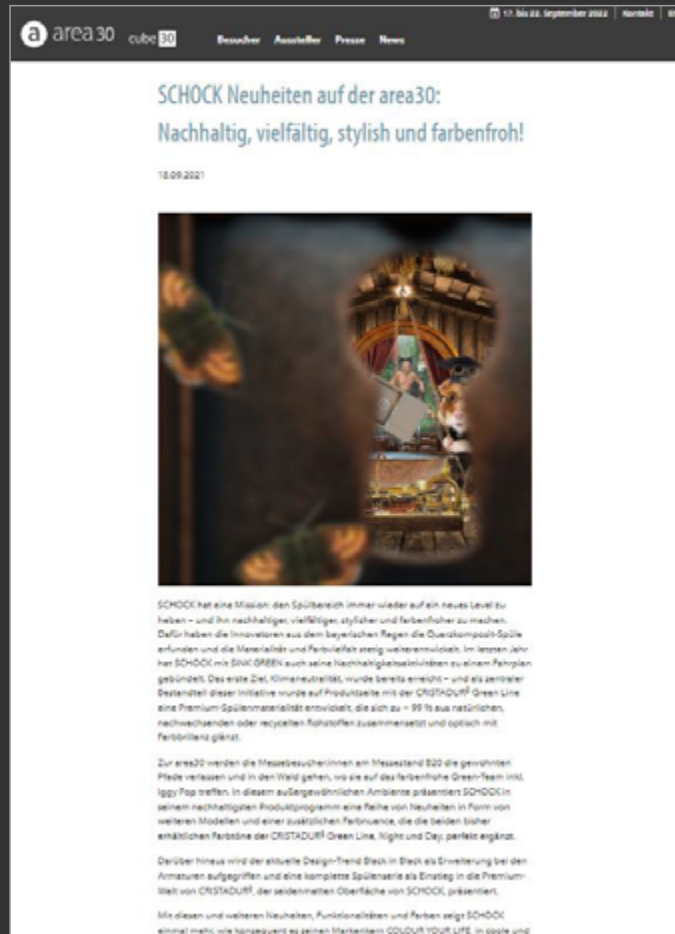
- Individual texts and images

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de



Example: Special newsletter Novy



Example: News post „Schock“

News post on world-of-fireplaces.de and social media

Take advantage of the strong traffic on the WORLD OF FIREPLACES website and post your news on www.world-of-fireplaces.de and our social media channels.

You send us the text with a picture and we post for you and use the popularity of the WORLD OF FIREPLACES.

Investment

- per post **EUR 149**

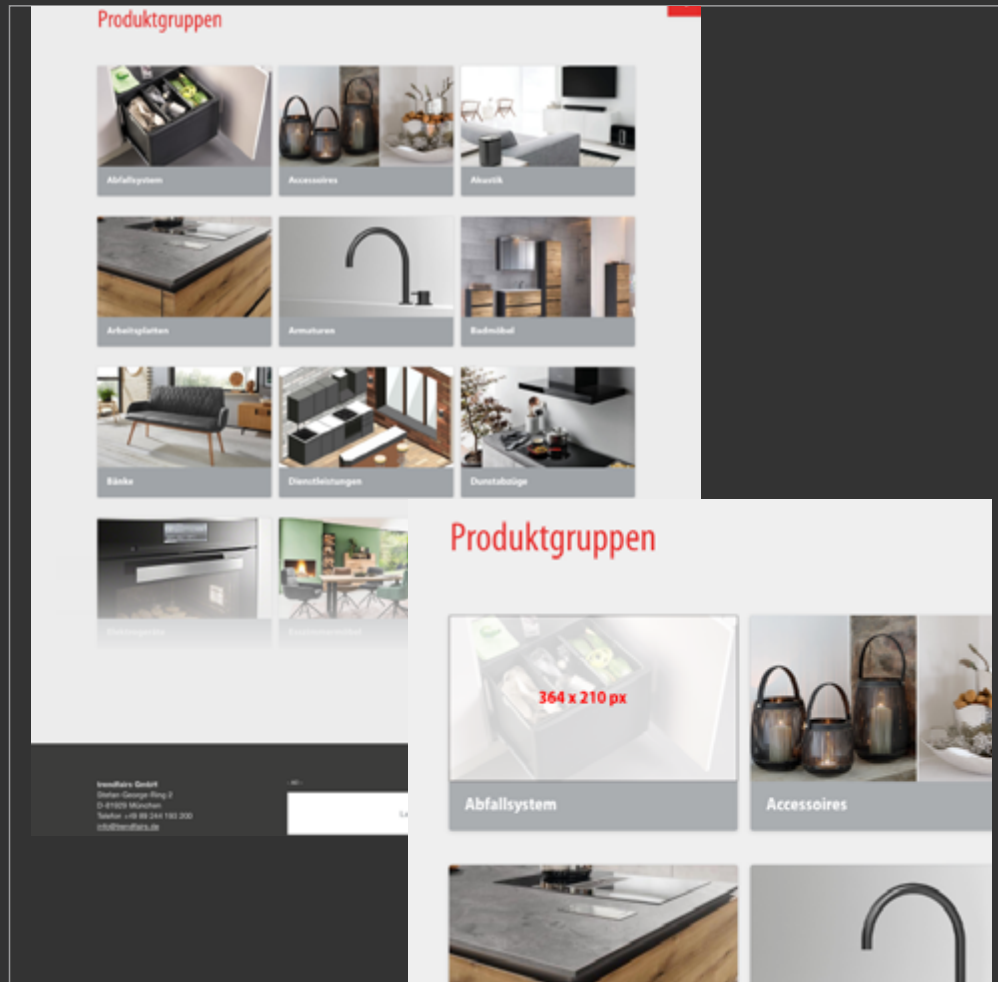
Data specification

- Your news contribution: Heading, short teaser (max. 255 characters), message text
- Digital photographic image as a JPG, GIF or PNG max. 1 MB / 1024 x 1024 pixels
- Youtube film URL

Data delivery

- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de

Product group picture in the online portal



Example: Category picture in product groups on the online portal

The WORLD OF FIREPLACES takes place online parallel to the presence exhibition.

Product group picture in the online portal

At the online trade fair portal of the WORLD OF FIREPLACES, trade visitors can also select their desired virtual trade fair stands according to product groups.

Place a highlighted motif in one or more product groups and thus draw even more attention to your products.

The product group images also appear upstream in the "Highlights & Innovations" section, which is why they are particularly valuable.

Investment

- per picture / product group EUR 225

Booking

- 41 available
(1 image per product group possible)

Data specification

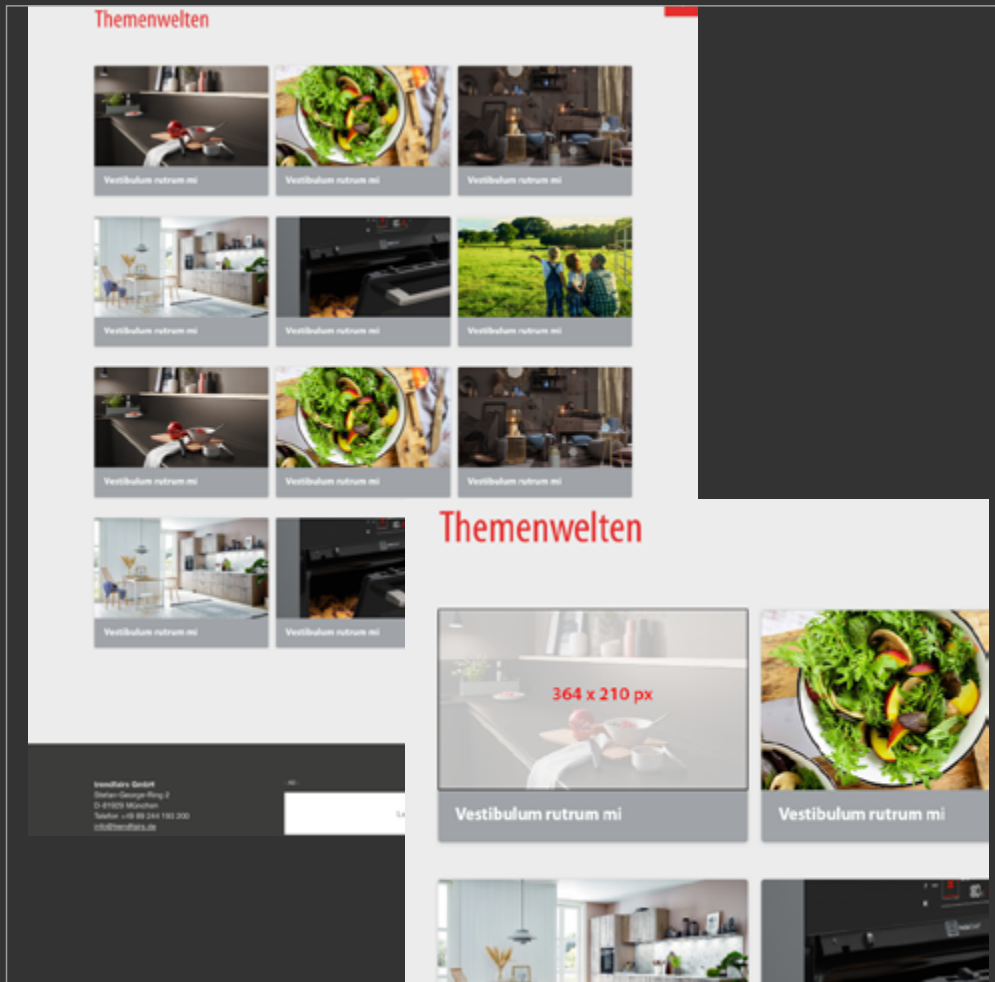
- Format: 728 x 420 px
- Data format: JPG
- Pure product photo, no logos and text elements

Data delivery

- Delivery by 31.01.2023 at the latest
- Data and specification of the desired product group/s by email:
Lea Röhling, roehling@trendfairs.de

Online exhibition advertising media

Theme world picture in the online portal



Example: Category picture in theme worlds on the online portal

The WORLD OF FIREPLACES takes place online parallel to the presence exhibition.

Theme world picture in the online portal

At the online trade fair portal of the WORLD OF FIREPLACES, trade visitors can also select their desired virtual trade fair stands according to theme worlds.

Place a highlighted motif in one or more theme worlds and thus draw even more attention to your products.

Investment

- per picture / theme world EUR 225

Booking

- 25 available
(1 picture per theme world possible)

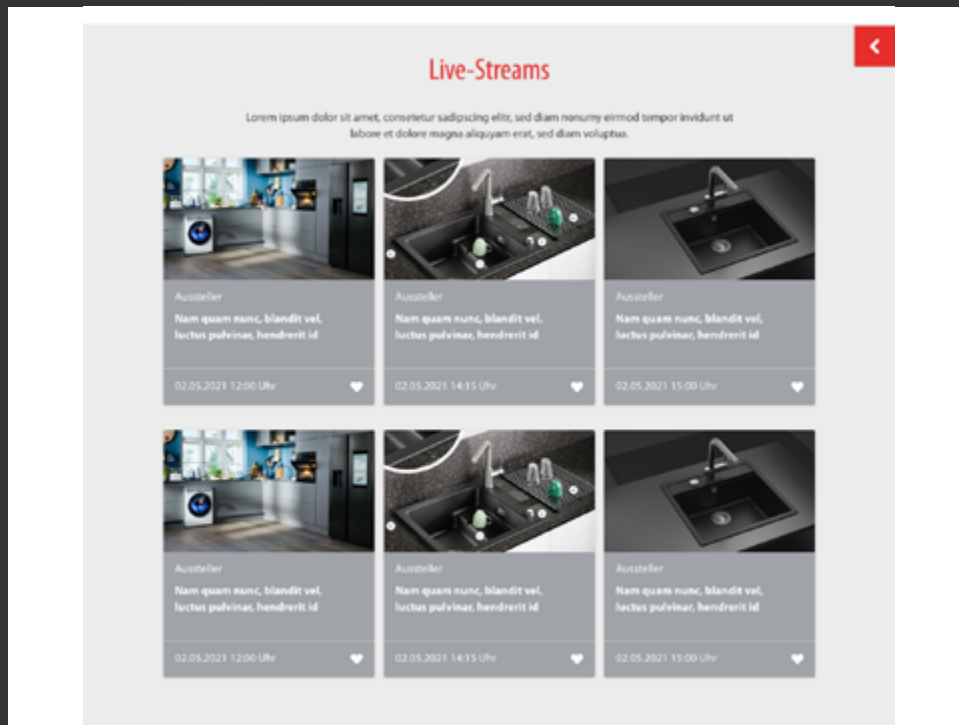
Data specification

- Format: 728 x 420 px
- Data format: JPG
- Pure product photo, no logos and text elements

Data delivery

- Delivery by 31.01.2023 at the latest
- Data and specification of the desired theme world/s by email:
Lea Röhling, roehling@trendfairs.de

Live streams on the online portal



Live streams on the online portal

There will be a live program as part of the additional online trade fair. In addition to general specialist lectures, as an exhibitor you can also include your own live streams in our program, e.g. product launches, a look behind the scenes, employee interviews or an FAQ. Increase the attention and be very close to your customers. When it comes to live streaming, the “how” is more important than the “what”: the motto is to remain relaxed, authentic and spontaneous.

Benefits of live streaming

- Live streams have an event character and also benefit from the special nature of the ephemeral
- Can be created anytime and anywhere with little effort; can also be created inexpensively without professional equipment
- Viewers can become active themselves. In this way, a discourse can arise during the live stream, which at best even offers added value for all currently active viewers.

Investment

• 1x live stream	EUR 490
• 2x live stream	EUR 690
• 3x live stream	EUR 1,035
• 4x live stream	EUR 1,380

After booking, the appointment of your live stream slot takes place. A maximum of 30 minutes of broadcasting time is possible per live stream. Please let us know the content / title and a short description of your live stream by email to: Lea Röhling, roehling@trendfairs.de.

The WORLD OF FIREPLACES takes place online parallel to the presence exhibition.

Leitmotiv advertisements, online banners



a area30 **cube30**

Der Hotspot der Küchenbranche
18. bis 23. September 2021, Löhne

Die Plattform für Neuheiten der Küchenbranche

Die zehnte Ausgabe der area30 mit erneut über 120 Ausstellern und Marken sowie dem 2018 erstmals erfolgreich eröffneten Showroom cube30 ist das Herz während der Küchenmesse A30 „der weltgrößten Küchenfachmesse für Profis aus Handel und Industrie.“*

Seit ihrer Premiere 2011 steht die area30 im Mittelpunkt der herbstlichen Haus- und Fachmesselandschaft der Küchenbranche. Sie ist die zentrale Fach- und Ordermesse für Küchenstudios, den Küchen-Fachhandel, Verbundgruppen, die Großfläche sowie Projektanten und Architekten.

*Quelle: www.kuechenmesse.de

Online-Anmeldung & kostenfreier Eintritt: www.area-30.de/checkin

berbel **elica** **Lechner** **Naber** **SAMSUNG** **systemceram**



a area30 **cube30**

vom 18. bis 23. September 2021
Das Herz der Küchenbranche in Löhne

Melden Sie sich jetzt kostenfrei an!

EXCLUSIVE

Example: Leitmotiv 2021 area30, advertisement and banner online

Leitmotiv advertisements, online banners

Your high-quality product photo will be the Leitmotiv for WORLD OF FIREPLACES 2023 with advertisements and for online banners.

Your motif will be promoted exclusively and given an outstanding unique selling point.

It is visible in advertisements in international trade magazines, both print and online.

The leitmotiv emphasizes the uniqueness of your product and increases your range of coverage and can only be booked once.

Investment

EUR 6,450

Booking

- only 1 available

Data specification

- Digital photographic image (without the logo and any text)
- Format: 210 x 148 mm (+ 3 mm bleed), scaled-down can be used in both portrait and landscape orientation
- Resolution: 300 dpi

Data delivery

- Data or download link as soon as possible by email to: Lea Röhling, roehling@trendfairs.de

Special advertising media

Film presentation catering



Film presentation

For the WORLD OF FIREPLACES you will have the opportunity to present your company film. Several large monitors are positioned in the catering area. Here your film will be shown in an endless loop on 3 days of the fair.

Short films between 60 and 90 seconds are recommended.

Investment

- **per film presentation** **EUR 1,280**
for the full duration of the trade fair of 3 days

Booking

- only 6 available

Data specification

- Full-HD, max. 5 min.

Data delivery

- Please send your film via download link by 31.01.2023 by email to:
Lea Röhling, roehling@trendfairs.de

Example: TV film presentation

Special advertising media

Sponsor for Fireplace-Hub



EXCLUSIVE

Example: Sponsor „AEG“

Sponsor for Fireplace-Hub

On the Fireplace-Hub of the WORLD OF FIREPLACES, around 6 top-class specialist lectures will take place on each day. Become a sponsor for this Fireplace-Hub, which is visited by around 1,500 people. In addition, the Fireplace-Hub will be advertised on all advertising media of the WORLD OF FIREPLACES - with your company name and/or logo.

Your company name or logo will be communicated

- on the WORLD OF FIREPLACES website at the Fireplace-Hub
- for special newsletters about the Fireplace-Hub
- for all print representations of the Fireplace-Hub, e.g. invitation card, trade fair magazine, smart card
- before each specialist lecture, for example »the Fireplace-Hub is exclusively sponsored by ...«
- on the Fireplace-Hub itself with a corresponding overlay and/or label
- all specialist lectures of the Fireplace Hub can be seen online in the live stream.

Investment

EUR 2,400

Booking

- only 1 available

Data specification

- Digital logo as vector graphic
- Four-colour, negative and black and white

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to: Lea Röhling, roehling@trendfairs.de

Special advertising media

Smart Card for trade visitors



küchenwohntrends		möbel austria	
AEG		AEG	
Podium Events		Top-Speaker und viel Wissenstransfer	
Mittwoch, 8. Mai			
11.15 - 11.45 Uhr	Wolfgang Hilgner	Die Kraft der Registrierung festlegen: Entdecken, seinen Registrierungsgrad!	
12.00 - 12.30 Uhr	Karenne Eberle	Wohin kommen eigentlich Designermöbel? Wo war zuerst die neue Tende oder neues Material?	
12.45 - 13.15 Uhr	Stefan Wenzel	Die Zukunft der Produktpräsentation in 3D	
13.30 - 14.00 Uhr	Philipp Thullies	„It's all about workflow“	
14.15 - 14.45 Uhr	Karenne Eberle	Fair, Fair- und Materialtrends 2019/2020	
15.15 - 16.15 Uhr	Wolfgang Hilgner	Bandengrenzen des Elektro- und Einrichtungshandels	
16.30 - 17.15 Uhr	Pressegespräch	Fachverband der Holzindustrie Österreich	
18.00 - 19.30 Uhr	Austrian Interior Design Award	Preisverleihung	
Donnerstag, 9. Mai			
10.30 - 11.00 Uhr	Stefan Wenzel	Die Zukunft der Produktpräsentation in 3D	
11.15 - 11.45 Uhr	Wolfgang Hilgner	Wie erreichen Sie Kunden auf Wunsch und Wunschbedürfnis?	
12.00 - 12.30 Uhr	Philipp Thullies	„Phishing outside the box“	
13.30 - 14.15 Uhr	Barbara Friedrich, Christian Meuser, Dr. Christian Witz, Dana Hare Straßmann	Talkrunde: Wie wohnen wir in Zukunft?	
14.30 - 15.00 Uhr	Mag. Albert Dörm	Rezepte – Vom Konsumenten natürlich zur Maschine	
Freitag, 10. Mai			
10.30 - 11.00 Uhr	Philipp Thullies	„Love is in the air“	
11.15 - 11.45 Uhr	Karenne Eberle	People and products make the difference!	
12.00 - 12.30 Uhr	Barbara Friedrich, Peter Hertrig	Interview: „Wie und in Folge in Einrichtungsbedarf?“	
12.45 - 13.15 Uhr	Stefan Wenzel	Die Zukunft der Produktpräsentation in 3D	
13.30 - 14.00 Uhr	Karenne Eberle	Der Handel im Wandel: Chance und Challenge	

Front: Overview of lectures

Back side: advertising for your stand

Besuchen Sie diese Messestände und lernen Sie zwei innovative Unternehmen kennen



Stengel Steel Concept – Stahl in schöner und funktioneller Form
Kompetenz in Metallküchen zeichnet die in Süddeutschland sitzende Firma Stengel aus. „Made in Germany“ steht hier für Qualität, Vielseitigkeit und besondere Lösungen. Unser Messeauftritt zeigt Ihnen einen kleinen Ausschnitt aus unseren Sortimenten. Alltagstauglich – aber ohne alltäglich zu sein.

Sie finden uns am Stand E 63, Halle 10



Wohnen wird ganzheitlich und individueller!
Die Küche ist und bleibt Kommunikations- und Versorgungszentrum, wird aber immer mehr vom Mittelpunkt des Wohnens zum Gestaltungskern eines Lebenskonzepts. Essen, Wohnen, Schlafen, liebevoll gewonnene Gewohnheiten oder Hobbys sind wichtige Anforderungen an ein höchst individuelles und komplexes Wohnkonzept.

Besuchen Sie uns! Halle 10, Stand D 53

H.O.M.E.
ÖSTERREICH'S BESTES WOHNMAGAZIN

Designtipps und Lebensgefühl ganz persönlich von **Desirée Treichl-Stürgkh**, Herausgeberin

Jetzt Jahres-Abo mit Prämie anfordern unter WWW.HOME-DIREKT.AT



Smart Card for trade visitors

Every visitor to the WORLD OF FIREPLACES receives a trade fair magazine when entering the halls. In addition, he receives this smart card with your logo and a brief information text. On the back is the programm of the Fireplace-Hub. Perhaps you will surprise your visitors with something very special?

It will be handed over to the visitor personally by the hostesses and is available at the check-in of the WORLD OF FIREPLACES.

Unit: approx. 5,000 pieces four-colour
Format DIN A5 landscape

Investment

• per field **EUR 520**

Booking

• only 4 available

Data specification

• Digital logo as vector graphic, four-colour
• Your text

Data delivery

• Data or download link by 31.01.2023
by email to:
[Lea Röhling, roehling@trendfairs.de](mailto:Lea.Röhling, roehling@trendfairs.de)

Example: Smart Card küchenwohntrends Salzburg

Special advertising media

Lecture at Fireplace-Hub



Lecture at Fireplace-Hub

Use the trade fair's Fireplace-Hub and give the visitors of the WORLD OF FIREPLACES an exciting and inspiring presentation. Use this opportunity as an image-building measure and win new customers.

You may present your presentation (max. 10 min. length) once or twice. If you present it several times, it must be identical in content and may be presented once per day of the trade fair.

All lectures will be broadcast online via live stream. In this way you can reach an even broad target group.

Investment

- | | |
|--------------|---------|
| • 1x lecture | EUR 490 |
| • 2x lecture | EUR 690 |

Booking

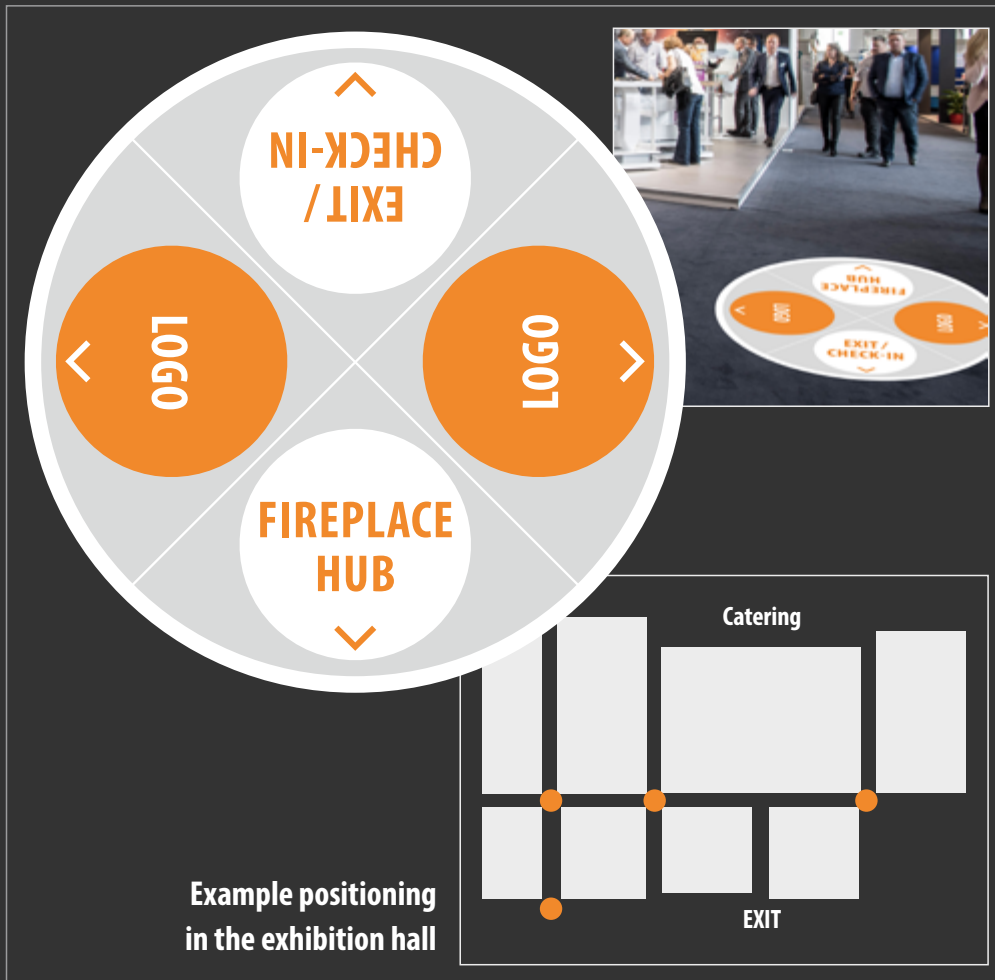
- only 6 available

Please apply with a brief description of the lecture topic and the speaker.



Special advertising media

Logo on floorgraphics



Example: Floorgraphic

Logo on floorgraphics

At the WORLD OF FIREPLACES 2023 you have the option of using floorgraphics as advertising space for your logo.

Floor stickers will be used to provide visitors with important directions and your advertising message. The stickers will be placed on the floor at relevant aisle crossings in the hall. Profit from your company receiving even more attention in all the key locations.

Investment

- **per logo** **EUR 775**
including production, assembly, dismantling

Booking

- only 8 available

Data specification

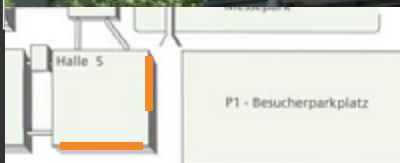
- Floorgraphic format: W 100 cm x H 100 cm
- Format of your logo:
approx. W 35 cm x H 35 cm
- Digital logo as a vector graphic, four-colour

Data delivery

- Data or download link by 31.01.2023
by email to:
Lea Röhling, roehling@trendfairs.de

Special advertising media

Advertising banners at the exhibition hall



EXCLUSIVE

Example: Advertising banners Leipziger Messe

Advertising banners at the exhibition hall

The advertising banners attached to the outer walls of the exhibition halls have an effect from a great distance and are therefore also clearly visible outside the exhibition center for a period of 3 days.

The visitor immediately becomes aware of your product or your company.

Investment

- **per advertising banner** **EUR 2,400**
including production, assembly, dismantling

Booking

- 15 available

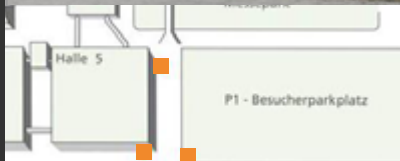
Data specification

- Banner: W 553 cm x H 305 cm
- Digital photographic image
- Resolution: 150 dpi
- Text/picture 150 mm distance to the edge

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de

Advertising space at the tower



EXCLUSIVE

Example: Advertising space at the tower

Advertising space at the tower

The 8 meter high four-sided advertising towers offer you the best prospects to be seen outside of the Leipzig exhibition center.

3 towers are available to advertise the WORLD OF FIREPLACES.

4 advertising spaces are available per tower. This medium can only be booked 12 times.

trendfairs reserves the right to allocate the areas.

Investment

- **per advertising space** **EUR 2,200**
including production, assembly, dismantling

Booking

- 12 available

Data specification

- Format per advertising space:
W 191 cm x H 785 cm
- Digital photographic image
- Resolution: 150 dpi

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de

Special advertising media

Bridge tension band

Bridge tension band

The pedestrian bridge between P1 and P2 is available to you as advertising space.

You can optimally place your message on the banners and address the parking lot users directly.

trendfairs reserves the right to allocate the areas.

Investment

- **Per advertising space** **EUR 750**
including production, assembly, dismantling

Booking

- 4 available

Data specification

- Format per advertising space:
W 500 cm x H 90 cm
- Digital photographic image
- Resolution: 150 dpi

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de



Example: Bridge tension band

Special advertising media

Advertising banner on the fence



Example: Advertising banner on the fence

Advertising banner on the fence

The fences between car park P1 and exhibition hall 5 are available to you as advertising space.

You can place your brand optimally on the banners and address the parking lot users directly.

trendfairs reserves the right to allocate the areas.

Investment

- **1 fence panel** **990,- EUR**
- **2 fence panels** **1.980,- EUR**
including production, assembly, dismantling

Data specification

- Format for a 1 fence panel:
W 240 cm x H 155 cm
- Format for a 1 fence panels:
W 494 cm x H 155 cm
- Digital photographic image
- Resolution: 150 dpi

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de

Special advertising media

Mirror over sink



Example: Mirror stickers over the washbasin

Mirror over sink

One look in the mirror and your customers will know who you are! Surprise visitors with your message on the mirrors in numerous toilet facilities in the exhibition halls and in the Congress Center Leipzig.

Investment

- **per mirror** **EUR 350**
including production, assembly, dismantling

Booking

- 27 available

Data specification

- Dimensions depending on the location, exact dimensions on request
- Digital photographic image
- Resolution: 150 dpi

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de



Example: Mirror pasting in the aisles

Mirror in the hallway

In the toilet facilities on the way to the exhibition halls there are larger mirrors in which visitors can admire themselves in all their glory.

Take advantage of this size and advertise with an attention-grabbing sticker. We will be happy to help you with the production.

Investment

- **per mirror** **EUR 790**
including production, assembly, dismantling

Booking

- 15 available

Data specification

- Format per mirror:
W 138 cm x H 166 cm
- Digital photographic image
- Resolution: 150 dpi

Data delivery

- Delivery by 31.01.2023 at the latest
- Data or download link by email to:
Lea Röhling, roehling@trendfairs.de

Advertising media booking

Please send your booking(s) by email
to info@trendfairs.de

Advertising packages

- | | | |
|---|------------------|---------------|
| <input type="checkbox"/> Package „powered by“ | EUR 3,700 | Page 4 |
| <input type="checkbox"/> Package „be visible“ | EUR 2,790 | Page 6 |
| <input type="checkbox"/> Package „smart and individual“ | EUR 1,350 | Page 7 |



Address

<input type="text"/>
First name, surname
<input type="text"/>
Company
<input type="text"/>
Postcode/city
<input type="text"/>
Phone
<input type="text"/>
Email
<input type="text"/>
Date, Signature

Advertising media booking

Please send your booking(s) by email
to info@trendfairs.de



Print advertising media

- | | | |
|--|------------------|----------------|
| <input type="checkbox"/> Photo on the cover page of the invitation | EUR 1,290 | Page 8 |
| <input type="checkbox"/> Individual invitation card for exhibitors, Unit 500 pieces | EUR 640 | Page 9 |
| <input type="checkbox"/> Individual invitation card for exhibitors, Unit 1,000 pieces | EUR 740 | |
| <input type="checkbox"/> Individual invitation card for exhibitors, Unit 2,000 pieces | EUR 840 | |
| <input type="checkbox"/> Photo on the cover page of the trade fair magazine | EUR 995 | Page 10 |
| | | |
| <input type="checkbox"/> Advertisement on the cover page U2 | EUR 960 | Page 11 |
| <input type="checkbox"/> Advertisement to the left of the cover page U3 (on U3 is the hall plan) | EUR 1,190 | |
| <input type="checkbox"/> Advertisement on the cover page U4 | EUR 1,090 | |
| <input type="checkbox"/> Advertisement 1/1 page | EUR 720 | Page 12 |
| <input type="checkbox"/> Advertisement 2/1 page | EUR 1,090 | |
| | | |
| <input type="checkbox"/> Editorial article to the trade fair magazine | EUR 1,250 | Page 13 |

Address

First name, surname
Company
Postcode/city
Phone
Email
Date, Signature

Advertising media booking

Please send your booking(s) by email
to info@trendfairs.de



Online advertising media

<input type="checkbox"/> Slider AD	EUR 1,550	Page 14
<input type="checkbox"/> Small AD, 3 months	EUR 320	Page 15
<input type="checkbox"/> Small AD, 1 year	EUR 960	
<input type="checkbox"/> News list Large AD	EUR 785	Page 16
<input type="checkbox"/> Premium information website	EUR 395	Page 17
<input type="checkbox"/> Individual, personal special edition newsletter	EUR 1,290	Page 18
<input type="checkbox"/> News post.....	EUR 149	Page 19

Address

First name, surname
Company
Postcode/city
Phone
Email
Date, Signature

Advertising media booking

Please send your booking(s) by email
to info@trendfairs.de

Online exhibition advertising media

<input type="checkbox"/> Product group picture in the online portal	EUR 225	Page 20
<input type="checkbox"/> Theme world picture in the online portal	EUR 225	Page 21
<input type="checkbox"/> Live streams on the online portal		Page 22
<input type="checkbox"/> 1x live stream	EUR 490	
<input type="checkbox"/> 2x live stream	EUR 690	
<input type="checkbox"/> 3x live stream	EUR 1,035	
<input type="checkbox"/> 4x live stream	EUR 1,380	



Address

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Company
Postcode/city
Phone
Email
Date, Signature

Advertising media booking

Please send your booking(s) by email
to info@trendfairs.de

Special advertising media

<input type="checkbox"/> Leitmotiv advertisements, online banners	EUR 6,450	Page 23
<input type="checkbox"/> Film presentation catering	EUR 1,280	Page 24
<input type="checkbox"/> Sponsor for Fireplace-Hub	EUR 2,400	Page 25
<input type="checkbox"/> Smart Card for trade visitors	EUR 520	Page 26
<input type="checkbox"/> Lecture at Fireplace-Hub		Page 27
<input type="checkbox"/> 1x lecture	EUR 490	
<input type="checkbox"/> 2x lecture	EUR 690	
<input type="checkbox"/> Logo on floorgraphics	EUR 775	Page 28
<input type="checkbox"/> Advertising banners at the exhibition hall	EUR 2,400	Page 29
<input type="checkbox"/> Advertisement space at the tower	EUR 2,200	Page 30
<input type="checkbox"/> Bridge tension band	EUR 750	Page 31
<input type="checkbox"/> Advertising banner on the fence		Page 32
<input type="checkbox"/> 1 Fence panel	EUR 990	
<input type="checkbox"/> 2 Fence panels	EUR 1,980	
<input type="checkbox"/> Mirror over sink	EUR 350	Page 33
<input type="checkbox"/> Mirror in the hallway	EUR 790	Page 34



Address

First name, surname
Company
Postcode/city
Phone
Email
Date, Signature