



**imm cologne -
the interior business event**

20 - 23 January 2026

€100.00/m² plus VAT

The new imm cologne

Efficient, dynamic, market-focused - imm cologne is the redefined B2B trade fair for consumer-oriented interior design. From 20 to 23 January 2026, it will bring the international furniture industry together at the interiors destination of Cologne. Be part of imm cologne and showcase your business in Europe's most important furniture market!



Your gateway to Europe's **biggest** furniture market

imm cologne is the central meeting place for the international consumer-oriented interiors industry. Leading brands from across the world gather here to meet trade visitors with strong purchasing power from Europe's core markets:

The event gives you direct access to promising business opportunities in the European market.

B2B only - The business event that powers your business

The redefined Interior Business Event is aimed exclusively at trade visitors - for manufacturers and service providers in the interiors industry, imm cologne is the ideal platform for presenting market-ready products and relevant design trends.

Exhibitor target groups:

- Furniture and interior design industry
- Manufacturing industry
- Import and wholesale trade
- Service providers to the furniture industry
- Publishers
- Associations and purchasing groups



The sourcing platform for **retailers and e-commerce**

Discover new collections, establish strong partnerships, glean fresh inspiration - imm cologne is the No. 1 sourcing platform for European retailers and wholesalers.

Visitor target groups:

- Specialist interior design retailers
- Purchasing groups
- E-commerce and online furniture retailers
- Merchants in the DIY and supermarket sector



The full spectrum of **consumer-oriented** interior design

From traditional furnishing solutions to self-assembly and ready-to-go furniture all the way through to designs for young lifestyles, the discount segment and e-commerce - imm cologne is a source of inspiration for the entire industry.

Exhibition segments:

- Upholstered furniture
- Living room furniture
- Bedroom furniture and mattresses
- Kitchens and dining rooms
- Tables and chairs
- Space-saving furniture
- Occasional and standalone furniture
- Style furniture
- Children's and teenage furniture
- Bathroom furniture and sanitary ware
- Home textiles
- Accessories
- Lights and lighting systems
- Floor coverings, walls and ceilings
- Interior decoration



Attractive pricing - complete planning certainty

Transparent and cost-efficient pricing: The price per square metre will remain the same until the event at €100.00/m² (plus VAT). Visitor tickets are available from €20.00. As an exhibitor, you have an unlimited number of free visitor vouchers at your disposal.

A beacon of light for interior design

There is hardly any other city that can rival Cologne's blend of design, business and the Rhineland love of life. Each year, the metropolis attracts millions of visitors. As a beacon of light for the economy with a vibrant creative scene, Cologne is a magnet for the interiors industry - a place where ideas are born, trends are set, and doors to new business opportunities are opened.



Building on tradition, **forging the future**

100 years of trade fair history - 100 years of a success story: With its modern infrastructure, strong global network and long track record, Koelnmesse is ranked among the world's leading trade fair organisers. imm cologne has shaped the market for decades as the furniture industry's flagship event.

The January trade fair is a firm fixture on the industry calendar - the perfect start to the new interior design year and the perfect place to discover new directions.



Events that **connect**

Exclusive sector insights, path-defining keynotes and targeted networking with leading thinkers in the furniture industry. From relaxed get-togethers to innovative product presentations, the events at imm cologne are designed for efficient networking and finding new inspiration.

Targeted communication to drive your business

To give you optimal reach and access to your target group, imm cologne follows a cross-media communication strategy that incorporates online, social media and print campaigns. Cooperations with industry associations and media partners provide an additional boost to maximise our reach.



An all-inclusive marketing package

The imm cologne marketing package generates maximum visibility and valuable leads - in the context of the event.

The comprehensive package comes at an all-inclusive price of €500.00 (plus VAT) and includes:

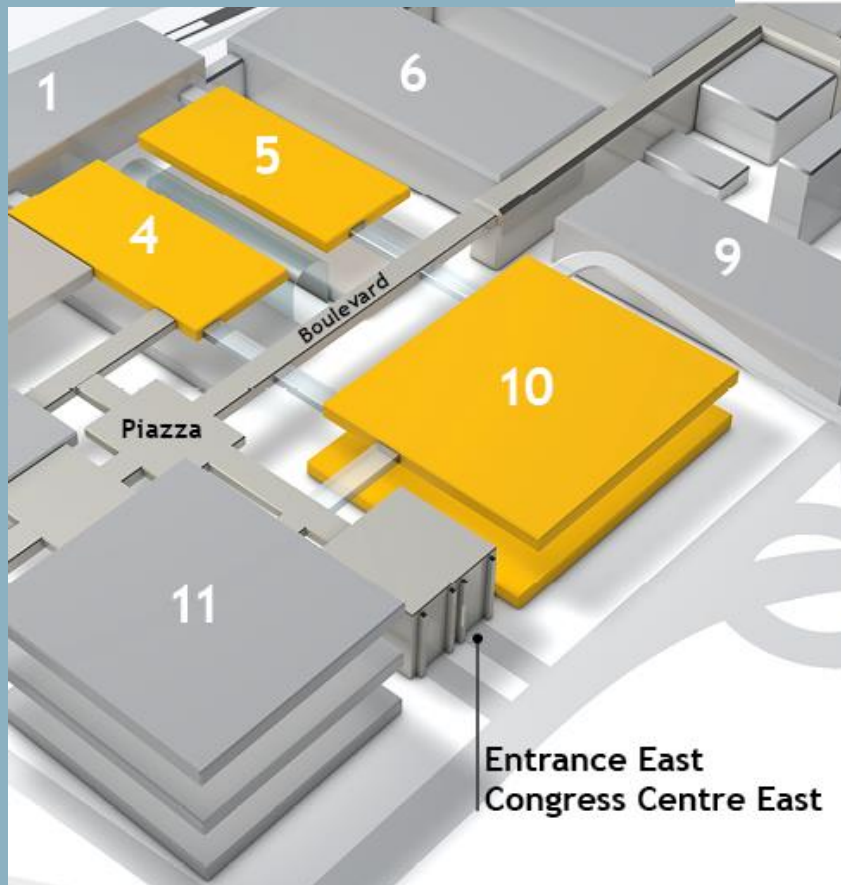
- An entry in the list of exhibitors
- Product directory entries
- Basic branded entry
- Networking on the trade fair app
- Lead tracking for extensive visitor analytics
- Unlimited free ticket codes for visitors

Be part of **imm cologne** now!

Stand positioning will commence in **mid-April** - act now to secure the best place for your company at the redefined Interior Business Event.

- €100.00/m² plus VAT

It pays to be quick - **register now!**



Here to support you: **Simply reach out to us.**

Do you have any questions? Would you like an individual consultation? We're happy to help.

Nikola Funk

Sales Manager

Tel.: +49 221 821 3583

E-Mail: n.funk@koelnmesse.de



Follow us!

Reach imm cologne worldwide!



Chin Ying Sung-Heitz

Sales Manager

Tel.: +49 221 821 2512

E-Mail: c.sung-heitz@koelnmesse.de

Subscribe to the imm cologne newsletter now. Always up to date!