



interzum.com

Furniture production
Interiors
Cologne

Rechteckiges Ausschneiden

The future starts here.

interzum
04.–07.05.2021





Pioneering. interzum 2021.

Anyone who wants to continue to do great business in future should head to interzum. The world's leading trade fair for furniture production and interior design provides groundbreaking inspiration for the global furniture industry. Decision-makers, opinion leaders and multipliers from all over the world gather in Cologne to learn about industry innovations, make new contacts - and sign real deals.

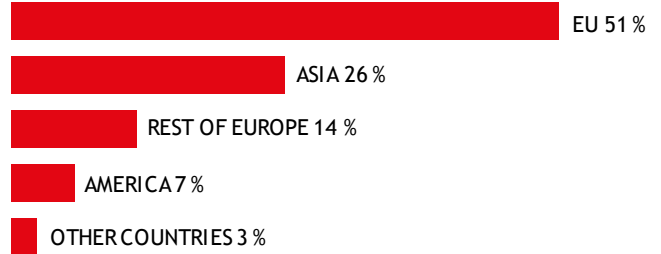


Decisive. The visitor structure.

ORIGIN OF EXHIBITORS

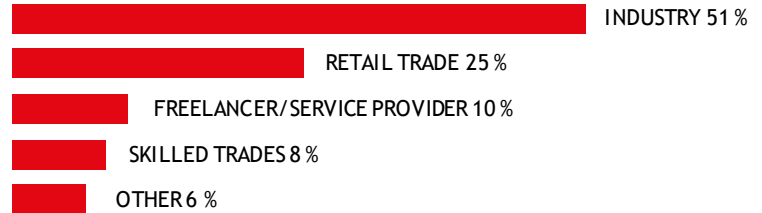
GERMANY 356 1.450 ABROAD

ORIGIN OF FOREIGN EXHIBITORS

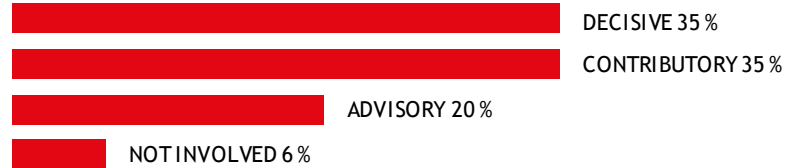




IN WHICH ECONOMIC SECTOR DOES YOUR COMPANY OPERATE?



HOW MUCH INFLUENCE DO YOU HAVE ON PURCHASING DECISIONS?



By exhibiting at interzum 2021 you will connect with international industry contacts who are directly involved in making purchasing decisions.

We will support you both before and during the show to promote awareness and coverage of your presence there.



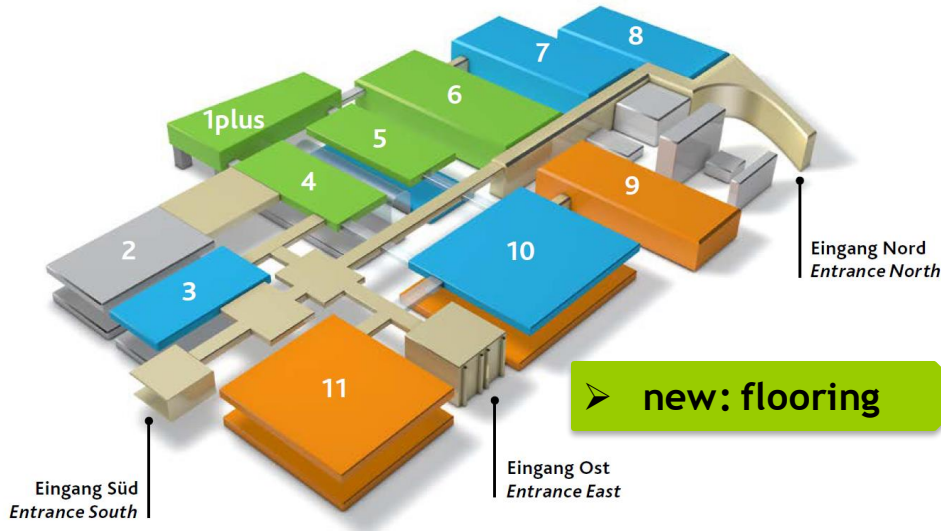
Attention-generating The event communication.

We create together with you highest awareness within different marketing communication channels!

- ✓ Beginning by autumn Herbst 2020 we will start to integrate the new topic of „flooring“ into our visitor communication, via editorials in trade magazines, virale marketing on Facebook and Instagram, notifications at press conferences and in new letter
- ✓ go active of your own ambista account - networking in the top business network platform of the furniture branch
- ✓ Matchmaking 365 - interactive networking tool starting around 6 weeks before Interzum begins
- ✓ Trade fair catalogue, Interzum App, Leadtracking App for visitor registration on your booth, Online Press compartment and much more

Comprehensive. The exhibition segments.

There is one thing that makes interzum a magnet for trade visitors from across the world: It represents the full spectrum of the global market. This trade fair is divided into three segments:



Function & Components

Good design begins with the product provided by the supplier. At interzum 2019 the sector will demonstrate how customers' growing demands in terms of technology, energy efficiency, comfort and convenience can be met. **This includes: Lamps and lighting systems, semi-finished products for cabinet, kitchen, office and modular furniture fittings, locks, built-in parts.**

Materials & Nature

Resource conservation, sustainable raw materials, innovative surface design: These are just a few of the trends in this area. At interzum 2019 the best new ingredients for tomorrow's sales success will be presented for the first time. **This includes: Wood, veneers, parquet flooring, interior works, decorative surfaces, decor papers, laminates, wood-based panels, laminated plastic, mineral materials, edges, surface treatments, embossing cylinders, press plates.**

Textile & Machinery

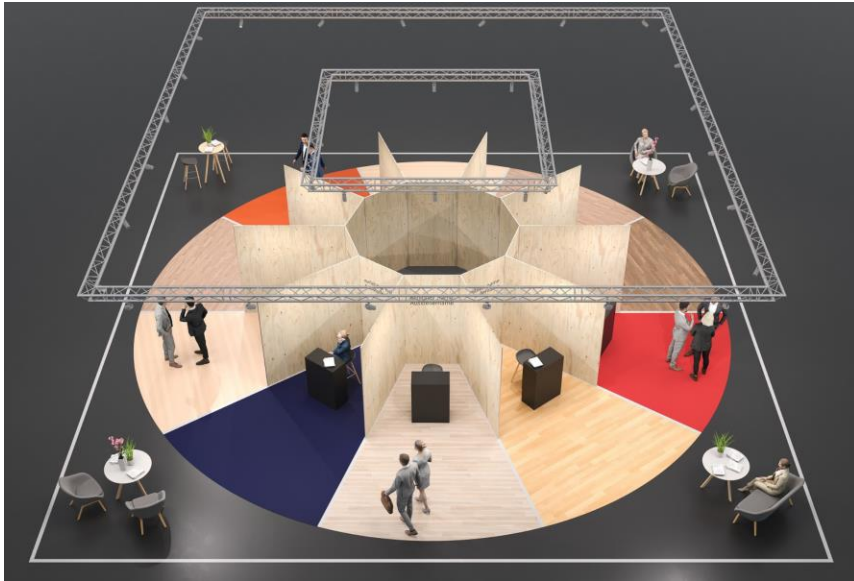
Temperature-regulating cover fabrics, material-optimized cutting machines for foam materials and leather that use little electricity, weather-resistant outdoor fabrics: Today, success is the result of innovative ideas, high-performance materials - and perfect processing with advanced technologies and machines. This area is where the quality leaders and drivers of innovation from all levels of the value chain present their newly developed products. **This includes: Machinery for upholstery and bedding, upholstery materials, upholstery accessories, cover fabrics, leather, adhesives.**

Think and act ahead. Register now for something brand- new: interzum flooring.

Book your full-service package in the special display area for both German and international flooring manufacturers.
Package cost: EUR 5,280.00.

Package includes:

- Stand construction
- Lighting
- Graphics
- Electrical connection
- Cleaning
- Furniture
- Lockable storage
- Exhibitor passes / parking pass
- Comprehensive communications package
- Customising possible (additional costs may apply).



Contact.

I am happy to help you.

Do you have further questions about this fantastic special area **interzum flooring**? Please contact me any time.



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