

christmasworld

26. – 30. 1. 2018

christmasworld.messefrankfurt.com

CHRISTMAS DELIGHTS – ALL YOU NEED TO KNOW FOR A SUCCESSFUL TRADE FAIR

BRIEF DESCRIPTION OF CHRISTMASWORLD

- Christmasworld: Seasonal Decoration at its best
- The leading international trade fair for the decoration industry
- Showcases the latest products for all festive occasions during the year – from Christmas, New Year and Valentine's Day to Easter and Halloween
- Worldwide ordering platform for exporters, wholesalers and retailers
- Held in parallel with Floradecora, Paperworld and Creativeworld

EVENT VENUE

Frankfurt am Main Exhibition Centre
Halls 8.0, 9.0, 9.1, 9.2, 11.0, 11.1 and Galleria

OPENING TIMES

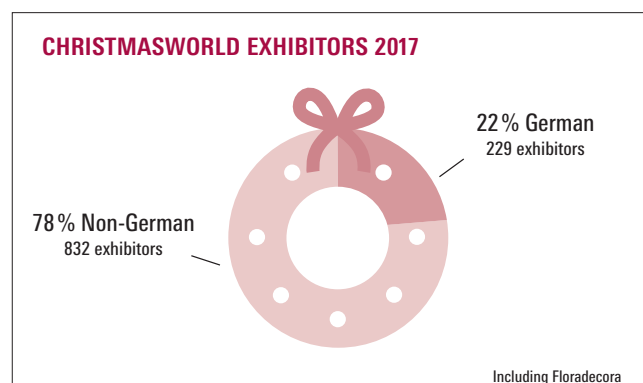
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|-------------------|--------------|
| 26. – 29. 1. 2018 | 9.00 – 18.00 |
| 30. 1. 2018 | 9.00 – 17.00 |

VISITOR TARGET GROUPS

- Special retailers
- Supermarkets and discounters
- Food retailers
- Restaurant, hotel and catering trade
- DIY stores
- Furniture trade
- Shopping centres and urban marketing
- Event agencies and decorators
- Garden centres, flower wholesalers and florists

AREAS OF FOCUS

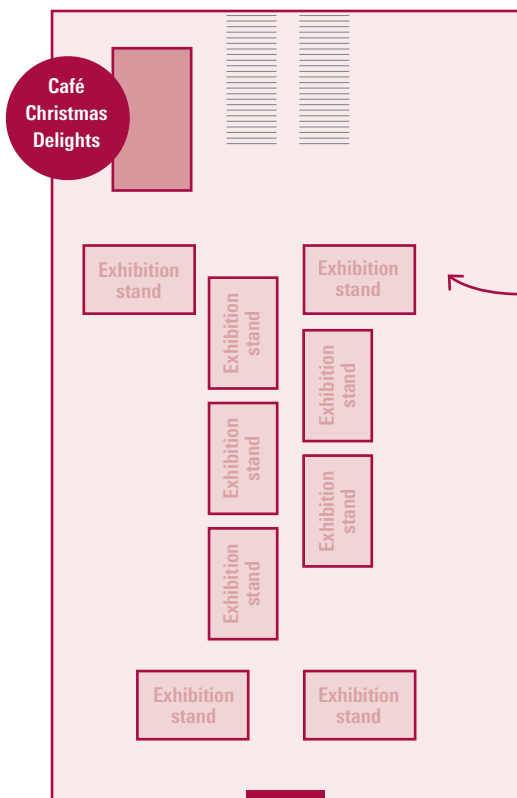
- **Christmas & Advent:** Christmas tree decorations, nativity scenes/ accessories for nativity scenes, figurines, ethnic art from the Erzgebirge region, Advent items
- **NEW Christmas Delights:** Beverages, bakery products/ confectionery, tea
- **Seasonal decorations & Gifts:** Spring/ Easter, Autumn/ Halloween, party and festive articles, fabrics and accessories
- **Florist requisites & Garden decoration:** Artificial flowers/ plants, artificial trees, wreaths/ bouquets/ containers, garden decoration
- **Candles & Fragrances:** Candles, candlesticks, candleholders, candle accessories, fragrances and soaps
- **Visual merchandising & Light:** Shop decoration, window decoration, mobile figurines, shop and city lighting, consumer indoor and outdoor lights
- **Ribbons & Wrapping:** Ribbons, bows and wrapping
- **Christmasworld Volume & Sourcing**
- **Floradecora:** Fresh flowers, plants and bouquets



THE CHRISTMAS DELIGHTS PREMIERE

PRESENT YOUR PRODUCT RANGE IN A UNIQUE CHRISTMAS MARKET ATMOSPHERE

GALLERIA 1 HALL PLAN



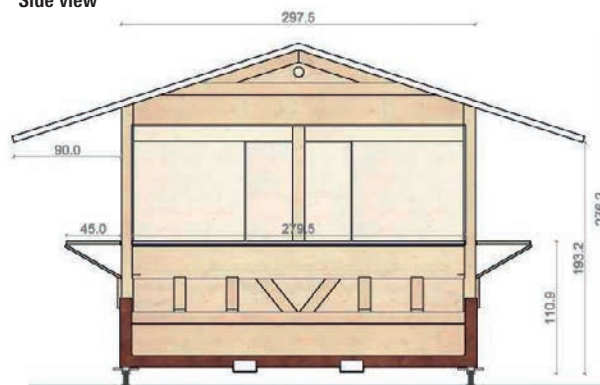
Galleria 1 entrance

YOUR EXHIBITION STAND AS A CHRISTMAS HUT

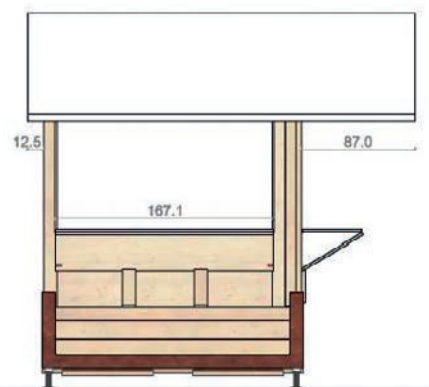


Your exhibition stand could be here

Side view



Side view



CHRISTMAS DELIGHTS COMPLETE PACKAGE – STAND RENTAL PRICES

| | |
|--|----|
| Stand (Christmas hut) 6 sqm | ✓ |
| Power supply 1 – 3 KW | ✓ |
| Stand lighting | ✓ |
| Signage (company name) | ✓ |
| Chair/stool | 1 |
| Media package (€ 585 for Christmasworld catalogue, online search engine) | ✓ |
| Exhibitor passes, setup and dismantling passes | 4 |
| Admission vouchers | 30 |
| Environmental levy (2.00 €/sqm) | ✓ |

Complete package Euro

2,800.00 net*

* Plus AUMA fee (0,60 €/sqm)

WE LOOK FORWARD TO SEEING YOU HERE NEXT YEAR!

If you have any other questions, please contact Margit Herberth on Tel. +49 69 75 75-64 89 or by e-mail at margit.herberth@messefrankfurt.com

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WE OFFER A WIDE RANGE OF PUBLICITY MEASURES TO PROMOTE YOUR SUCCESS AT THE FAIR

PRESS ACTIVITIES

- Editorial reporting in all relevant national and international media
- Trade press conferences and meetings worldwide
- Journalist invitations
- Media collaborations with editorial teams and inserts in trade media

ADVERTISING – PRINT AND ONLINE

- Multi-stage direct marketing campaigns for visitor advertising (national and international)
- Visitor brochure (print) and e-brochure
- Reminder postcard and e-mailings
- Mailing collaboration with media and trade associations (national and international)
- Free promotional materials for exhibitors for their own advertising, customer relationships and invitations to the event (invitation cards, e-cards, etc.)
- Advertising campaign in trade media (national und international)
- Newsletters for exhibitors and visitors
- Search engine marketing via Google Adwords campaigns
- Use of social media channels
- Christmasworld catalogue and online exhibitor search engine

Christmasworld
Internationale Frankfurter Messe

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Subject to alteration. State June 2017