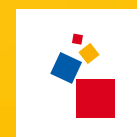


Subject to change, as of March 2023.
Printed in Germany 3/22/4.5 EN



ambiente

26.–30.1.2024
FRANKFURT/MAIN

ambiente-blog.com

#ambiente24



iOS/Android App
Ambiente Navigator

THE LIFESTYLE MOVE- MENT

Messe Frankfurt Ambiente

Messe Frankfurt Exhibition GmbH
Postfach 15 02 10
60062 Frankfurt am Main, Germany
Tel. +49 69 75 75-0
ambiente@messefrankfurt.com
ambiente.messefrankfurt.com

messe frankfurt

THINK BIG

THE WORLD'S MOST INTERNATIONAL AND IMPORTANT CONSUMER GOODS FAIR.

The market is opening up again with global lifestyles, innovations, developments and trends. After a spectacular comeback in 2023, Ambiente continues to set new standards in terms of quantity and quality.

The fair motivates visitors with its comprehensive and clearly structured product range and its inspiring programme of events. It can be experienced live, but also digitally. It's the hotspot for the entire sector and a vibrant business platform.

Here you can reach all target groups, including international buyers from all types of trading organisation and large-volume buyers. You'll be presenting your offer to restaurant and hotel suppliers, project planners and office furnishers – and other highly motivated trade visitors to Ambiente as well as Christmasworld and Creativeworld, which take place concurrently.



FRESH TO TABLE

DINING. The most important international showcase for new ideas and product ranges for the table, kitchen and household brings buyers for all forms of trade up to speed. They come to Frankfurt from all over the world to see the market for themselves – from high-volume products and OEM items for the contract sector to artisan goods. Visitor-friendly structures and product groups ensure effective and profitable visits. The trend collections at the Table area and lectures at the HoReCa Academy provide plenty of material for discussion. In addition, one entire hall level is dedicated to the hotel, restaurant and catering segment.

SET THE STAGE

LIVING. This area is the platform for all styles of interior design, furnishing and decoration – from classic to modern interior concepts. Furniture, lights, lifestyle and design accessories, home fragrance, authentic and designer jewellery, gallery and much more combine to create atmospheric arrangements and interiors. There is strong interest not only in ideas for the home but also in products for commercial properties and offices.

THE GIFT OF THE EXTRA- ORDINARY

GIVING. Welcome to the wonderful world of gifts and personal accessories with tailor-made product suggestions for the most diverse range of buyers. Enhance this breathtaking assortment with your offering – whether trendy designer products, decorative hand-crafted gift items, stationery, school supplies or souvenirs. Fascinate a trade audience eager to place orders!

THE NEW WORK EXPERIENCE

WORKING. This new section reflects how society is changing. The lines between workplace and home are blurring. The traditional office is being transformed with increased popularity of co-working spaces, working from home and mobile workplaces. New and different furnishing, equipment and office supplies are needed. Exhibiting here puts your company in pole position. The Working section generates important synergies with other areas, including Living, Contract Business, HoReCa and Stationery at Giving. At the Future of Work Academy, industry experts will be giving talks aimed at interior designers and architects, facility managers, office planners and other commercial buyers.

GO GLOBAL

THE MOST INTERNATIONAL SOURCING PLATFORM.

Ambiente is the biggest and most important marketplace for high-volume business outside China. Importers and producers from Asia, South America, Africa and Eastern Europe come here to display a broad spectrum of goods ranging from industrial to artisan. The Sourcing areas for Dining, Living, Giving and Working are arranged centrally, ensuring maximum international recognition. Your benefits as an exhibitor are almost endless!

DIVERSITY

HORECA, CONTRACT BUSINESS, ETHICAL STYLE AND NMEDIA.HUB.

Trade visitors benefit from a rapid overview of the diverse offering – as well as the opportunity to find specialist project partners. Make sure you're visible: with an appropriately labelled stand and via the online exhibitor search which lists all companies by topic.

horeca

Constant change characterises the hotel, restaurant and catering segment. The latest concepts, examples of best practice and current HoReCa trends are showcased at Ambiente. The Dining section provides an additional hall devoted to the hospitality sector and the HoReCa Academy provides a unique forum for dialogue.

contract business

With demand in the contract sector ranging from design-oriented concept solutions to customisable series products and high-volume items – your offering will find plenty of potential buyers at Ambiente. Exciting synergies with the Hospitality, Interiors and Future of Work areas increase your opportunities. And with its focus on furnishing offices and working spaces, the new Working section offers lots of potential.

ethical style by ambiente

Sustainability now occupies a central position in the marketplace and the industry is having to rethink its priorities. Exhibitors of sustainable products can apply for the Ethical Style special interest label, which covers a wide range of products from artisan and fairtrade goods to recycled and innovative products. In addition, the Ethical Style Spots showcase selected examples of sustainable production.

nmedia

nmedia.hub supports brands and retailers with new B2B services. The order and content platform for the Home & Living sector digitalises the value chain to ensure efficient management of business processes, e.g. order processing, delivery of article and image data and provision of standard or bespoke solutions.



SPECIAL PRESENTATIONS, LECTURES, EXHIBITIONS AND MORE.

Future success factors: Ambiente is all about lifestyle in its many and varied facets. The programme of highlights and events opens up important perspectives that provide useful guidance and attract trade visitors from all over the world.

At Ambiente Trends 24+, the three most important style trends of the coming season will be staged using selected exhibitor products. The special presentation by stilbüro bora.herke. palmisano is a strong magnet for visitors and is used by many buyers to inform their purchasing decisions.

The Talents programme presents international up-and-coming designers and their outstanding creations. The Future of Work area focuses on modern ways of working and new solutions and concepts.

At the Ambiente Academies, industry experts share knowledge, provide inspiration and present ideas. The HoReCa Academy focuses on hospitality – in particular, challenges and innovative projects. The Future of Work Academy explores changes in the world of work and their impact on the market. The Remanexpo Academy provides information on technical developments in remanufactured printer consumables. The Conzoom Solutions Academy is aimed specifically at the retail sector.

THE META-THEMES OF THE INDUSTRY.

The major themes in the consumer goods market permeate the entire retail sector and are present everywhere at Ambiente. The fair brings together supply and demand in new ways – for instance, with the combination of Lifestyle, New Work and Contract Business in the new Working section and the overarching focus on sustainability. It shows ways forward for retail, including opportunities of digitalisation, and promotes business by opening up new perspectives and options. The fair sets the direction for future developments and mobilises the industry.

THINKING AHEAD

SLIDE IN

AMBIENTE LIVE AND DIGITAL.

Build on your presence at Ambiente. Are you part of the community? Take the opportunity to showcase your products and network before and after the live event. The online exhibitor search and digital order platform nmedia.hub are available all year round. You can also find information, suggestions and tips 365 days a year via social media channels, the Ambiente Blog and Conzoom Solutions.

ambiente	26. – 30.1.2024
christmasworld	26. – 30.1.2024
creativeworld	27. – 30.1.2024

26.1.2024

30.1.2024

DIGITAL EXTENSION

Exhibitor and product presentation | Networking | Live streaming | 1-to-1 video calls | and more

JANUARY 2024

FEBRUARY 2024

ONLINE EXHIBITOR SEARCH

All exhibitors with contact details and presentations

NMEDIA.HUB

Digital order platform for the home & living sector

CONZOOM SOLUTIONS

Practically oriented online platform for the retail sector

AMBIENTE BLOG

Information, inspiration, trends and styles

SOCIAL MEDIA

Facebook, Twitter, Instagram, Youtube, LinkedIn

365 DAYS A YEAR

70 %

Degree of internationality

168

Participating nations

94 %

Visitor satisfaction

262,253

sqm gross exhibition space

109,491

Visitors

3,685

Exhibitors

TRIUMPHAL COMEBACK

THAT WAS 2023.

After a two-year break due to the pandemic, the consumer goods world met up again, occupying 352,950 gross square metres at the Frankfurt Exhibition Centre. It was a triumphal comeback for Ambiente, which was held for the first time concurrently with Christmasworld and Creativeworld. Frankfurt once again confirmed its position as the industry's leading inspiration, ordering and networking venue.

As of February 2023, figures before FKM test

REACH OUT FOR SUCCESS

YOUR PRESENCE.

Here at Ambiente, you'll find your place in the global consumer goods market. Increase the impact of your offering and boost your company's success at the industry's largest and most important ordering event. Be part of it.

Register for a non-binding location proposal at:

ambiente.messefrankfurt.com/exhibitor

Let's talk.

We'd be delighted to advise and help you.
Simply call us or send us a mail.

TEAM DINING

Tel. +49 69 75 75-62 31
ambiente-dining@messefrankfurt.com

TEAM LIVING

Tel. +49 69 75 75-60 77
ambiente-living@messefrankfurt.com

TEAM GIVING

Tel. +49 69 75 75-66 88
ambiente-giving@messefrankfurt.com

TEAM WORKING

Tel. +49 69 75 75-66 88
ambiente-working@messefrankfurt.com

Contact the Messe Frankfurt Service Teams for more information about services relating to your stand. They'll support you all the way from your initial preparations right through to planning and executing your trade fair presence:

ambiente.messefrankfurt.com/services

Prices 2024.

STAND RENTAL PRICES

1 side open	€ 289.00/sqm*
2 sides open	€ 346.00/sqm*
3 sides open	€ 358.00/sqm*
4 sides open	€ 362.00/sqm*

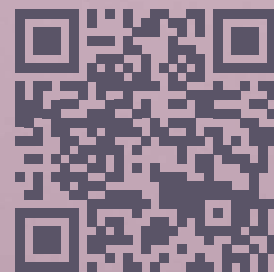
MEDIA PACKAGE (COMPULSORY)

Entry in all trade fair information media. € 985.00**

*Plus environmental levy of € 4.20/sqm, AUMA (German Trade Fair Industry Association) charge of € 0.60/sqm and VAT. **Plus VAT.

Exhibition grounds.

Scan QR code and
discover the ground plan.



FAR-REACHING COMMUNICATION.

Make sure your customers and business partners know in good time that you'll be exhibiting at Ambiente. We offer a wide range of options to advertise your presence. Admission ticket vouchers are a great way of inviting the people you want to come and see you at the fair. In addition, Ambiente reaches all potential target groups with an international campaign that includes direct mailings, ads, press and PR activities in all relevant trade publications, newsletters and social media.

1,145

accredited media representatives from **44** countries. **

Multi-level direct
mailing campaigns

2,860,000

Contacts in **39** regions
worldwide.*

Global advertising
campaign in around

400

image and
trade magazines.*

500

More than
newsletter activities,
cooperations as well
as banner placements.*

PR campaign in the
international daily,
trade and business press.

30,360

Subscribers get insights
around consumer goods,
trends and design at
ambiente-blog.com

93,100

Followers on Instagram

437,837

Followers on Facebook

21,268

Followers on Twitter

2,135

Followers on LinkedIn

*Figures from 2022; **Ambiente, Christmasworld, Creativeworld; Status: February 2023