

# 10

Because you  
simply must be  
part of it: We'll  
see you there!

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Sources: Koelnmesse GmbH/survey of visitors at imm cologne 2011,  
conducted by an independent market research institute.

**imm** cologne

THE INTERNATIONAL FURNISHING SHOW  
**CREATING SPACES**

COLOGNE 16 – 22.01.2012



THERE ARE  
MANY GOOD  
REASONS  
TO COME TO  
IMM COLOGNE  
IN 2012:

# 1

## Because it's the centre of the furnishings world.

The record-breaking success in 2011 once again confirms: imm cologne is the world's most important furnishings trade fair. In 2012 more than ever before, imm cologne will be a "must" event for the key players in the furniture and interior design scene.

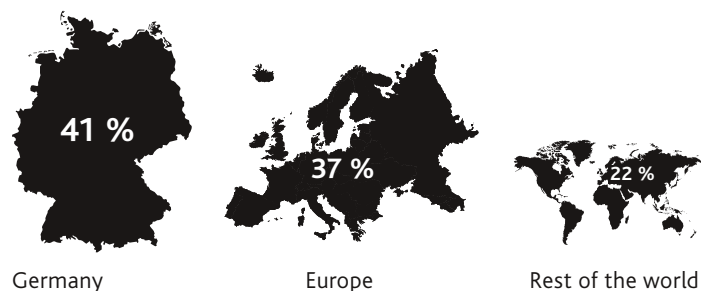
- › imm cologne is the place for engaging in lucrative business deals.
- › Here you will meet all of your target groups at one event: Decision-makers from the furniture sector, retailers, agents, architects, planners, suppliers and end customers.
- › Here you gain access to the world's most important sales market – Germany – and to foreign markets.
- › The general public turns out in droves at imm cologne on Friday, Saturday and Sunday.
- › Your products will be the focus of media coverage and social networks from around the world.
- › With spectacular formats like Pure Village, imm cologne provides highlights that everyone talks about.
- › The quality of stay and the working conditions meet the highest standards.

# 2

# Because you're in the best of company here.

imm cologne 2011 was the highlight of the year for the international furniture sector. 1,028 exhibitors from 48 countries – plus a further 185 exhibitors from 20 countries at LivingKitchen, which took place in parallel – filled the entire exhibition centre. imm cologne's international importance is evident in the fact that 60 % of the exhibitors were from abroad. Taking part paid off for the companies, which made lots of contacts and business deals. About 71 % of the exhibitors are already planning to return to imm cologne in 2012.

## From near and far: Exhibitors' countries of origin



## High level of satisfaction among exhibitors





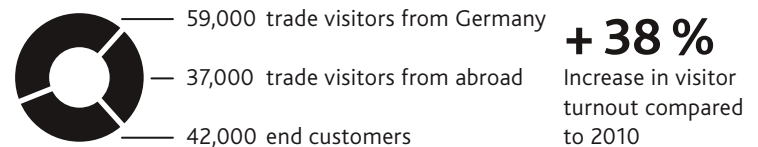


# 3

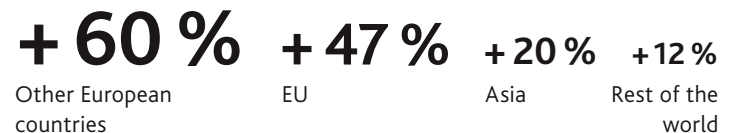
## Because this is where you meet the decisive people.

From all over the world, and from all areas relevant to the furniture and interior design sector: Professional interior decorators come to Cologne because imm cologne is the business platform for the furniture trade. 72 % are authorised decision-makers. And they had a positive opinion of imm cologne 2011: Over 70 % were satisfied with the trade fair.

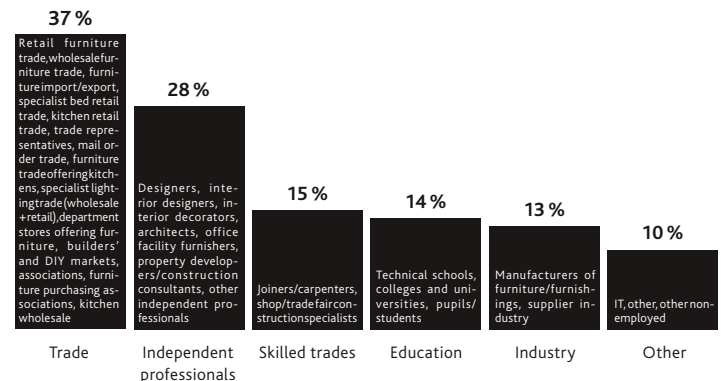
### 138,000 visitors at imm cologne 2011 (incl. LivingKitchen)



### Many more trade visitors from abroad attended



### From all relevant sectors (multiple responses possible)



### We do everything to ensure that you will also meet the key decision-makers in 2012:

We attract the decision-makers from around the world who are relevant for your business – with press work and a Media Package of print and online elements, and with target-group-specific mailing campaigns in Germany and abroad.



# 4

## Because imm cologne is more than just furniture.

imm cologne 2012 will be the furnishings store of the future. In harmoniously designed interior worlds, the trade fair presents interior ideas for every taste and every budget – in a variety found nowhere else. And because a home interior is more than just furniture, also featured of course are specialized product ranges and building-related themes such as lighting, textiles, floor and wall coverings and building technology.

- › **Pure** Individual top-end, cutting-edge interior design as well as rounded concepts of home living and furnishing accessories
- › **Pure Village** Creative furnishing concepts in the premium class in a coordinated exhibition architecture: furniture, lighting, textiles, accessories and bathroom fittings
- › **Comfort** Upholstered furniture – suites, armchairs, divans, single sofas and sofa beds
- › **Prime** Modern living room and bedroom furniture, solid wood furniture, children's furniture, furnishing accessories, tables, chairs, dining rooms, period and reproduction furniture
- › **D<sup>3</sup> Design Talents** Exhibition for young design
- › **Sleep** Mattresses and sleeping systems, beds, waterbeds, bedding, bed linen and accessories
- › **Smart** Young lifestyles, self-assembly furniture, bedroom furnishings, furnishing accessories
- › **Specialized product ranges** Home accessories, textiles, floor coverings and lighting

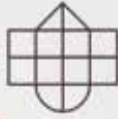


MDF HPL CNC

M 1:1

AKS

Angewandte Kunst Schneeberg  
Kultur der  
Sächsischen Hochschule Zwickau  
Veranstaltung: Holzgestaltung  
Produkt- & Objekt-Design



18.01-  
23.01  
2011



# 5

Because this is the  
place for trends  
and innovations.

As the first event in the international trade fair calendar, imm cologne is the ideal place to introduce new products and talents to the world. Discoveries from formats like D<sup>3</sup> Design Talents and the interior innovation award are put in the spotlight of the design scene, attract extensive press coverage – and are purchased by the general public.

**[D<sup>3</sup>] DESIGN  
TALENTS**

**i**nterior  
innovation  
award

# 6

# Because we do everything to ensure your success.

Before, during and after the trade fair: We do everything to provide you with an overall successful, stress-free trade fair experience.

**For your trade fair presentation:**

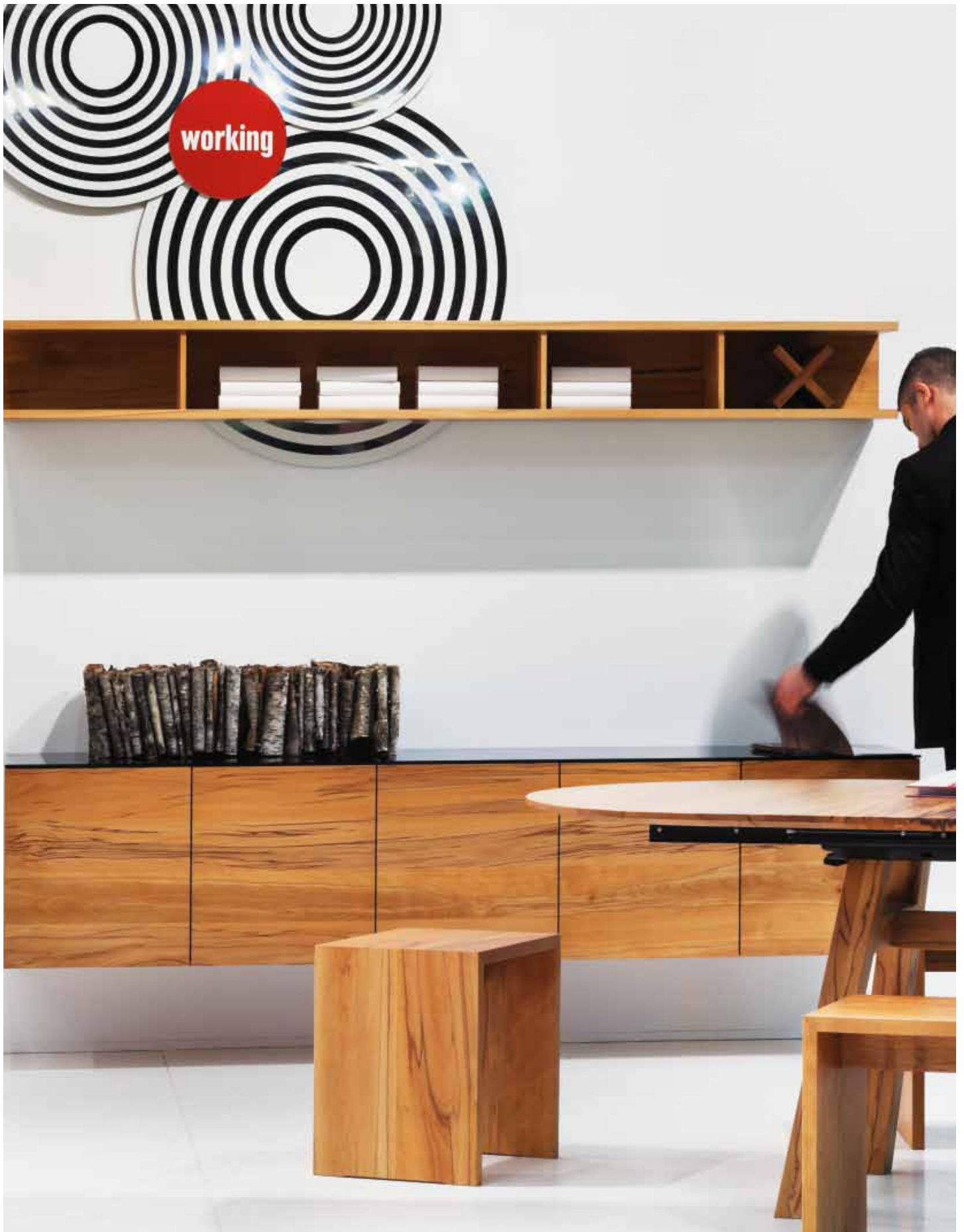
- › Stand construction
- › Stand technology
- › Catering
- › Event organisation
- › Travel arrangements

**For trade visitors and end customers:**

- › Admission vouchers (print and online) for your visitors
- › VIP programmes
- › Visa services for your visitors
- › Visitor Guide
- › Contract Business Guide: The trade fair guide for architects, planners and furnishing specialists
- › Discount flyer for end consumers

**For your business:**

- › The Business Lounge: Exclusive, relaxing area for discreet talks with top buyers
- › The Agents' Lounge: Contact exchange for suppliers and participants seeking representation
- › Conference Centres
- › Events during the trade fair and after it closes for the day, for you and your customers
- › No Copy: Initiative for the protection of intellectual property
- › Press conferences for attracting your target groups
- › Worldwide advertising campaigns



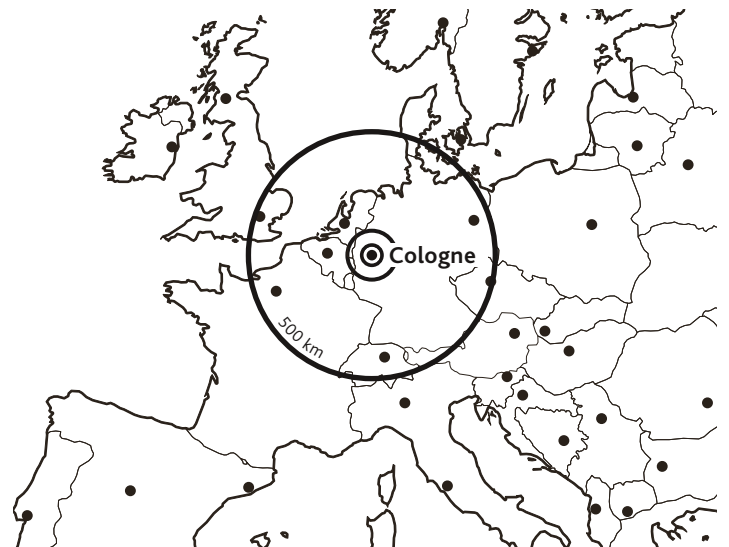
working



# 7

## Because the location is great.

In the heart of Europe, in Germany – the most important market for furnishings, with the best travel connections, in the centre of a major international city: Koelnmesse is one of the world's most attractive exhibition centres, in one of the best locations. Whether you prefer to drive, fly or even travel by ship, Cologne is easy to reach from all starting points.



**8/20/80 million Europeans live within a 50/100/500 km radius from Cologne.**



# 8

## Because the world is watching Cologne.

At imm cologne you directly reach not only the fair's many tens of thousands of visitors: Via media channels and social networks we publicize your themes and products around the world.

- › Theme-specific press releases reach more than 3,000 journalists
- › Press conferences worldwide
- › Editorial meetings and interviews
- › Social media activities
- › Press support during the trade fair
- › Print and Internet: The Media Package for trade visitors and end customers
- › Target-group-specific, worldwide mailing campaigns

The messages are clearly received – as the tremendous press coverage of imm cologne 2011 shows:

*»imm cologne attracts top brands from around the world to Cologne.«* Möbelkultur, Germany

*»The sector's new products are introduced at the furnishings trade fair in Cologne.«* Die Welt, Germany

*»imm cologne: The global trend show.«* Polster Fashion, Germany

*»...a resounding success.«* Möbelmarkt, Germany





# 9

Because Cologne is full to the brim with culture, design and the good life.

The glamorous Cologne Design Night is only one of the highlights in an event-filled week. In addition to imm cologne and its event programme, Cologne offers seven days full of further attractions related to all aspects of interiors and design. Exhibitions and events in shops, galleries and off-site locations enrich the already very diverse offerings – and make Cologne the design capital of Europe. And the legendary Carnival party at the Gürzenich banquet hall is an opportunity to experience a quintessentially “kölsch” celebration.