

THE FAIR FOR
LIVING DREAMS
TO EXPLORE & BUY




✓
Plan with zero
cost obligation!
**Become a 2021
exhibitor now!**



Southern Germany's largest fair for living & furnishing

01. - 05.12.2021 Fairground Munich

www.heim-handwerk.de

  #heimhandwerk2021

SOUTHERN GERMANY'S LARGEST FAIR FOR LIVING & FURNISHING



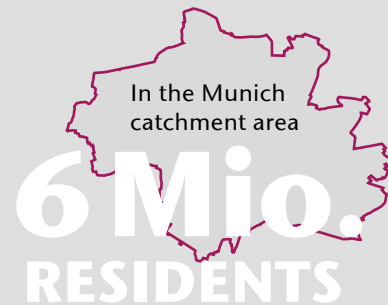
Living dreams to explore and buy.

Showcase your range of products and services to the Munich Metropolitan Region at **Heim+Handwerk**. Whether it be for small manufacturers or big brands, living and lifestyle or construction, modernisation and renovation - at **Heim+Handwerk**, the professionals of the industry come together in one place five days a year for the end consumer.

The addition of **FOOD & LIFE**, Germany's largest venue for food, drink and enjoyment, makes the experience at our trade fair even more attractive for the public.

Each year, visitors from Munich and the surrounding area with high purchasing power look forward to our trade fair duo just in time for the start of the Advent and the Christmas season.

BECOME AN EXHIBITOR AT HEIM+HANDWERK 2021



from one of the most booming economic regions of Europe - the Munich metropolitan region.



Perfect Timing

Heim+Handwerk and FOOD & LIFE

which both take place at the same time, attract visitors for Christmas shopping with its well-known wide range of offerings



FIVE HALLS
55.000 m²
exhibition space



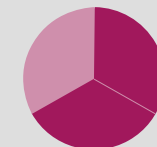
recommend
Heim+Handwerk
to others



Here, you're at the right place

Visitors of **Heim+Handwerk** spend an average of **EUR 380** at the fair.

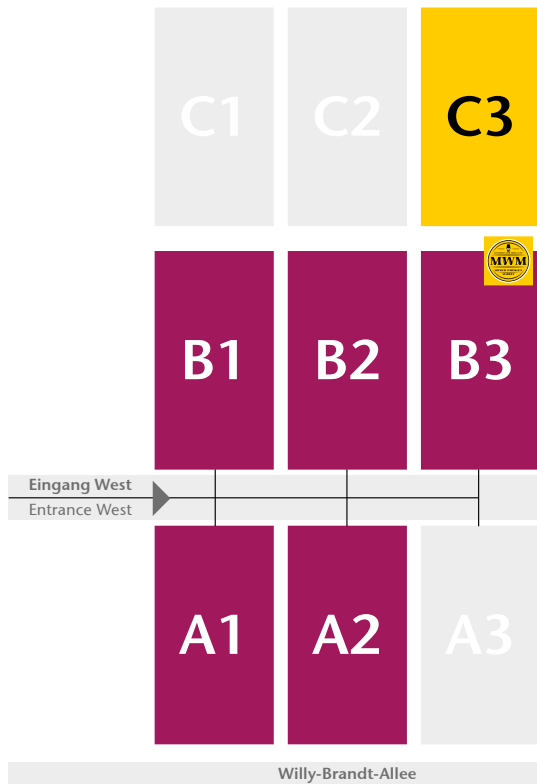
One third of visitors are inspired and informed by the diversity of **HEIM+HANDWERK**.



Another third appreciates quality and tradition, craftsmanship and regional products at our fair.

All results are derived from the online visitor survey from the last Heim+Handwerk 2019 and the data collection of the 2019 visitor registration by GHM Gesellschaft für Handwerksmessen mbH, as well as the independent exhibitor survey 2018 by Gelszus Messe-Marktforschung GmbH.

OVERVIEW



Fairground Munich

- Heim+Handwerk
01. - 05.12.2021
- FOOD & LIFE
Where gourmets meet
01. - 05.12.2021
- MWM
Munich Whisk(e)y Market 04./05.12.2021

B1

CONSTRUCTION, MODERNISATION & RENOVATION

- Interior design
- Smart Living
- Heating and building technology



B2

OUTDOOR & GARDENING

- Balconies, terraces, winter gardens
- Sauna, swimming pools
- Tiny Houses
- Garden equipment



B3

KITCHEN CULTURE & FOOD

- Kitchen appliances & gadgets
- From designer kitchens right up to carpenter-manufactured kitchens
- Household appliances
- Single kitchen furniture
- "Men's stuff!"
- Munich Whisk(e)y Market



A1

ARTS AND CRAFTS & LIFESTYLE

- Decor
- Handicraft
- Textile & accessories
- "Christmas magic"
- Start-ups
- Manufactures



A2

HOME & FURNISHINGS

- Lighting
- Living room furniture
- Bedroom furniture



Are you a sustainable business? Do you offer a sustainable product range? With our "Nachhaltig.Gut" label you will presenting this to the Heim+Handwerk audience at a glance.

BE THERE FROM 01. - 05.12.2021

- + Free online ticket vouchers for your customers, whether B2C or B2B
- + Profitable opportunities with the FOOD & LIFE, Germany's largest venue for food, drink and enjoyment, as well as the Internationale Handwerksmesse 2022 with «Handwerk & Design» and Garten München (09. - 13.03.2022)
- + Attractive packages and services for your individual trade fair presence
- + Extensive media coverage for Heim+Handwerk through strong partners



YOUR PLANNING SECURITY IS IMPORTANT TO US!

- ✓ Your registration for Heim+Handwerk is initially non-binding!
- ✓ Your participation invoice will only fall due for payment after approval in October 2021
- ✓ If the trade fair is cancelled, we will definitely refund 100% of your paid space costs.

You can always find this and other important information at heim-handwerk.de.

YOUR STAND REGISTRATION IS NOW DIGITAL!

From the stand and co-exhibitor registration, the retrieval of your placement and approval, right up to the booking of all services: Our new Exhibitor Portal shows you all of the options and conditions. The interactive checklist helps you with the optimal planning of your trade fair presence.

heim-handwerk.de/apply



TAKE ADVANTAGE OF ALL OF THE SYNERGIES NOW ...

... and become an exhibitor at the Internationale Handwerksmesse with «Handwerk & Design» and Garten München!

The Internationale Handwerksmesse with «Handwerk & Design» and Garten München will take place from 09. - 13.03.2022 and will offer a world of handcraft at one location. Also use this fantastic stage for your services, whether it is about the subjects of "construction, modernisation and renovation", "handicraft and artistic design" or "outdoor and garden".

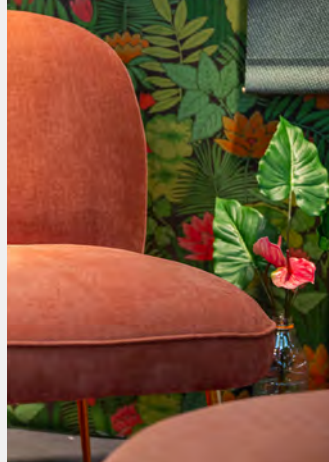
Just like the Heim+Handwerk and FOOD & LIFE trade fair duo, the Internationale Handwerksmesse with «Handwerk & Design» and Garten München also attract a widely diversified audience with high purchasing power, as well as many visitors with a direct intention to purchase!

WE ARE HERE FOR YOU

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**SECURE YOUR
INDIVIDUAL OFFER**
as an exhibitor, partner
or sponsor! Find out more
now and register:
www.heim-handwerk.de



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