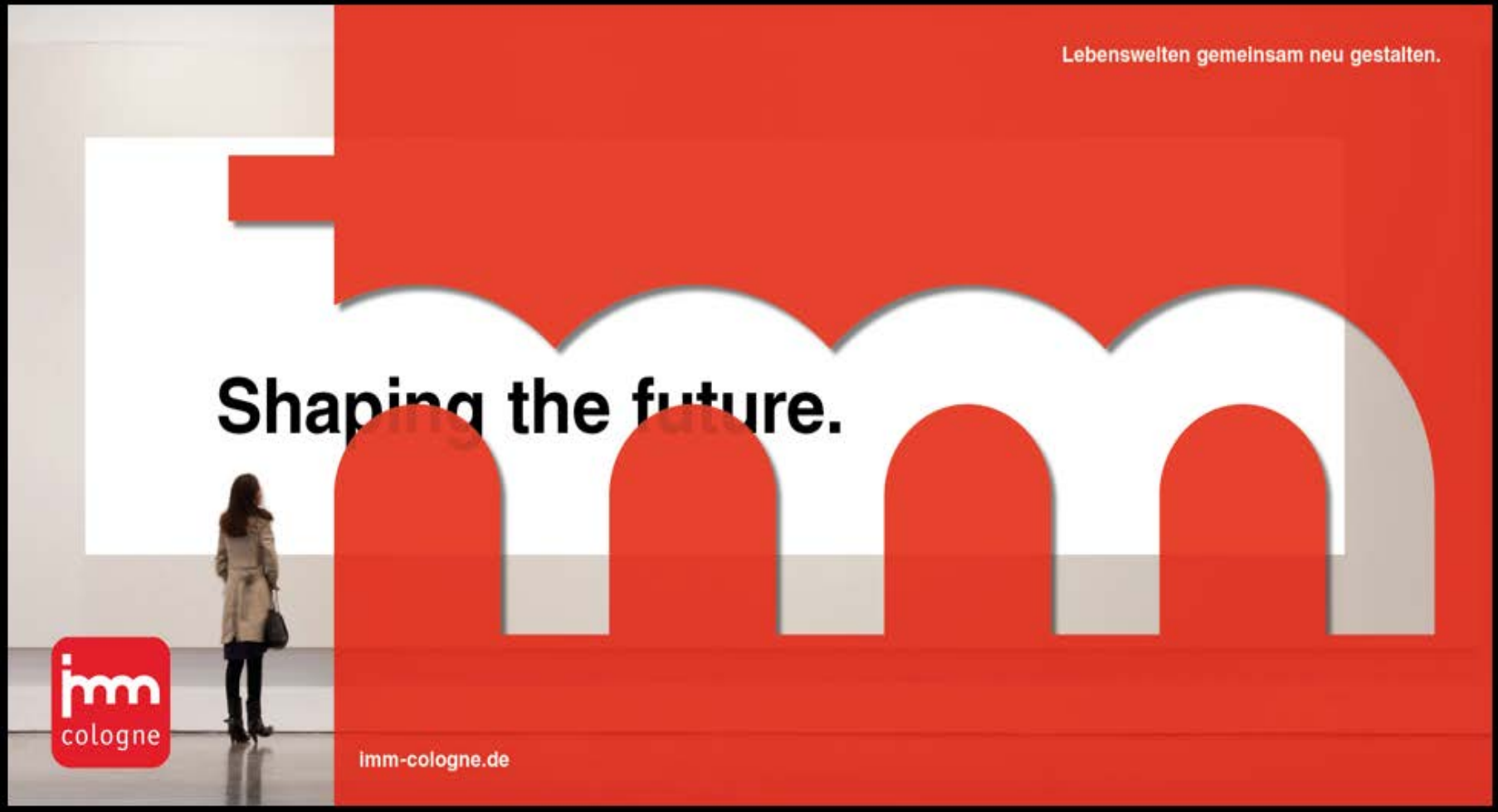
let’s liven up new environments.

The new imm cologne 2021

20.-23. January 2021

imm-cologne.com

koelnmesse


Lebenswelten gemeinsam neu gestalten.
Shaping the future.
imm
cologne
imm-cologne.de

imm cologne 2021
Current Challenges

- High economic risk
- Is the safety for staff and visitors guaranteed?
- Runtime of the show is too long
- Number of visitors doubtful, how can reach be guaranteed?

imm cologne 2021
Our Concept

- New **hall and site planning**
- **Changes in hall layout:** larger aisles, additional catering and rest areas
- New **stand offer** for all exhibitors
- **Shortening** to four days (20.-23.01.2021)
    - Wednesday to Friday only professional visitors
    - Saturday professional visitors and end consumers (limited)
- **Reduction** of participation fee
- Digital platform **imm@home**

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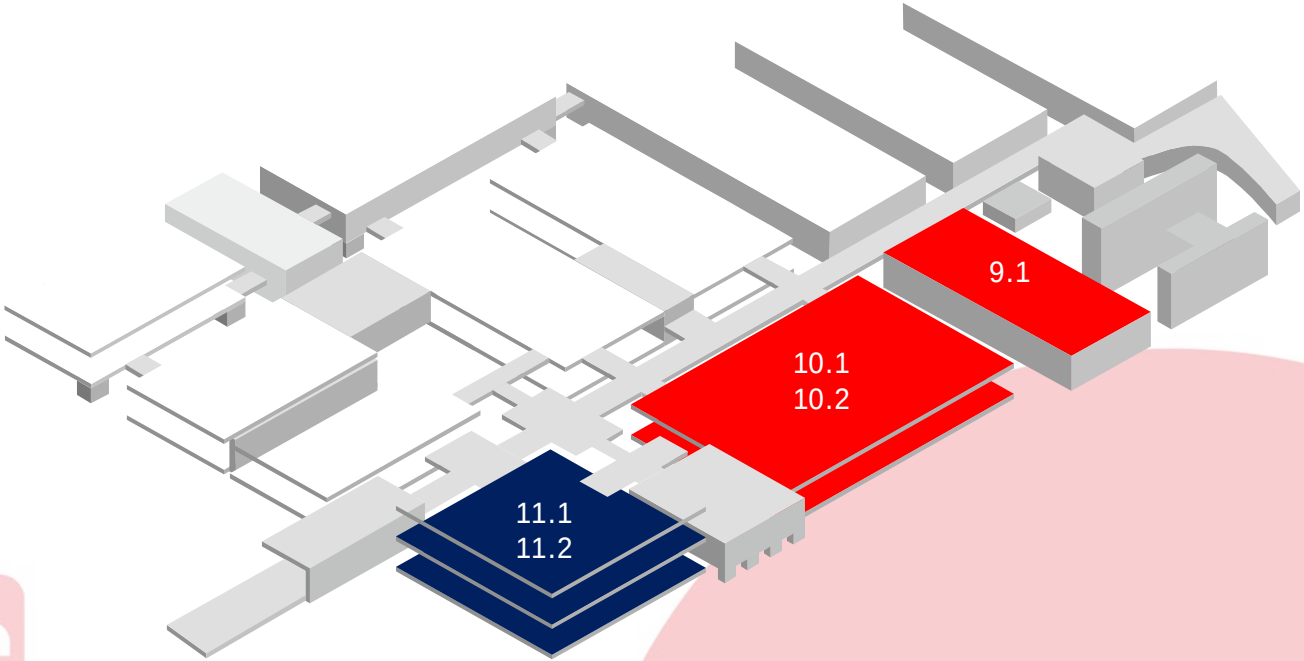
New Hall and Site Planning



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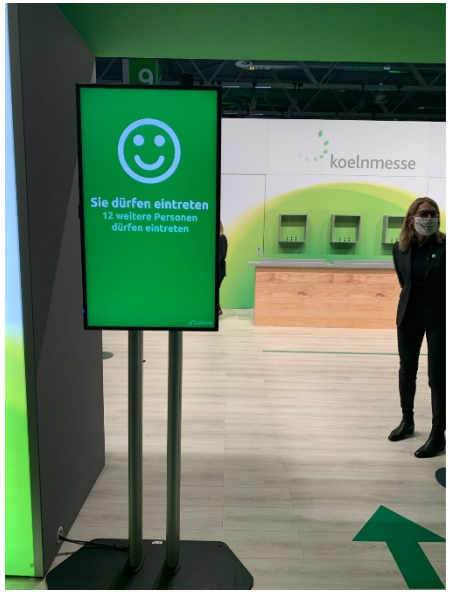

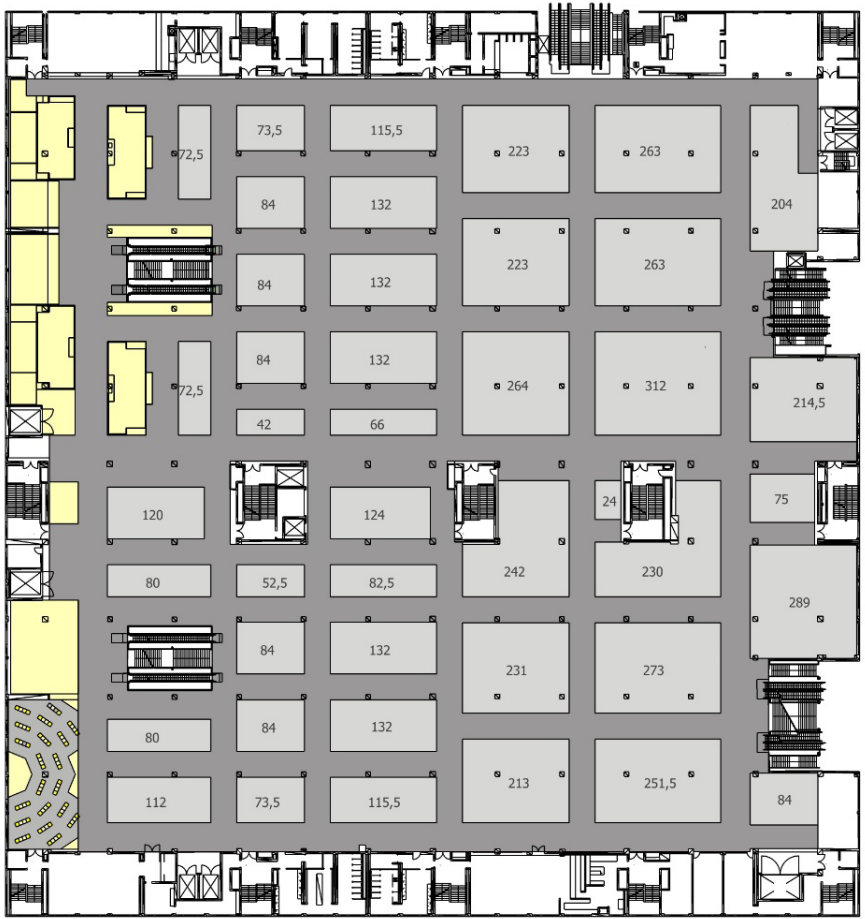

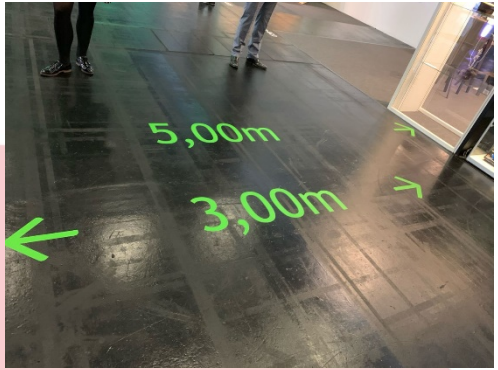

Hall 11.2

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Stand Offer

Our offer

- Maximal reduction of risks (economical as well as for own staff)
- Individual presentation of brands possible
- Smaller stand spaces, less staff, lower costs → less costs for your participation
- Lower risks – in the worst case (forced cancellation of the show) Koelnmesse will not send out an invoice for the stand construction
- Important statement by the industry into the start of the furniture year 2021

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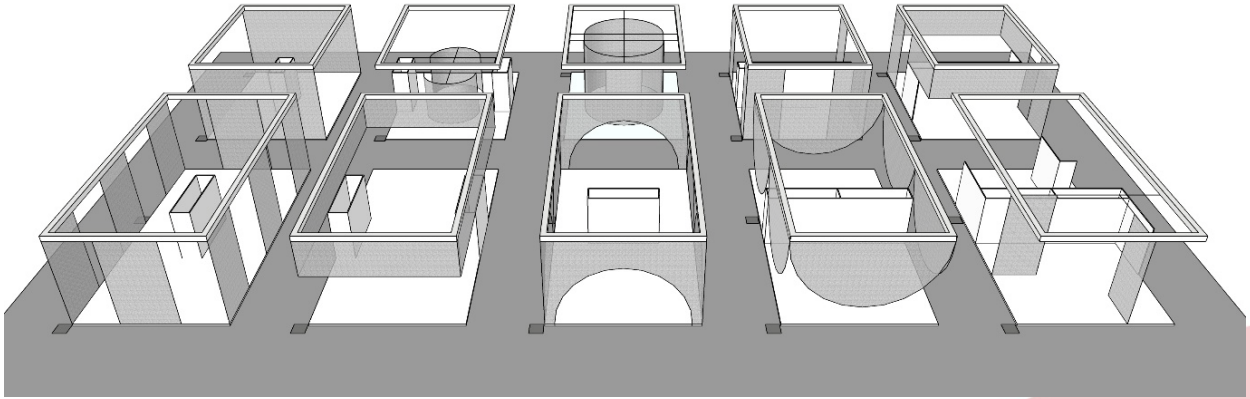
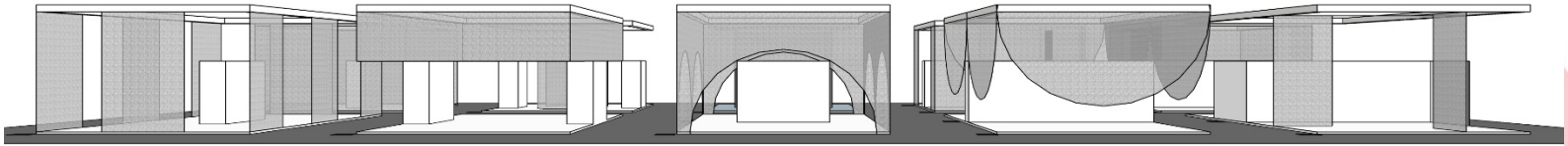
Stand Offer





examples of different designs

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Stand Offer

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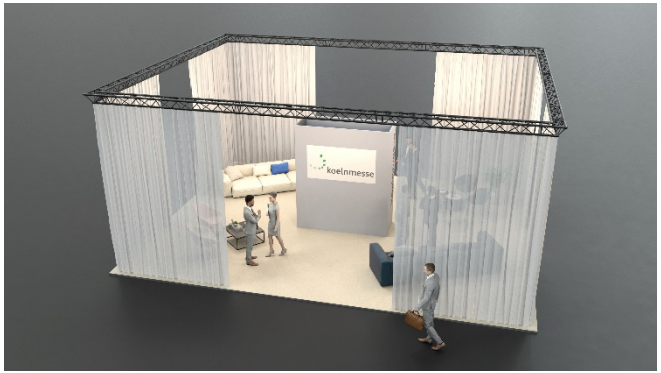
Stand Offer



Content of stand package

- Cabin 2.5m x 1.0m with one door
- Platform (5cm height) with carpet
- Rigging with lighting
- Fabrics incl. assembling (white fabrics)
- Power supply
- Graphic with company logo
- Daily cleaning

price per m²: 290,- €

imm cologne 2021
New Length and Price

- **Shortening** to four days (20.-23.01.2021)
    - Wednesday to Friday only professional visitors
    - Saturday professional visitors and end consumers (limited)
- From **2022** the show will take place from **Wednesday to Sunday**

- **Reduction** of participation fee by € 20,- per m² for all exhibitors in 2021

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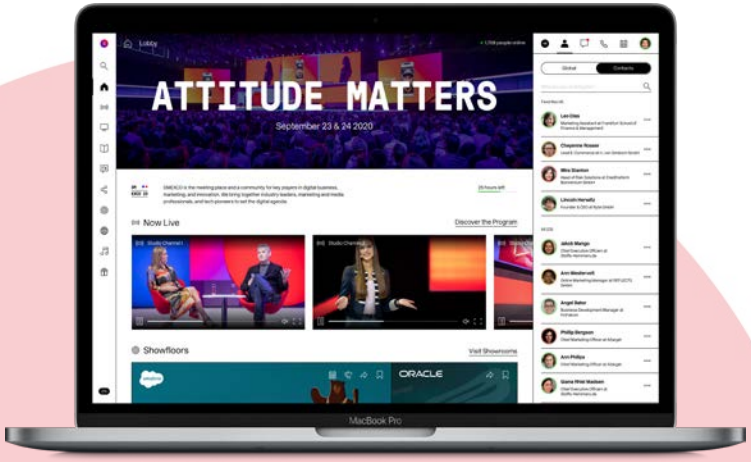
imm@home

Aims of the digital platform

- **Businessmatchmaking** / Communication and Reach
- **Products** Focus on innovation / reach of relevance
- **Content** / Increase of visitors for the platform

Have a look at #DMEXCO20



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Powerful Thought Leadershlp

Llve, Masterclasses, Deep Dlves

INSPIRE

Targeted Lead Generatlon

Analytlcs, Reports, Contacts

CONNECT

CONNECTING THE GLOBAL COMMUNITY

Outstandlng Brand Awareness

Spaces, Showrooms & Sponsorings

INFORM

Extenslve Networklng

Meetlngs, Chats & Videocalls

EXCHANGE

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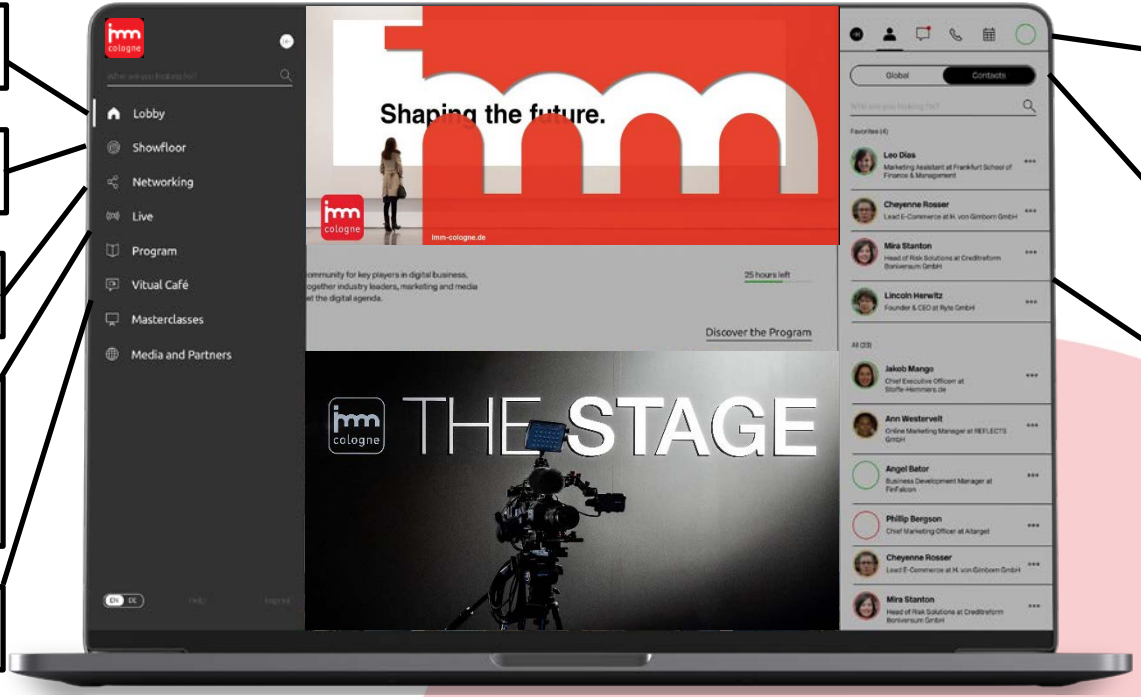
Start page

Show floor & Showroom

Networking

The Stage, Workshops, (Events, Speeches, Products, etc.)

Virtual Café



Communication Center

Personal Timeline

Favourites & Contacts

imm cologne 2021

Our Concept

- New **hall and site planning** ✓
- **Changes in hall layout:** larger aisles, additional catering and rest areas ✓
- New **stand offer** for all exhibitors ✓
- **Shortening** to four days (20.-23.01.2021) ✓
    - Wednesday to Friday only professional visitors
    - Saturday professional visitors and end consumers (limited)
- **Reduction** of participation fee ✓
- Digital platform **imm@home** ✓

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Timeline

- Distribution of new concept 20.10.2020
- Deadline for feedback until 06.11.2020

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Your contact

Bernd Voss
Sales Manager

Tel. +49 221 821-3075
b.voss@koelnmesse.de

Francesco Micello
Sales Manager

Tel. +49 221 821-3068
f.micello@koelnmesse.de

Yvonne Mueller
Sales Manager

Tel. +49 221 821-2616
y.mueller@koelnmesse.de

Vanessa Pinger
Sales Manager

Tel. +49 221 821-3583
v.pinger@koelnmesse.de

Chin Ying Sung-Heitz
Sales Manager

Tel. +49 221 821-2512
c.sung-heitz@koelnmesse.de

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Thank you for your attention!

20. to 23. January 2021

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