

DOMOTEX asia/*CHINA*FLOOR

Your key to new opportunities

20-22 March 2018 · 20th Edition
Shanghai · China

domotexasiachinafloor.com

20TH
ANNIVERSARY




Deutsche Messe



Build Your Dream Group

DOMOTEX
asia *CHINA*FLOOR



This year marks the DOMOTEX asia/*CHINAFLOOR* 20th anniversary. We are all proud to announce that we have crossed another milestone in the history of our exhibition.

What began as a small exhibition has risen up to stand tall amongst the business leads of the time with more than 54,000 visitors and more than 1,360 exhibitors. DOMOTEX asia/*CHINAFLOOR* has countless achievements and accomplishments, especially in the past few years that have noticed an incredible growth, both in terms of sq. covered and in terms of professional visitors' numbers.

I would like to take this opportunity to thank our DOMOTEX asia/*CHINAFLOOR* team worldwide, whose support played a quintessential role in making the exhibition what it is today. Each and every one plays a very important role in its development. It is for their enthusiasm, support and dedication that have brought us to this height.

We are extremely grateful to our exhibitors and visitors who trusted in us to provide them with a professional flooring business networking platform, presenting immaculate services and products. Their demands, challenges and feedbacks have pushed us to go ahead and improve. Our success story remains incomplete without the support of our exhibitors and visitors. Not only have they made us a part of their business strategy but also helped us reach out to the world. They spread the word faster and in a better way than any of our promotional means could.

In the next twenty years, the definition of city infrastructure, housing, millennials purchasing habits and power will fundamentally change. Every process and piece of infrastructure will undergo a renewal in the next 10 to 15 years. DOMOTEX asia/*CHINAFLOOR* is poised to take advantage of this opportunity and grow together with our clients. We're working hard to deliver on our vision of creating the ultimate horizontal platform exhibition for all flooring professionals. We are excited that more and more exhibitors and visitors are seeing the importance of the Asian market and want to be part of it.

We plan to keep our business and relation growing with you and continue to provide you nothing less than the best. With your support, we wish to explore new heights this year.

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David Zhong
President of VNU Exhibitions Asia



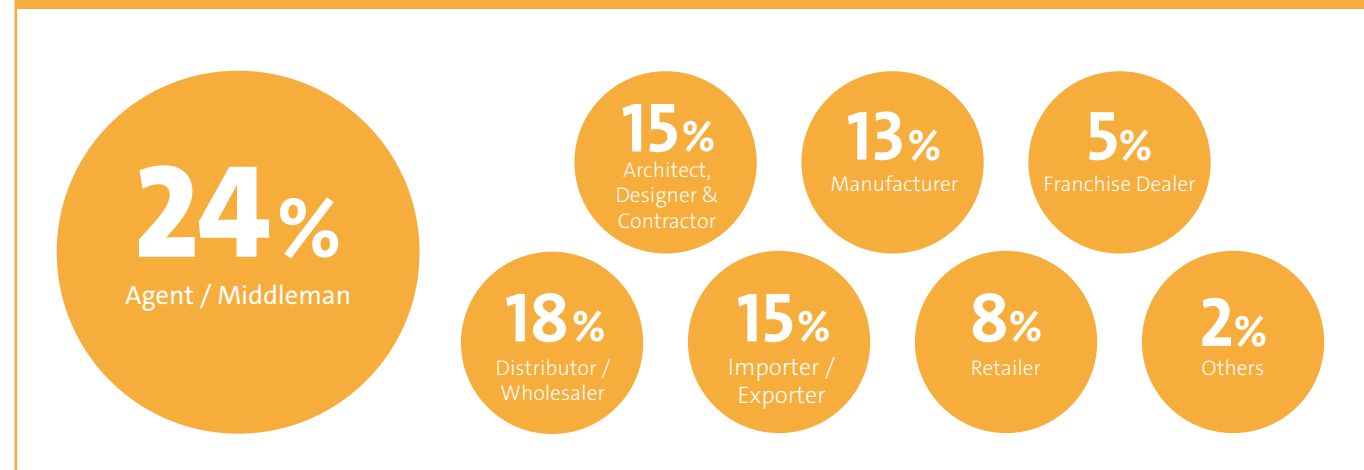
The exhibition at a glance



Visitors in 2017



Visitor profiles



Exhibitors in 2017



“DOMOTEX asia/CHINA FLOOR, one of the largest and most active fairs - is a fair that bring the very distant Asian market closer to us, while increasing our business volume in the region. It is a fair where we may find the leading agencies, wholesalers and suppliers of the market together, in addition to enabling us to present our new products and collections at one time and more actively.”

Nuri Körahmetoglu
Marketing Manager | BOYTEKS | Turkey

High-end Events and Conferences



Luxury Brands Carpet Show

An amazing collection of top luxury handmade carpets by some of the industry's most recognized and valued designers are once again gathered for a contemporary high-end handmade design carpet showcase to provide a unique experience to the Asian market. Luxury Brands is brought together in collaboration with one of the world's most prestigious fine handmade carpets and artist textiles publications, COVER magazine.



cadex

An International event for material suppliers, manufacturers, architects, designers, Real Estate professionals, contractors, traders and end users to connect with the most innovative and successful products on the market. cadex is the premier platform for connecting, learning and doing business in the design and architecture industry, by generating three days of conferences, networking events, interactive activities, creative display and much more, especially tailored for A&D professionals.



Materia

A leading global network in the field of innovative materials, Materia stimulates innovation for better, more sustainable and high-quality built environments. With a collection of more than 2,600 materials, Materia connects creative professionals with industry via Materia.nl, international exhibitions, lectures and the biennial event Material Xperience.



Hosted Buyers Program

A dedicated program bringing together buyers and decision makers from all around the world and providing them with valuable networking opportunities with the exhibitors of DOMOTEX asia/CHINAFLOOR.



InnovAction

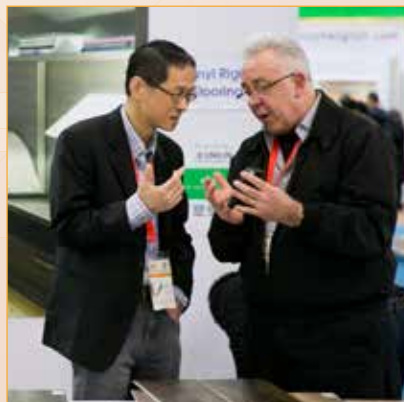
An original display of the most innovative and unique flooring products returns for the show's 20th edition with a totally new look. 3 design hubs will be showcasing in custom made displays the latest trends in Carpet, Wood and Resilient flooring. Innovative concepts will be brought forward giving exhibitors the opportunity for even greater brand awareness and allowing visitors to get an exclusive preview of the future in flooring. !New! Winners of the InnovAction Awards will have a chance to win 20.000USD worth of marketing promotion.




Why exhibit?

Sell your products to new and existing clients

A perfect opportunity to meet and network with top industry players and key decision makers.






Promote your company's brand image in the region

Be seen in Asia Pacific's Leading International Flooring Exhibition and strengthen your company's footprint on the market.

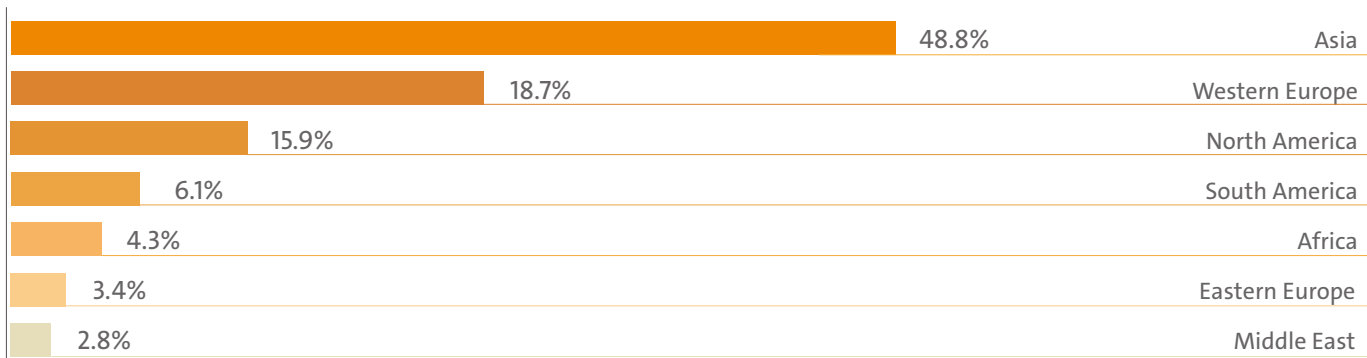
Get information and insights on the Asian Pacific market

Your chance to learn from the industry's experts, witness all new and upcoming trends and expand your knowledge on your sector's latest developments.



A global hub for new flooring opportunities

Construction Spending By Region for 2020 *



ASIAN MARKET DYNAMICS*

- Rapid Urbanization
- Resurgence in the construction industry
- Consumer preference for Green Buildings
- Sustained Investments in Commercial Real Estate
- Growing number of Building Renovation & Remodeling Projects
- Rising Popularity of Pre-finished Products & Manufactured Floors
- Emerging construction on venues related to Worldwide Sports Events
- Product sectors

* Global Industry Analysts, Inc.

Participation options

BOOTH OPTIONS	PRICE
Raw space 12-120 m ²	1,875RMB/m ²
Additional raw space above 120 m ²	1,500RMB/m ²
Corner fee	3,000RMB/corner

Discounted packages

Early Bird: 5% discount on raw space fee
(if booked before July 8th, 2017)

Two-year Contract: 12% discount on raw space fee
(for space over 80sqm, booked before November 30th, 2017)

ALL INCLUSIVE BOOTH CONSTRUCTION OPTIONS

Included in 12 sqm booth	Fascia board	3-side wall paneling	Material	Counter	Chairs	Round table	Spotlights	Socket	Carpet	Wastebasket
STANDARD	2.5mH	√	PIFEX	√	2	×	2	√	√	√
UPGRADED	3mH	√	MAXIMA	√	4	√	3	√	√	√

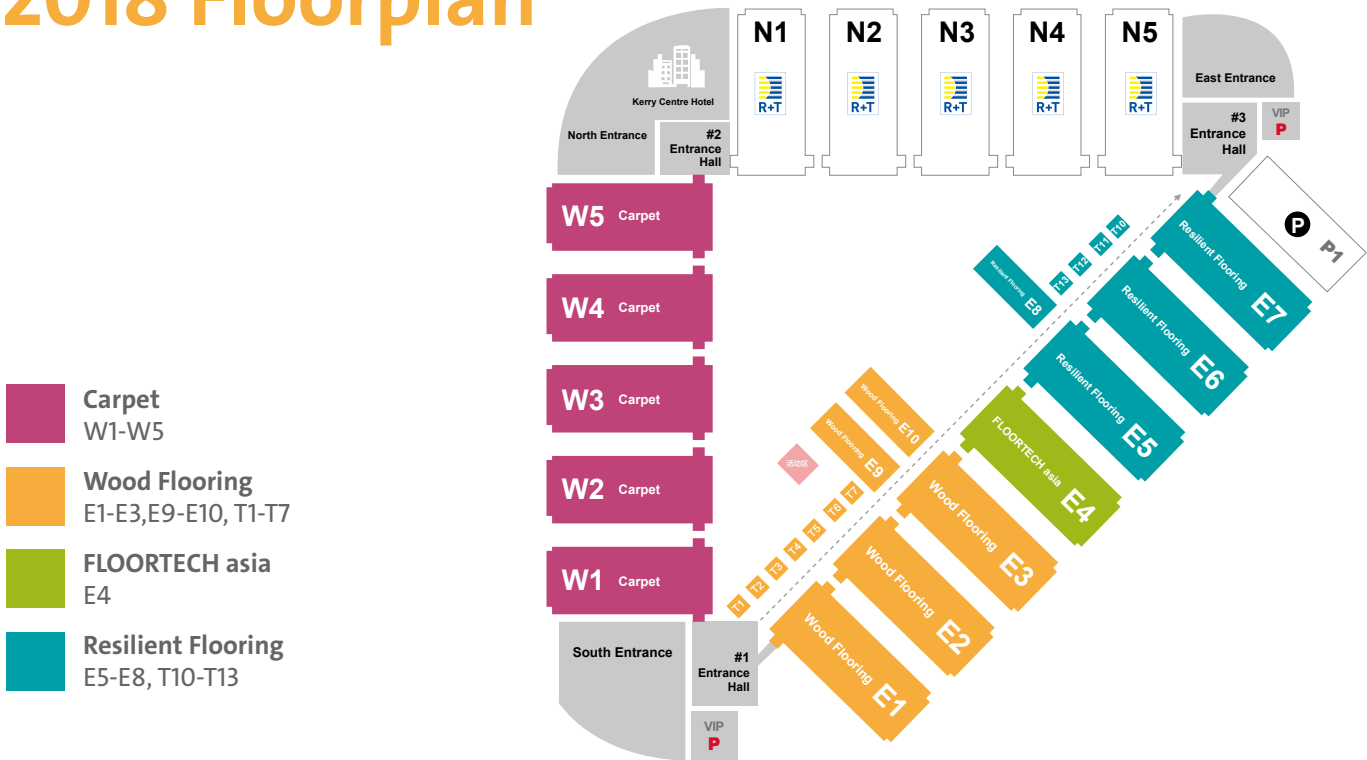
STANDARD SHELL SCHEME
BOOTH PACKAGE RMB 120/sqm



UPGRADED SHELL SCHEME
BOOTH PACKAGE RMB 300/sqm



2018 Floorplan



The DOMOTEX asia/CHINAFLOOR team



Left to Right: Ellen Zhang William Cao Lida Kokkini Gigi Zhang Lizzy Hu Shine Liu Kim Lu
Sherry Yang Alex Jiang Kevin Li Damon Chen



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On behalf of Hannover Milano Fairs Shanghai Ltd.

DOMOTEX events worldwide

