



heimtextil

13. – 16. 1. 2026
FRANKFURT / MAIN



**LEAD THE
CHANGE**

Let's succeed
together at
Heimtextil 2026

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HELP US SHAPE THE FUTURE OF BED, BATH & LIVING

TARGETED AND RELIABLE:

In the context of economic challenges, we need to take decisive action.

We develop constantly to provide the ideal sector platform, keeping your needs and the market's requirements firmly in our sights.

We always optimise our offering and reinvent ourselves.

As your constant, reliable partner we can succeed together.

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OUR PLATFORM – YOUR SUCCESS

INTERNATIONAL BUSINESS

At this major order platform you'll meet top buyers and decision makers from around the world.

TRENDS & DESIGN

The Heimtextil Trends 26/27 provide valuable inspiration and visionary ideas for your business. Our partnership with **Patricia Urquiola** illustrates everything progressive design can achieve.

VOLUMES LARGE AND SMALL

You're in the right place here, whatever volume you plan to offer.

PRIVATE LABELS / OWN BRANDS

Here at Heimtextil we have the right buyers for both private labels and own brands.

DEMONSTRATE YOUR EXPERTISE

Take advantage of the consumers' growing interest in both sustainably produced textiles and textiles with functional properties for hotels and interior designers.

INTERNATIONAL GOES LOCAL

Heimtextil and the global *Texpertise Network* combine to provide a maximum of connections and worldwide impact. We are exhibitors' first port of call, with our years of expertise and over 50 textile trade fairs globally.



YOUR CONTACT FOR THE WHOLE WORLD



600

JOURNALISTS FROM
45 COUNTRIES*

PR AND AD
CAMPAIGNS IN
40 COUNTRIES*



OVER 113,000
SOCIAL MEDIA
FOLLOWERS

THE TOP 10 VISITOR COUNTRIES*

1. GERMANY
2. CHINA
3. ITALY
4. USA
5. PAKISTAN
6. TÜRKIYE
7. INDIA
8. GREAT BRITAIN
9. NETHERLANDS
10. SPAIN



81%

OF EXHIBITORS ARE
SATISFIED WITH THE
ACHIEVEMENT OF THEIR
TRADE FAIR GOALS*



OVER 50,000
VISITORS FROM
136 COUNTRIES*

*Heimtextil 2025

HEIMTEXTIL TRENDS 26/27

KNOWING THESE MEANS THINKING AHEAD.

Unusual, original and innovative – that's how the predicted megatrends will translate into textile visions. As curated by **Alcova Milano**, products are staged in ways that showcase visionary approaches to design, material and colour.

This source of inspiration is a must-see for buyers.

RIGHT ON TREND: BED, BATH & LIVING

Being right next door to the Heimtextil Trends 26/27 creates ideal synergy: centrally located and easy to access, benefiting from a constant flow of visitors.

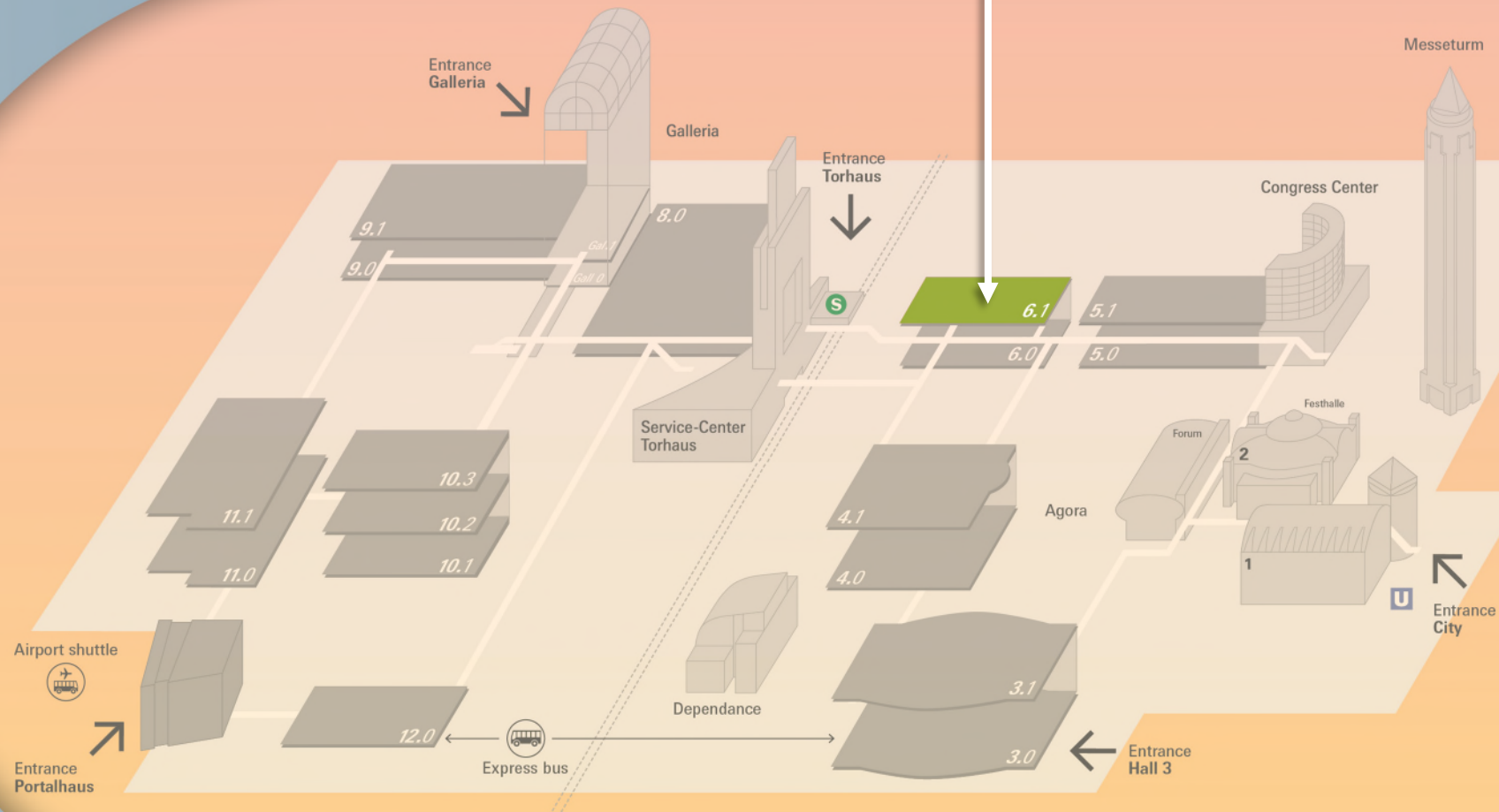
Our trends attract all sorts of buyers in general, and your target groups in particular. These include bedding and other specialist retailers, plus decision makers from hospitality and contract buyers.

Why not take this opportunity to make new business contacts?

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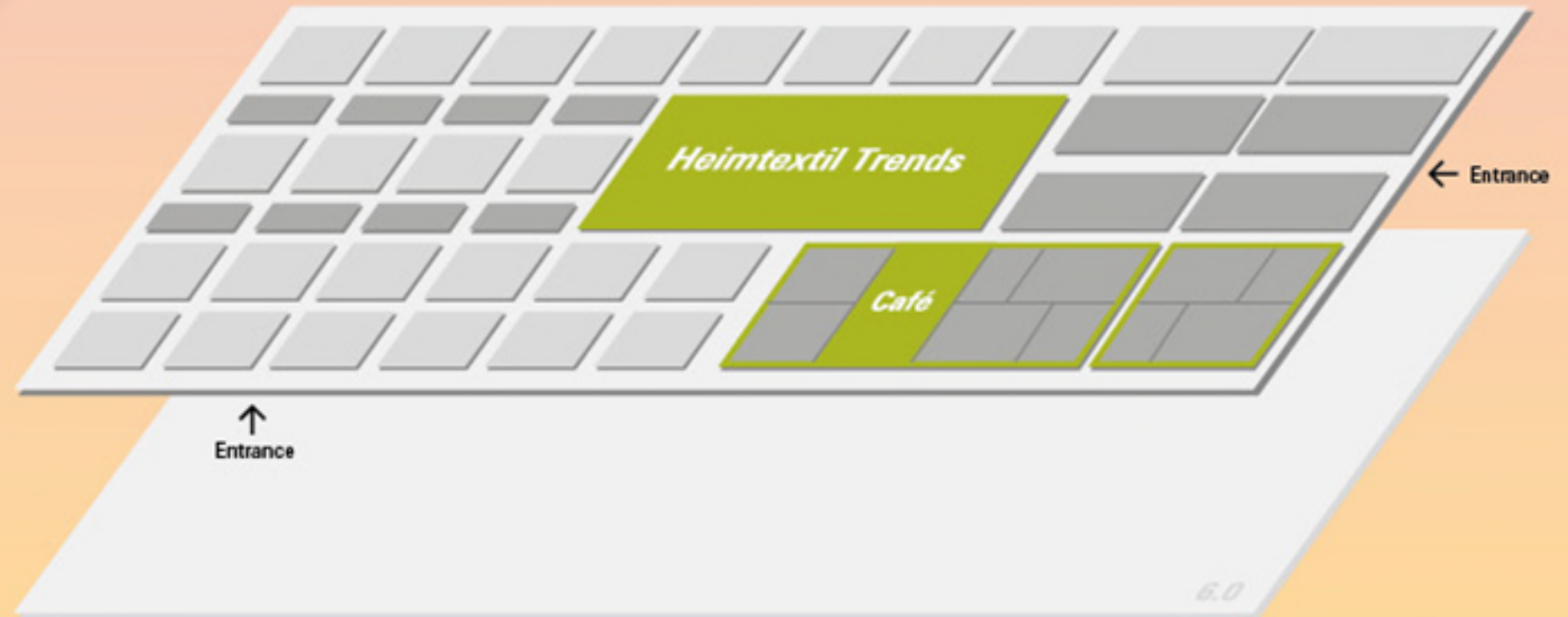


YOUR PLACE TO BE: BED, BATH & LIVING



YOU'RE RIGHT ON-TREND

6.1



YOU'VE COME TO THE RIGHT PLACE

- Hall 6.1 is **THE** centrally located go-to hub for buyers of bed, bath and lifestyle products for the living sector
- The Heimtextil Trends 26/27 are the in-hall highlight, a hot spot for both trends and inspiration truly at the heart of the fair
- Arranged around Heimtextil Trends 26/27, this Hall enjoys high visitor frequency
- It is at the centre of the Messe, by the high-traffic S-Bahn / Torhaus entrance.
- Attract all the attention by presenting your company alongside others in the sector

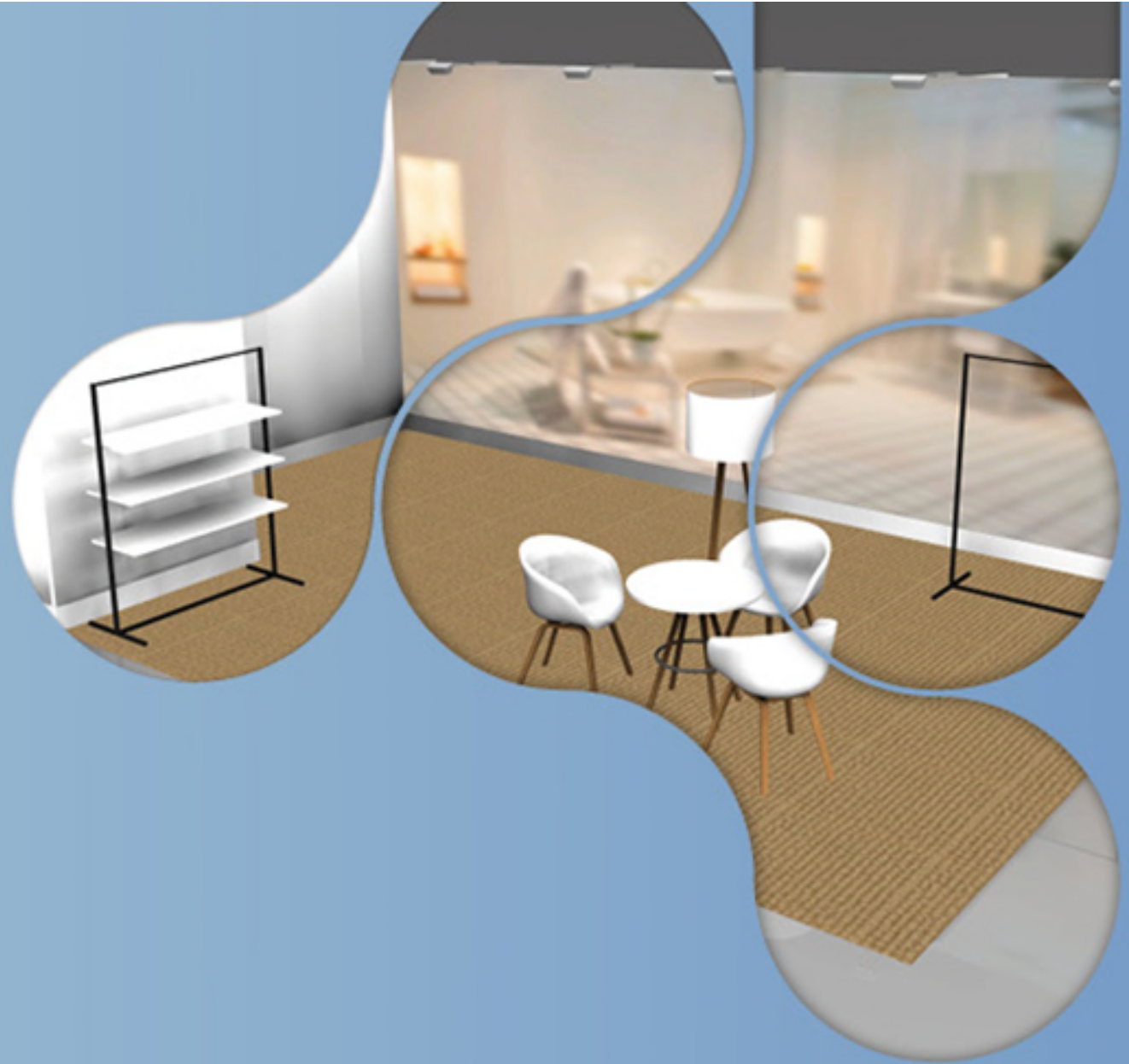
EXCLUSIVE TARGET GROUPS, INCLUDING

- Specialist and bedding retailers
- Furniture and decoration stores
- Mail order and online retail
- Department stores and supermarkets
- Specialist retail chains
- Hospitality and contract buyers
- The textile industry
- Designers



YOUR BENEFITS: OVERALL ...

- A stand package comprising space, stand and marketing materials
- A highly visible presentation close to the Heimtextil Trends-
- An attractive setting for networking at your stand with top trade fair attendees
- A professional trade fair presence in quality surroundings with premium providers
- Everything's ready for you when you arrive, with no extra organisation needed
- Transparent costs



... AND IN DETAIL

STAND CONSTRUCTION AND SPACE

- Floor covering, base boards
- Walls (white) including storage space and custom graphics
- Door unit, spotlight, tables, chairs, standard lamps
- Clothes rails with shelving underneath
- Electricity supply, sockets
- Cleaning
- For stands of 70 sqm and over: standing table, bar stools, large pendant light

MARKETING

- You'll be included in our catalogue, the Heimtextil online exhibitor and product search engine, the on-site visitor information system and the app
- Free promotional materials
- Admission ticket vouchers

ADDED BONUS

- International PR, social media and direct marketing campaigns for visitor activation



ALL-INCLUSIVE PRICE

- € 15,000*
for a 35 sqm stand
- € 26,000*
for a 70 sqm stand

* before VAT

TAILORED FOR SUCCESS

PREFER TO PLAN INDIVIDUALLY?
NOT A PROBLEM!

Simply register with no commitment **by 19 March 2025**
to take advantage of our **early bird price**

- **Until 19. 3. 2025:**
2 sides open: € 225* per sqm x 50 (for a 50 sqm stand) = € 11,250
- **From 20. 3. 2025:**
2 sides open: € 248* per sqm x 50 (for a 50 sqm stand) = € 12,400

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*OUR PRICES DO NOT INCLUDE

- Environmental contribution €4.40/sqm
- AUMA fee (Association of the German Trade Fair Industry) €0.60/sqm
- Mandatory media package: €985.00
- VAT

HERE TO GIVE INDIVIDUAL ADVICE:

HILDEGARD THOMA

Tel. +49 69 7575 6402

hildegard.thoma@messefrankfurt.com



SEE YOU IN FRANKFURT!

- International trade fair location
- Established textile industry meeting place
- At the centre of Europe and the heart of Germany – easy to reach by train or plane
- This city has short journey times and excellent infrastructure
- 15 minutes from Frankfurt airport: 270 destinations, passengers from over 100 countries



FOR MORE INFORMATION
SCAN QR CODE