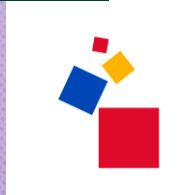


ambiente

29. 1. – 2. 2. 2027
FRANKFURT / MAIN



**THE NEXT
MOVE
IN LIFESTYLE**

messe frankfurt

Ambiente 2027

International leading trade fair

- Leading global exhibition for Dining, Living, and Giving
- Top trends in tableware, kitchen, household, living, furnishing, equipment, interior design, decoration, and gifting
- Strong presence of top brands and innovative newcomers



Key Themes

Lifestyle & Design
Living environments
Interior concepts
Hospitality & HoReCa



Business & Networking

- Global audience
- Participants from over 170 countries
- High-quality B2B contacts
- Decision-makers from retail, e-commerce, hospitality, hotels, and architecture



Eventprogram

- Talks, panels & trend areas
- Special areas for start-ups & young designers
- Curated exhibitions & experiential spaces

Facts & Figures

258.523
m² gross
exhibition space

3,700
Exhibitor

95,503
trade visitors

162
Participating countries

72%
degree of internationality*

96%
visitor satisfaction*

Status: January 2026, figures pending FKM audit / * as of February 2026
Messe Frankfurt Exhibition GmbH | Market Research



Our Highlights

90+ 
Expert Talks

3 
Academies

6 
Special Presentations

4 
Award Ceremonies

2 
Premium Business Clubs


Networking Events



Members only

Benefits as Partner



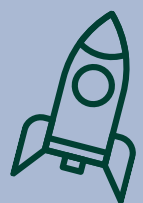
Positioning & Brand Strength

Position yourself and your brand as a relevant player in the international lifestyle and design environment.



Access to Global Decision-Makers

Reach international target audiences, top buyers, and key project decision-makers within a high-quality business ecosystem.



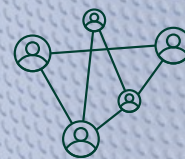
Business Impact & Growth

Generate tangible business opportunities through direct access to new markets, partners, and customers.



Maximum Visibility & Reach

Increase your brand awareness across all touchpoints—on-site, digitally, and through international media communication.



International Networking

Become part of a global network of leading brands, innovators, and industry experts



Measurable Success & Leads

Benefit from qualified lead generation, data-driven insights, and sustainable ROI.

Partnership Categories

Sustainable Partner



Delight Partner



Retail Partner



Technology Partner



Mobility & Travel Partner



Financial Partner



Communication Partner



Commerce Partner



Your Integration Opportunities

1. Branding & Visibility

- Admission tickets
- Goodie bags
- Lanyards
- Quickfinder
- Water bottles



2. On-site Presence

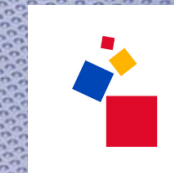
- Custom space (indoor/outdoor)
- Stage branding
- Networking integration
- Business Club branding
- Special area branding



3. Communication & Integration

- Title & logo rights
- Social media & PR integration
- Expert talks & panels
- Content & partner integration
- Lead management tool





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Sounds interesting?

Do you have your own ideas?

Let's create the right partnering package together.

Sarah Mahdy

Phone +49 69 75 75-59 11

sarahmahdy@messefrankfurt.com

Messe Frankfurt Ambiente
Messe Frankfurt Exhibition GmbH
P.O. Box 15 02 10
60062 Frankfurt am Main
Phone +49 69 75 75-0
ambiente@messefrankfurt.com

messe frankfurt