

are you **NEW & NEXT?**

Exhibit for the first time at Heimtextil as a newcomer:
with the special **New & Next** package for start-ups.



heimtextil

FEEL TEXTILES
OFFLINE 11.–14.1.2022



heimtextil.messefrankfurt.com



Michel May, Aizome Bedding
First-time exhibitor Heimtextil 2020

"The days at Heimtextil were as valuable as a 3-year degree course in textiles. The contacts and the experiences are well worth all the effort and resources. I really recommend it, particularly for teams in young start-ups."

NEW & NEXT: EXHIBIT RATHER THAN SPECTATE

New & Next is Heimtextil's special – and unique – package for newcomers: It offers young entrepreneurs who are not yet established the chance to exhibit at Heimtextil for the first time.

Here, you'll meet the most important decision makers, buyers and experts from the textile sector: Heimtextil is the biggest international trade fair for home and contract textiles. Nowhere else will you meet a broad, international trade audience and be able to make your products and ideas so tangible.

We are here for you, **with personal and expert support** – from registration to stand construction. Off to the future!



MAXIMUM BENEFITS:

- >> We are international, transparent and clearly organised.
- >> Here you'll find buyers with all sizes of order requirements.
- >> Positioning in the relevant exhibitor/product environment.
- >> You benefit from press and marketing activities, including international advertising campaigns, online marketing and social media.
- >> You receive professional advertising materials for your customer invitations.
- >> This can be the breakthrough that your products and merchandise need!

MINIMUM REQUIREMENTS:

- >> Creative and innovative products from the textile interior design segment are your business and your passion.
- >> Your label has been on the market for a maximum of 5 years.
- >> You have never exhibited at Heimtextil before.
- >> You can create a professional stand presentation independently.
- >> You are presenting solely market-ready, exportable products.

**CLICK HERE
AND BOOK
ONLINE.**
[www.heimtextil.de/
registration](http://www.heimtextil.de/registration)



Would you like more information?

Please contact me.

Sibylle Krug (Sales)

+49 69 75 75-66 65 // sibylle.krug@messefrankfurt.com

YOU'RE A PERFECT MATCH FOR US!

Make a name for yourself in the industry:
Showcase your products and ideas in the midst of big-name exhibitors!

CLICK HERE
AND BOOK
ONLINE.
[www.heimtextil.de/
registration](http://www.heimtextil.de/registration)

PRODUCT SEGMENTS:

BEAUTIFUL LIVING (BRANDS & PRIVATE LABEL)

Lifestyle products: table and kitchen linen, coated table cloths, bedcovers, blankets, door mats, decorative cushions and home accessories

SMART BEDDING

Duvets and pillows, mattresses, bedding systems, fibres and yarns, tools and machinery for textile processing and Heimtextil Conference: Sleep & More

BED & BATH FASHION (BRANDS)

Branded companies with bed linen and bathroom textiles

BED & BATH FASHION (PRIVATE LABEL)

Private label suppliers of bed linen and bathroom textiles

WALL DECORATION

Wallpapers, wall decoration, painting and decorating accessories, colours and varnish

WINDOW & INTERIOR DECORATION

Curtains, decorative and furniture fabrics, drapery and curtain hardware, textiles editeurs, visual covers and sun protection systems, carpets and tools and machinery for textile processing

DECORATIVE & FURNITURE FABRICS

Manufacturers and wholesalers for decorative, furniture and contract fabrics, fabrics for bed linen, furniture leather and artificial leather, fibres and yarns

**CLICK HERE
AND BOOK
ONLINE.**

[www.heimtextil.de/
registration](http://www.heimtextil.de/registration)

*With your booking
you receive:*



GETTING CLOSE TO YOUR CUSTOMERS.

The best form of contact
is the direct one – in person,
face to face.

*And preferably with you at the heart of
the action: **with your first stand at
Heimtextil 2022** and the friendly support
of our team!*

1. STAND PACKAGE Newcomer offer 122 €/sqm

- >> Stand area as a New & Next exhibitor at Heimtextil 2022 for 122 €/sqm up to max. 35 sqm stand area*
- >> Positioning in the relevant exhibitor/product environment.
- >> Setup and dismantling passes, exhibitor passes.
- >> Stand identification as a “New & Next” exhibitor.

2. MARKETING & CUSTOMER PACKAGE including

- >> Professional advertising materials for your customer communications.
- >> 20 free vouchers for customer invitations.
- >> Social media posts and editorial article on the Heimtextil blog.

3. REDUCED MEDIA PACKAGE for just € 299

- >> **Print presence** in the Heimtextil Catalogue (company contact details, hall/stand number).
- >> **Online presence** in the exhibitor and product search engine on the Heimtextil website.
- >> **Onsite entry** in the visitor information system at the exhibition centre.
- >> **Mobile presence** in the Heimtextil Navigator app.