



FARBE, AUSBAU & FASSADE

Europe's trade fair for
facade design & interior architecture

**SPACE
FOR THE
NEW!**

**INFORMATION FOR
YOUR TRADE FAIR SUCCESS**

02 – 05 MARCH 2016
MUNICH EXHIBITION CENTER
www.faf-messe.com





INTRODUCTION	3
SPECIALIST AREAS	4
FACTS & FIGURES	5
VISITOR PROFILE	6
CATCHMENT AREA	7
SUPPORTING PROGRAMME	8
EXHIBITION CENTRE	9
SERVICES	10
THE MUNICH LOCATION	11



FKM-certified: Trust is good—verification is better! That is why we are happy to submit to independent examination by the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). You can count on our statistics and reports—they are a trustworthy basis for your decision to participate in future trade fairs.



Bundesverband
Farbe Gestaltung
Bautenschutz

**BUNDESVERBAND
AUSBAU UND FASSADE**
im Zentralverband des Deutschen Baugewerbes



Joining forces to generate more success: As strong partners, the two carrier associations support FAF with know-how and valuable input.

YOUR ROOM FOR MORE SUCCESS

Future needs development—with this claim, the FARBE – Ausbau & Fassade is moving ahead with great strides.

Under the slogan **SPACE FOR THE NEW!** the trade show name has been changed to **FAF – Farbe, Ausbau & Fassade**, thereby illustrating the equivalence of all trades. The subheading “**Europe’s trade fair for facade design & interior architecture**” underscores **the leadership role as the industry’s key trade fair** with growing international impact. Not least, **the completely revised look & feel** gives the **FAF** a contemporary image.

From now on, the GHM Gesellschaft für Handwerksmessen **will be the sole organizer for the shows in Munich and Cologne**. This new constellation ensures greater planning certainty and a tighter focus on success.

Experience the positive effects of this development “live and in colour” **from 02–05 March 2016 in Munich**: All trades will be represented here in a unique breadth and depth. This is where you will meet your customer target audience—**from painters and varnishers through plasterers, interior decorators and designers, floor layers and architects up to experts from the real estate sector**. They all appreciate the dynamic nature of **FAF** with its specifically interactive hands-on approach.

Take advantage of **your own personal space for the new at FAF 2016** and show your innovations to a savvy audience of trade professionals.

We are looking forward to seeing you in Munich!

Your **FAF 2016** Exhibition Team

Register now
and secure your space
for the new!

OUR TEAM AT YOUR SIDE:

Our dedicated exhibition team is highly experienced in the organization of construction trade fairs—and it has repeatedly staged the FARBE show successfully in the past. This gives you the guarantee of trade-fair support the way it should be: totally professional, always tailored to your needs and from now on also long-term beyond the next **FAF in 2016**.



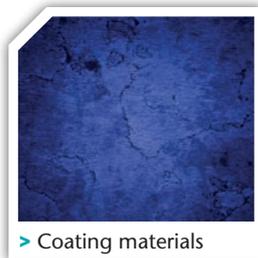
Mirjam Scherer (Project Assistant), Stefan Frank (Project Coordinator), Birgit Ewinger (Project Coordinator), Robert Schuster (Project Manager)
(left to right)

WIDE PRODUCT RANGE FOR A PRECISION LANDING

The FAF matches each trade visitor's needs with precisely the right offering and provides each exhibitor, from manufacturer to retailer, with the ideal environment for a successful trade-fair participation. A concept that ensures maximum accuracy in meeting the right contacts.



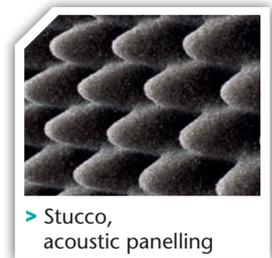
> Paints and lacquers



> Coating materials



> Plaster and rendering systems



> Stucco, acoustic panelling



> Dry construction and dry-walling systems



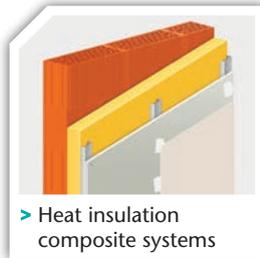
> Ceiling, wall and floor coverings
> Industrial flooring, parquet, laminate



> Fire protection



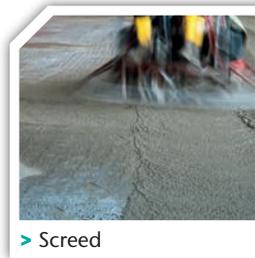
> Wallpaper, covering fabrics, decoration



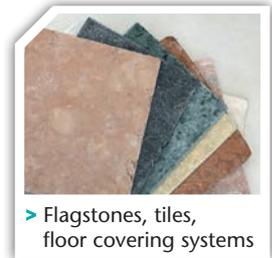
> Heat insulation composite systems



> Ecological construction materials



> Screed



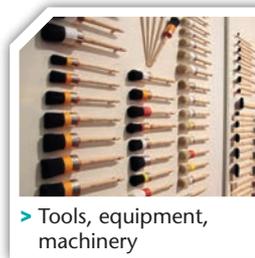
> Flagstones, tiles, floor covering systems



> Plaster and cement materials



> Restoration and refurbishment
> Historic building/monument preservation



> Tools, equipment, machinery



> Paint spraying equipment and systems



> Glues, adhesives and auxiliaries



> Ladders, scaffolding, work safety



> IT, trade media, lettering/signage, gold-plating



> Workwear

YOUR BENEFITS FOR BEST RESULTS

- > **Space for the new and room for everything:** The entire range of crafts and trades, gathered in unique depth on a single platform, impressively reflecting the strength of the industry. This diversity will once again be a convincing magnet for a professional audience and experts also in 2016.
- > **Qualified contacts:** Concentrated expertise for promising contacts—the FAF is the ideal arena for meeting your relevant target audience and decision makers, from painters to interior designers, from **trade and industry** as well as **(interior) architects, planners and property developers**.
- > **Innovations with “show effect”:** The FAF fascinates with its numerous **“live workshops”** and **interactive, practical application demonstrations**. Take advantage of this opportunity to enthral your audience and demonstrate how to use your products and processing technologies live on your exhibition stand. There is no better way to convince potential customers of your offering!
- > **At eye-level with the future:** “Green issues” relating to **energy-efficient building** are among the topics which raise the highest visitor interest at FAF.
- > **All good things come in threes:** The 3-year rotation, with alternate shows in Munich and Cologne, has proved to be an optimal trade-fair cycle. This time span gives exhibitors the necessary incubation time to show presence with mature product developments, convince existing customers of their innovative capacity, and persuasively score with new contacts.
- > **With best support guarantee:** Our project team can not only draw on its **extensive construction trade show know-how**, but also build on previous FARBE show organization experience. This gives you the certainty that you will receive the best, most reliable support and “competence with belt and braces.”
- > **Visitor recruitment times two:** Both major trade associations promote FAF with their valuable contacts and advertise directly through their associated guilds and accredited specialist bodies.

IN GOOD COMPANY

Around 450 EXHIBITORS from more than 20 countries are expected to participate in FAF 2016.





INDUSTRY GATHERING FOR BUSINESS INSIDERS

ONE TRADE FAIR, ALL POSSIBILITIES

The FAF is the perfect place to

- > present your product range to a highly interested audience
- > establish contact with the right decision-makers
- > maintain customer relations and existing business networks
- > lay the foundations for business with new customers
- > meet with experts and industry peer groups for an in-depth exchange.

FAF VISITOR TARGET GROUPS

No matter which contacts you have in your sights to build your success, at FAF you will meet **interested business partners from a multitude of relevant specialist sectors**. They all use the trade fair to obtain comprehensive, up-to-date information and immerse themselves in a world full of innovations and intensive networking opportunities.

> Qualified professionals from the skilled crafts & trades

- Painters, varnishers
- Stucco plasterers
- Builders
- Interior decorators
- Floor tilers and parquet layers
- Floor layers
- Body makers
- Spray painters
- Gilders
- Screed layers
- Scaffolders
- Dry wallers
- Plasterers
- Restoration specialists

> Retail/Wholesale

- > Industry
- > Architects
- > Trade planners
- > Interior designers
- > Real estate specialists

CONTACT OPPORTUNITIES AS FAR AS THE EYE CAN SEE

50,000
visitors are expected in Munich in 2016

GATHERING OF EXPERTS AND PROFESSIONALS

96%
are trade visitors

ATTENDING WITH A DECISION IN MIND

80%
of the trade-fair audience are experts at decision-maker level

TALKING SHOP AT THE HIGHEST LEVEL

59%
of visitors are from the skilled trades sector

NEW MARKETS FOR MORE OPPORTUNITIES

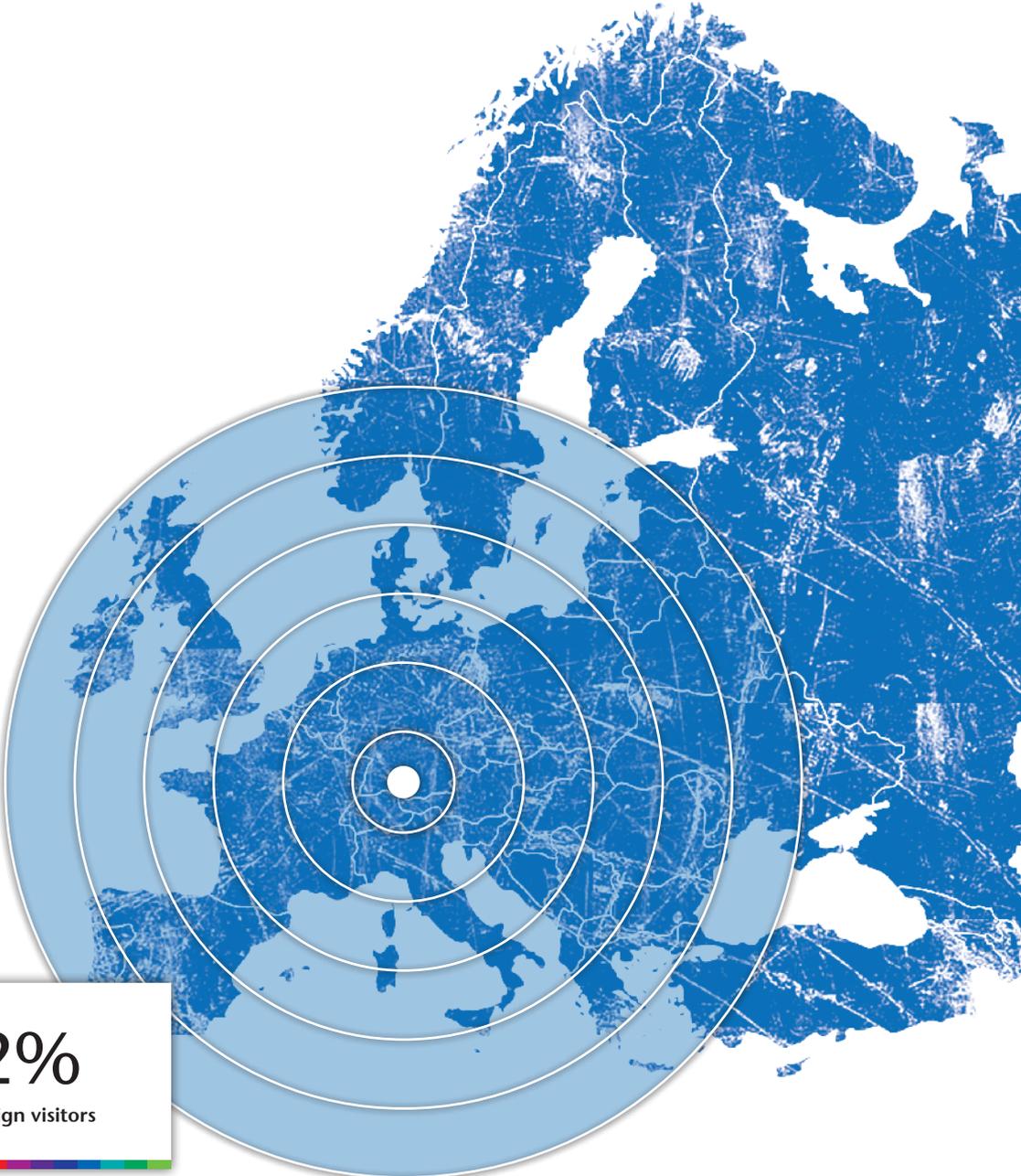
The success of FAF is rippling outwards with an ever-growing radius: **Experts from other EU-countries** have long since discovered the trade fair as a **sector highlight**.

With its sustainably strategic orientation, the **FAF will continue to steer its growth course** and clearly expand and consolidate its **leading position throughout Europe**. This will open up even **more business opportunities in your target markets** in future.

Top 7 visitor countries*

Austria
Switzerland
Italy
Czech Republic
Poland
France
Benelux

* without Germany



12%

are foreign visitors



TOP TOPICS FOR CUTTING-EDGE KNOW-HOW

Gathering new information, expanding knowledge and exchanging ideas with other industry experts—at FAF, the **transfer of know-how** is a big issue. Get a taste of the inspirational atmosphere and **take advantage of the open industry dialogue** for your personal competency update.

At the centre of the FAF 2016 supporting programme are two exciting modules:

BUILDING DESIGN CONGRESS FOR INTERIOR ARCHITECTS

Renowned experts examine the different **aspects and trends of creative and structural interior design**. The FAF thus provides the appropriate platform for a qualified exchange between the growing visitor target group from the architecture and construction industry sector. And all exhibitors the opportunity to meet face to face with this interesting professional audience.

FAF FORUM

Participants enjoy numerous technical lectures and keynote presentations about topics that are currently moving the industry community and will continue to gain importance in future: **thermal efficiency, remediation, renovation and modernization as well as “healthy living”** are just some of the main themes which will be dealt with in depth.

A **special feature** is that the forum area is located right inside the trade show, making it a vibrant, busy and practice-oriented know-how hub.

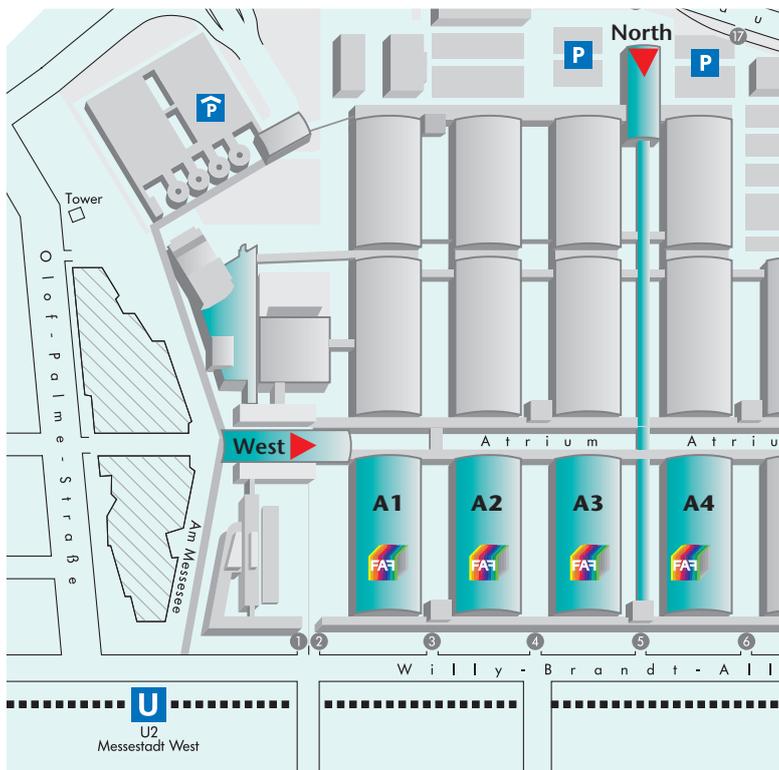
SHOW WHAT YOU HAVE TO OFFER: YOUR PARTICIPATION OPTIONS & ADVANTAGES

- > **Showing expertise live:** The FAF supporting events programme offers you a wide range of options to demonstrate your competency.
- > **Reaching new target groups:** **Actively participating in the forums** is a particularly good vehicle for developing new customer potential.
- > It enables exhibitors, e.g. from the flooring sector, to reach the **well-represented target group of painters**, who are playing an increasingly important role as processors and users with respect to industrial floors and screed.
- > But also **interior designers, planners and architects** will benefit. The “flooring” sector is the gateway to the **full range of interior design possibilities**, including wall and ceiling coverings.

We will be happy to advise you on your individual options—best to enquire early!

BEST LOCATION FOR AMBITIOUS TARGETS

The exhibition centre's **ideal transport links** score high with exhibitors and visitors alike: the underground line takes you from the city centre directly to the exhibition venue in no time; the excellent motorway infrastructure leads visitors from all directions straight to the FAF. Also the airport is only a short journey by public transport or by car.



Four modern exhibition halls provide you with ample room to create your own, ideal stage for innovations.





EXPLOITING OPPORTUNITIES FOR A PROFITABLE TRADE-FAIR APPEARANCE

Make sure you are in the right place at the right time: secure your space for the new at **FAF 2016!** This is your best opportunity to impress existing and potential customers with your innovative capabilities. To support you in this endeavour, we have **various participation options and a wide range of services** in store for you:

YOUR STAND OPTIONS

Individual exhibition stand

You have the ideas—we can deliver: Your creative and precision planning options for your trade-fair appearance are unlimited.

All-inclusive stand

Easy, comfortable and complete—with our all-inclusive offer you can relax during stand set-up and tend to your pre-show business instead. All you have to do is take your exhibits to the fair, we take care of everything else for you.

PARTICIPATION RATES:*

Row stand	€ 148/m ²
Corner stand	€ 158/m ²
End stand	€ 168/m ²
Island stand	€ 173/m ²

Floor space without structures

ALL-INCLUSIVE STAND PRICES:*

Row stand	€ 248/m ²
Corner stand	€ 258/m ²

Floor space incl. structures

SECURING YOUR OPTIMAL PLACEMENT PROPOSAL EARLY!

The sooner you register, the better we can accommodate your needs and wishes.

Extra service:

TOUR OF THE EXHIBITION FACILITIES

In **March 2015** we are planning tours through the exhibition centre for you and especially through the **FAF 2016** expo halls. This gives you a first-hand impression of the trade fair venue and helps you plan your placement even better. **We will inform you about the specific dates in good time.**

MARKETING & SUPPORT SERVICES

A powerful package of marketing & PR activities for your trade-fair success:

- > **Promotional activities:** billboard & banner advertising, print and online ads, as well as other online activities (e. g. social media or special app offerings)
- > **Dialog activities:** 1:1 target group contacts via direct mailings by post and e-mail
- > **Public relations:** regular press reports in relevant trade media
- > **Trade show catalogue online:** availability of the **FAF 2016** trade show catalogue on the **FAF** website as a permanent reference guide
- > **International marketing:** visitor recruitment through our foreign representative offices and international trade associations
- > **Services and information offerings at the trade fair:** ticket vouchers and online registration as well as visitor brochures custom-tailored to individual industry target groups and exhibition guide
- > **Digital lead management:** innovative scanning technology to efficiently capture and evaluate your individual visitor data.

COSMOPOLITAN FLAIR FOR BUILDING CUSTOMER LOYALTY

It is and remains an absolute favourite among cities worldwide, drawing several million visitors from Germany and abroad each year. **Let yourself be inspired by the charm of this world city with a heart and take advantage of your FAF participation for a flying visit into this vibrant metropolis!** The greater Munich region captivates visitors with its special blend of **local flavour and urban flair**, offering a multitude of cultural, sports and recreation activities. According to the maxim “after the fair is right before the Alps,” you will find a host of possibilities for a well-deserved short break.

THINGS TO SEE WHEREVER YOU LOOK

Experience an abundance of world-class cultural attractions: be it the **Church of Our Lady** with its characteristic onion-shaped towers, **City Hall** with its famous carillon or the **legendary Hofbräuhaus**, the **spectacular Allianz Arena** or the **fascinating BMW World**—there are countless places waiting to be discovered.

MUNICH GIVES FLAVOUR TO YOUR VISIT

Discover the advantages of the **Munich metropolitan region** for yourself and enjoy the **Bavarian way of life** at its best after the trade fair closes!



© Ludmila Pilecka

The early bird gets the best space:

SECURING YOUR OPTIMAL PLACEMENT OFFER EARLY!

The sooner you register, the more likely we are to be able to offer you your preferred stand location.

Fair: No-risk registration! Once we receive your registration, we will send you a non-binding placement proposal. It is up to you to decide whether it suits you. Only then will your registration become effective!

OPENING HOURS:
Wednesday – Saturday
09:00 – 18:00

Your FAF 2016 Exhibition Team



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