

ambiente

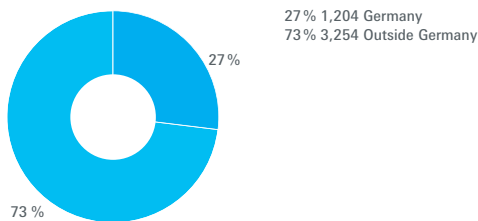
10 – 14. 2. 2012

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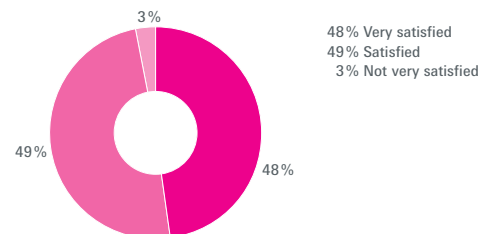
Trust the facts.

Present your offer to a high-quality trade audience with outstanding decision-making competence – approx. 145,000 buyers visited the three world's leading Dining, Giving and Living trade fairs in 2011. You also benefit from the high levels of visitor satisfaction at the most important venue of the consumer goods industry.

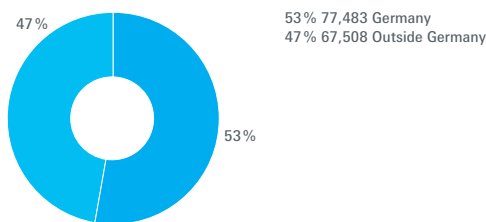
4,458 exhibitors



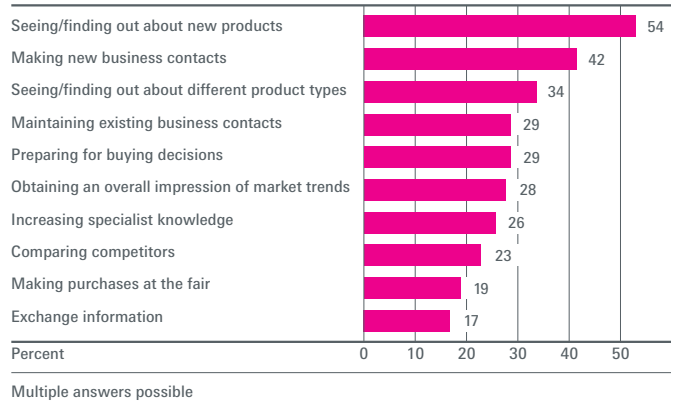
Visitor satisfaction



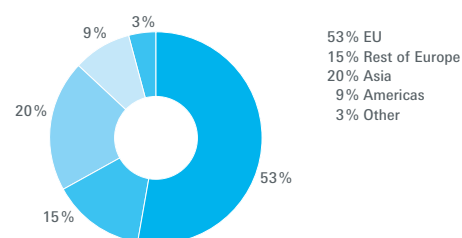
144,991 visitors



Objectives of trade visitors



Non-German visitors by economic region

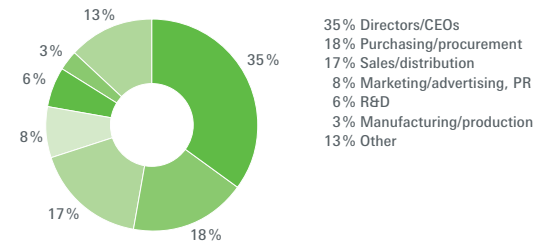


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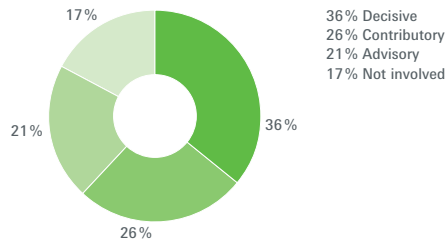
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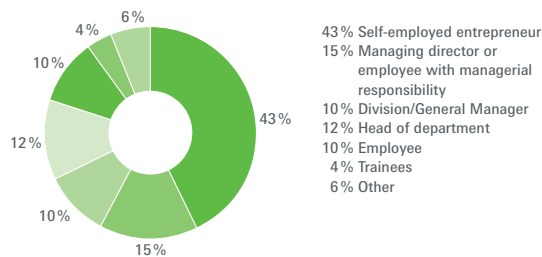
Areas of responsibility of trade visitors



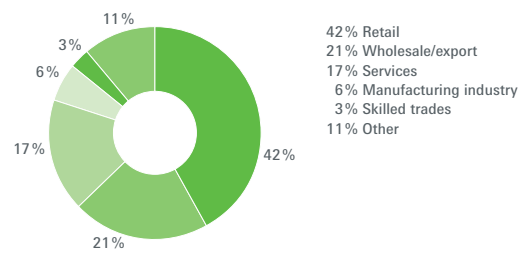
Decision-making authority of trade visitors



Occupational status of trade visitors



Trade visitors by economic sector



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Dates, facts and prices.

Product areas of focus

Dining: The leading international fair for the tabletop, kitchen, houseware and indulgence sectors. With Kitchen, Houseware, Kitchen Trends and Table sections.

Giving: The colourful world of giving and decorating – from classic gift and decorative items to humorous, unusual presents, jewellery, personal accessories, beauty accessories and wellness products.

Living: The leading international fair with products for the living and decorating sectors. From furniture and home accessories, home textiles, lighting, decorations and emotional home concepts through to avant-garde design objects. At Living everything revolves around interior design.

Stand rental prices 2012

1 side open	€ 204.00/m ² *
2 sides open	€ 245.80/m ² *
3 sides open	€ 257.30/m ² *
4 sides open	€ 265.00/m ² *

* Plus environmental levy of € 2.00/m², AUMA (German Trade Fair Industry Association) charge of € 0.60/m² and VAT.

Media package (€ 489.00 + VAT)

Entry in the information media for the show.

- Catalogue and list of exhibitors
- Exhibitor and product search facility on the event website
- "Compass" information system at the exhibition centre
- Orientation plans at the hall entrances
- Internet portal productpilot.com (optional)

The media package is compulsory and is subject to a charge.

Key figures

Exhibitors (2011)	Visitors (2011)
4,458 from 84 countries	144,991 from 154 countries
German/Non-German	German/Non-German
1,204/3,254	77,483/67,508

Opening times

10 – 13. 2. 2012	9:00 – 18:00
14. 2. 2012	9:00 – 17:00

Exhibitors can enter the exhibition centre an hour before the start of the show.

Always at your service

Team Dining

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Team Giving

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