

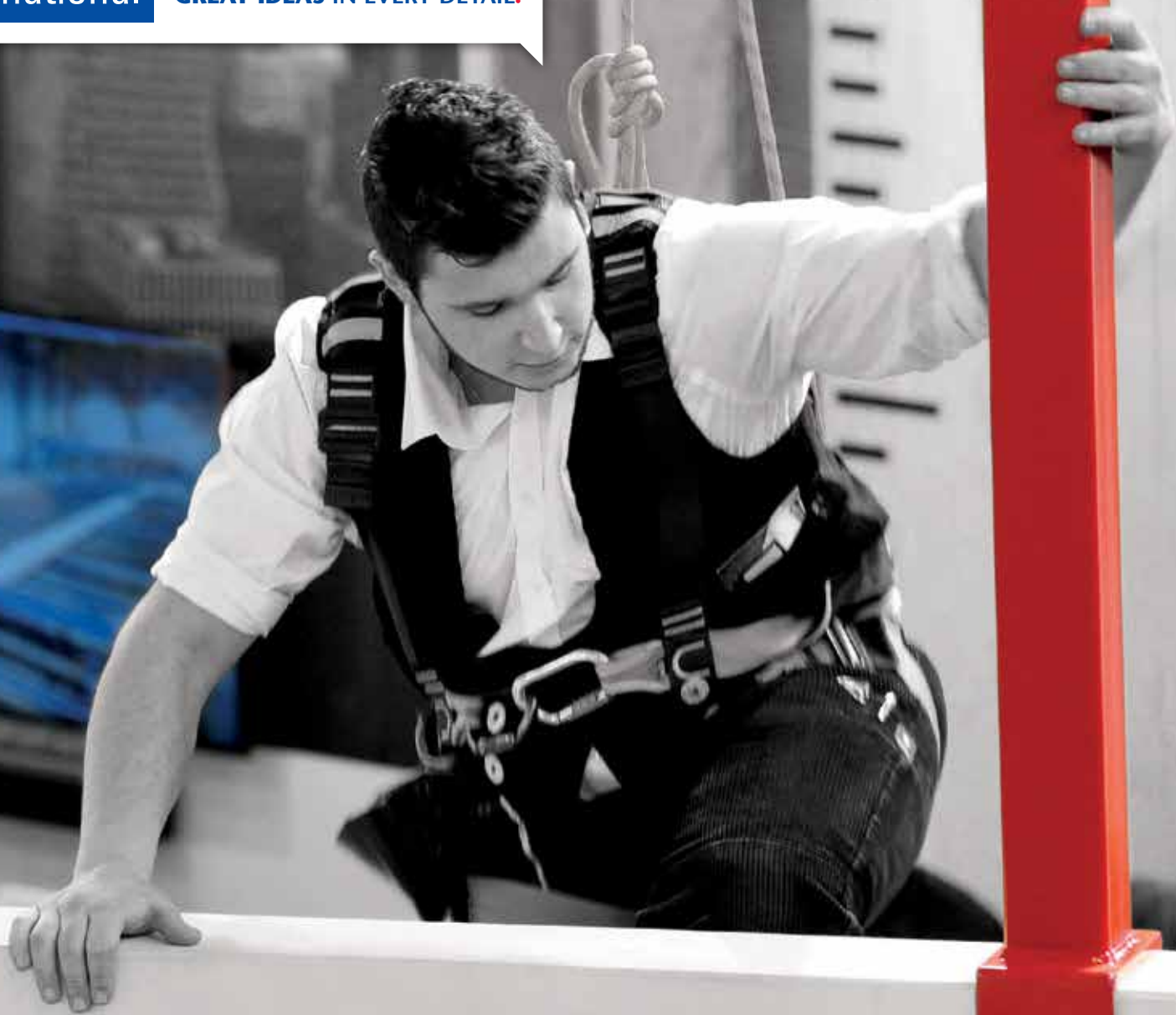


COLOGNE EXHIBITION CENTRE
20. – 23.02.2018

Tuesday – Friday

THE TRADE FAIR FOR TIMBER CONSTRUCTION, WORKS, ROOF AND WALL

GREAT IDEAS IN EVERY DETAIL.



OUR FAIR. OUR STRENGTH.

Information for your trade fair success



Central Association of German
Roofing Contractors (ZVDH)



Association of German Master Carpenters in
the German Construction Confederation



Your Fair Partner



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BE THERE + ENJOY SUCCESS

We believe in saying things the way they are: the DACH+HOLZ International fair is **unique**. It's unique because it focuses on what really matters. This is where you obtain the information and meet the people that really mean something to your business.

It's also unique because it's authentic. Rather than merely being there and being seen, DACH+HOLZ International is about **communication between professionals** and about sound expertise. In short, everything here revolves around the **key areas of planning and building**, and the necessary **industry partners**.

Another of the fair's major strengths is its **international focus**. This expands your target group and allows you to tap **additional sales markets**.

Once again in 2018, the entire roof and timber construction industry will be strongly represented at DACH+HOLZ International in Cologne. **Carpenters, plumbers, roofers and the architects' and real estate industries** use the fair as a successful information platform.

Make the most of this opportunity to showcase your services and product innovations, and expand your network – in good time for the start of the construction season. **DACH+HOLZ International 2018 is your fair!**

We look forward to seeing you there!

The DACH+HOLZ International Project Team

REGISTER NOW
and demonstrate your strength
with others!
www.dach-holz.com/application

**➤ AN EXPERIENCED TEAM
OFFERING EXPERT ADVICE:**

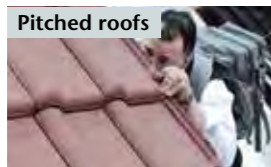
As usual, we see to it that you can focus on what really matters: your success at the fair!



Stefan Frank (Project Coordinator), Birgit Ewinger (Project Coordinator), Robert Schuster (Project Manager) (left to right)

DISCOVER A LOT + AND GAIN IN-DEPTH KNOWLEDGE

DACH+HOLZ International will once again stand out thanks to the **variety of the skilled trades represented**. Whether it's new techniques or construction materials, special tools or entire systems, as an exhibitor you will find your audience and as a trade visitor you will find the right contacts here.



- › Roof tiles and shaped tiles
- › Fibre cement slates and fittings
- › Natural slate
- › Roof accessory parts



- › Bitumen and polymer bituminous sheeting
- › Plastic sheeting
- › Plastic and elastomer coatings



- › Natural slates
- › Fibre cement slates
- › Clay panels
- › Plastic sheets



- › Wood-based materials
- › Wood construction systems
- › Timber engineering
- › Timber-frame construction



- › Wood and materials processing machines
- › Joinery machines



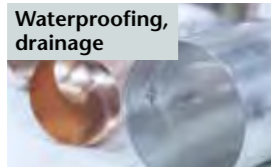
- › Sheets/plates
- › Metal strip



- › Solar thermal energy
- › Photovoltaics
- › Energy roofs and façades



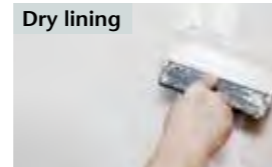
- › Thermal insulation
- › Sloping insulation
- › Sound insulation



- › Waterproofing sheets
- › Sealing profiles
- › Exterior drainage
- › Drainage and gutter systems



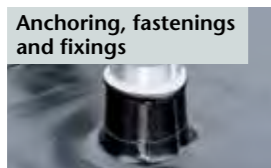
- › Roof windows
- › Light domes and mounting frames
- › Dormers



- › Sheet construction material
- › Sub-structures
- › Plaster work



- › Filter fleece
- › Protection mats
- › Plant substrates



- › Nails, screw nails and panel pins



- › Bending and edging machines



- › Hand tools
- › Electrical equipment



- › Ladders and scaffolding
- › Hoists, stackers and chutes



- › Workwear, protective clothing



- › Calculation software
- › Joining software
- › Construction software/CAD

KNOW THE NUMBERS + USE THEM

The facts speak for themselves: DACH+HOLZ International meets **the exhibitors' and the visitors' wishes** to their complete satisfaction.

What the fair has going for it:

- › **360° array of services:** The experts and trade visitors agree that no other trade fair covers the **full spectrum relating to building envelopes** as comprehensively as DACH+HOLZ International.
- › **An audience with expertise:** Professionals meet professionals, decision makers meet decision makers. As an exhibitor, you will encounter just the right target group here – **plumbers, roofers and carpenters** and also **architects, building contractors, planners** and representatives of the **housing industry**.
- › **Top-class knowledge exchange:** Specialists meet at the many forums offering a wide array of **contact opportunities**, for networking and exchange which are guaranteed to be both relevant and knowledgeable.
- › **Getting in there at the right time:** The period just before the main construction season gets under way is the perfect time for an extended trade fair attendance and successful customer acquisition. This is when your target group is looking to discover innovations and discuss matters, and you can offer precisely the services and expertise they are looking for. This is the key to **customer acquisition and customer retention!**
- › **Guaranteed support:** As an association fair, DACH+HOLZ International benefits from cooperation with two key trade associations – the Central Association of the German Roofing Trade (ZVDH) and Holzbau Deutschland, Germany's association for master carpenters. The result is **greater size and greater success**.
- › **The fair generates revenue:** The fair delivers long-term success – **85% of all the exhibitors** in 2016 rate their post-fair business as **very positive!**

JUST THE RIGHT
TARGET GROUPS



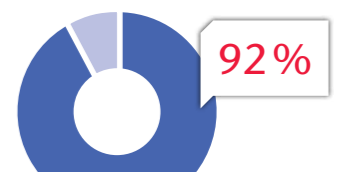
95% of the exhibitors in 2016 say: 'We reach our target group here.'

TOP STRATEGIC RELEVANCE



The majority of exhibitors in 2016 confirm that DACH+HOLZ International is indispensable for marketing and sales!

STRONG INTEREST IN
THE NEXT FAIR



Most of the exhibitors in 2016 already say they will definitely be returning in 2018.

ON A GROSS FLOOR AREA OF **71,000** SQUARE METRES, DACH+HOLZ INTERNATIONAL OFFERS SPACE FOR **550** EXHIBITORS, **102** OF WHICH ARE INTERNATIONAL EXHIBITORS FROM **22** COUNTRIES.

FOSTER CONTACTS + MEET THE RIGHT PEOPLE

DACH+HOLZ International impresses with its **broad-based focus**: not only are roofers, carpenters and plumbers represented as skilled trades – the fair is also attended by decision makers from the fields of architecture and planning, as well as trade and the construction and housing industries. This is where **specialist demand** meets **expert service providers** – the ideal situation for shared success.



REGIONAL STRENGTH COMBINED WITH INTER-NATIONAL INVOLVEMENT

Global service providers are just as likely to find their target audience at DACH+HOLZ International as experts with a regional focus. The focus is increasingly shifting to the rest of Europe outside of Germany, in terms both of exhibitors and trade visitors, resulting in new networks and new business. The 2018 fair in Cologne is therefore a **MUST for the entire industry**.



THE VISITORS WHO WERE MOST STRONGLY REPRESENTED IN 2016:



*Not including Germany

OPERATE GLOBALLY + GROW

What makes DACH+HOLZ International stand out is its special mix: this is where **the industry's global market leaders** meet, **standards are set** and **international networks are established**. At the same time, the fair traditionally maintains close and personal ties with its customers, remains grounded and offers each and every exhibitor their own platform. This strength is also reflected in the many **opinions and statements given by exhibitors and visitors**:



- BENCHMARK FOR THE FINANCIAL YEAR
- MODERN AND INNOVATIVE
- INTERNATIONAL
- CONCENTRATED MARKET LEADER REPRESENTATION
- SUSTAINABLE
- EXPERIENCE PRODUCTS
- CLOSE TO THE CUSTOMERS
- TRADITIONAL AND GROUNDED

ACQUIRE EXPERTISE + SHARE IT



Once again in 2018, DACH+HOLZ International will feature an array of attractive supporting events. **Every skilled trade** will find **forums, presentations** and **special shows** specific to its needs, offering knowledge exchange and networking in one.

SPECIALIST CONGRESS FOR ARCHITECTS AND PLANNERS

Taking place for the sixth time, this congress features **well-known speakers** who give the visitors an expert overview and a look ahead.



DACH+HOLZ FORUM

This is where plumbers, roofers, carpenters, architects and planners can find **practical comprehensive information** on hot topics such as **digitisation in the craft trades** and **drones** and also **industrial health and safety, product innovations** and **future prospects**.

LIVING WORKSHOPS

SPECIAL PLUMBING TRADE SHOW

A practical **'live workshop'** with interesting product presentations. The diversity of the plumbing trade is showcased here, with everything from modern to traditional processing steps which are also used in restoration.



SPECIAL ROOF GREENING SHOW

A **live demonstration** of skilled roof greening, with the best concepts and solutions being presented.



PUBLIC TRAINING OF NATIONAL TEAMS

The world and European championships of the skilled trades represented at the fair are coming up – a real **crowd puller!** The next generation of skilled tradespeople train here under **competition conditions**, for example planning and producing an entire roof truss construction.



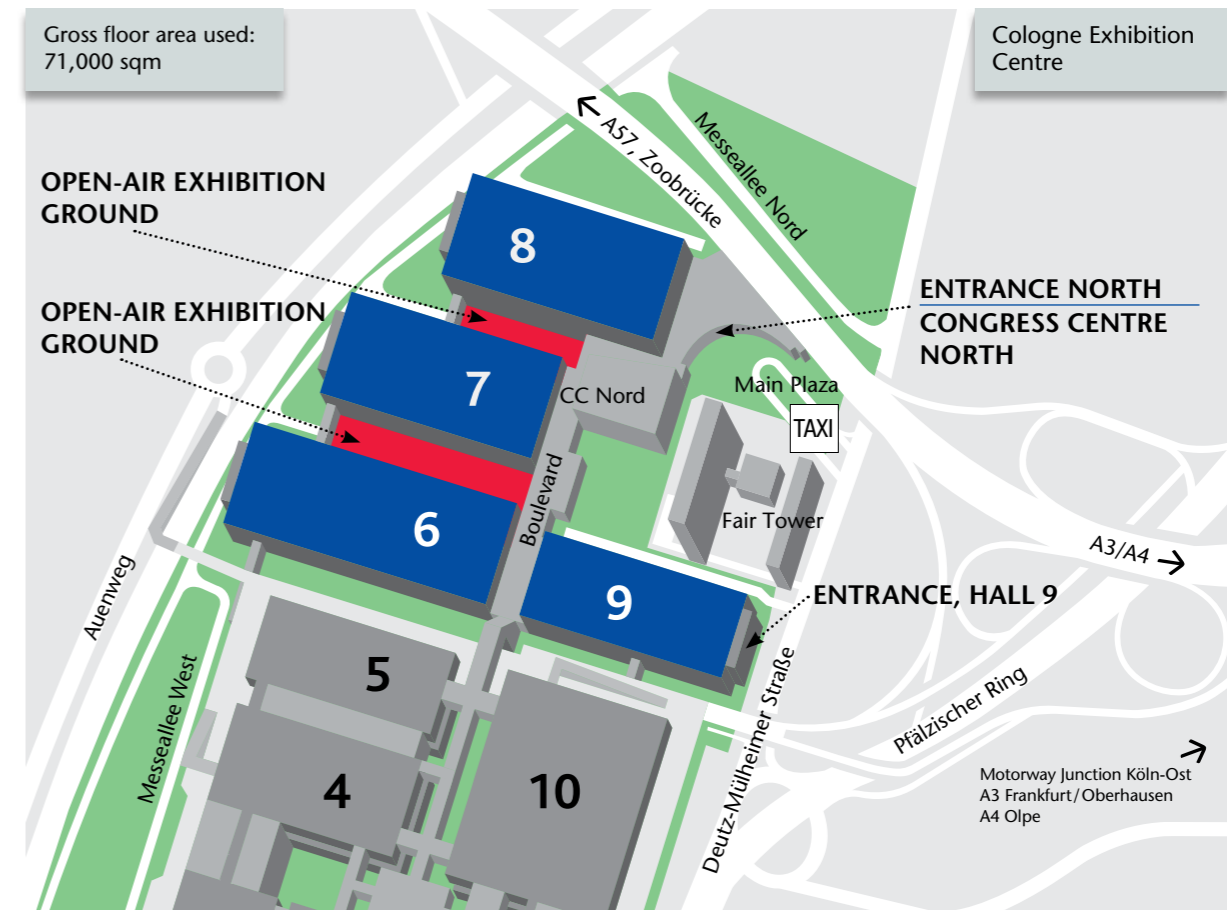
OUR FAIR. OUR STRENGTH.

Experience the **'International Welcome'** of the exhibitors and associations on the evening of the first day of the fair. Informal, unifying and informative – the perfect start to your 2018 trade fair attendance.

SAVE THE DATE!

GET THERE + BE SEEN

Cologne makes things easy for you, as the exhibition centre is quick and easy to get to: the Köln Messe/Deutz station for high-speed trains is right beside the exhibition centre. The station also offers direct **rail connections** to **Cologne Bonn Airport**. In addition, there are plenty of parking spaces and shuttle bus services for those coming by **car**.



BOOK + DO BUSINESS

You contribute your impressive products, innovations and concentrated expertise while we see to it that you can **showcase yourself optimally** and make your trade fair attendance a success:

As usual, there are **two booking options** for taking part in DACH+HOLZ International 2018 in Cologne. There are also various **marketing services** designed to attract attention and encourage people to visit the fair.

BOOKING OPTIONS

Option 1: Individual stand

You have a lot of ideas and wishes, we offer all sorts of realisation options. If you register now, you can benefit from numerous options regarding your stand location.

Option 2: All-inclusive stand

Fully organised for you and therefore highly convenient as you simply bring your exhibits to the fair, while we see to everything else. We sort out your stand, including setting it up and offering numerous additional services.

MARKETING AND SERVICES

A trade fair is only as good as the preparation ahead of it. We therefore do everything we can to continuously boost the profile of DACH+HOLZ International with numerous advertising, PR and marketing activities.

- **Advertising:** Billboards, print and online ads, and other online measures (e.g. social media or special app services)
- **Dialogue measures:** 1:1 target group contacts by means of postal and e-mailings
- **PR measures:** Regular press reports in relevant trade media
- **International marketing:** Visitor acquisition through approximately 80 offices abroad and leading international trade associations
- **Digital lead management:** Innovative scan technology to efficiently log and evaluate your specific visitor data
- **Services and information at the fair:** Online registration and target group-specific visitor brochures and trade fair guide.

INDIVIDUAL STAND PRICES:

Row stand	169.00 €/sqm
Corner stand	184.00 €/sqm
End stand	190.00 €/sqm
Island stand	197.00 €/sqm
Open-air exhibition ground	99.00 €/sqm

ALL-INCLUSIVE STAND PRICES:

Row stand	269.00 €/sqm
Corner stand	284.00 €/sqm

All sums subject to statutory VAT, energy costs flat fee of 7.50 €/square metre, media flat fee of 289.00 € and fee for the Association of the German Trade Fair Industry (AUMA) of 0.60 €/square metre

OUR SERVICE FOR YOU

- Personal contact
- Clarification of your wishes and needs
- Detailed advice and every planning stage
- No-obligation stand location offers
- Personal ground visit



SEEK INSPIRATION + PLAN YOUR SUCCESS

Interested in a sneak preview of the upcoming trade fair experience in Cologne? Then check out these videos!



YouTube

At www.dach-holz.com/videos and on our **YouTube** page, you will find inspirational impressions of the latest fair, DACH+HOLZ International 2016, giving you a good overview of the stimulating atmosphere and everything that goes on at the fair.

Take a look, prepare to be impressed and sign up for DACH+HOLZ International 2018 in Cologne without delay!

RATIONAL AND EMOTIVE: 2016 FACTS AND FIGURES

To back up the good feeling you have, we have convincing and independent success figures relating to the fair, which speak for themselves. Simply send a brief e-mail to dachholz@ghm.de requesting our facts and figures presentation. Alternatively, you can simply download it at www.dach-holz.com/downloads.

THE BENEFITS FOR YOU AT A GLANCE.

International industry get-together · Top contacts with no waste coverage · Expert cutting-edge supporting programme · Compact trade fair planning · Trade visitor registration · Free service extras · Convenient trade fair management via the online service centre · Feedback regarding your visitor registrations · First-class assistance from the trade fair project team · Strong support from the industry associations · Global marketing

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www.dach-holz.com

The DACH+HOLZ International Project Team.

We are happy to advise you and are ready and waiting for your registration!



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**WE LOOK FORWARD TO
SEEING YOU IN COLOGNE!**



Your Fair Partner

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REGISTER NOW AND SECURE THE BENEFITS!

Sign up now to secure a top stand location in Cologne: www.dach-holz.com/application. Or request the registration documents by e-mail: dachholz@ghm.de.



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Roofing Contractors (ZVDH)



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Certified by