



Shaping
the change

GO CREATE
THE TRENDS
OF TOMORROW



Shaping the future together

Online worldwide:

Pre-show
2–8 May 2023

Digital live event
15–16 May 2023

Live and in-person in Cologne
9–12 May 2023

Welcome at interzum @home 2023

The leading international trade fair for suppliers to the furniture and interior design industry has used the challenges of the last two years to develop the perfect event for you.

We're looking forward to welcoming you at our potential-packed hybrid event in 2023!

Your benefits:

Extend your **visibility** with the staggered three-part event:

- Create awareness with the interzum @home digital pre-show **from 2 to 8 May 2023**
- Experience the face-to-face exchanges you've been waiting so long for at the in-person event **in Cologne from 9 to 12 May 2023**
- Deepen your interaction with the global interzum community with the interzum @home digital live event on **15 and 16 May 2023**

Expand your **reach** through the combined digital and on-site event – generate **additional leads** and take advantage of the trade fair's flexibility: visitors can attend interzum @home as a **hybrid event or online only**. It's the ideal addition for strengthening your global presence!



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This year, we have an exciting offer for you: get set to fully harness the synergies between our on-site event and interzum @home as its digital extension. Whether you decide to make your trade fair participation hybrid or digital only, our new benefits are guaranteed to drive your business forward.

The digital pre-show phase from 2 to 8 May 2023 will help you to create interest, visibility and orientation for the in-person event. It also serves as a practical platform for making appointments on-site in Cologne. Here you benefit from the support of AI-powered matchmaking. The Product Stage at the pre-show gives you the opportunity to bring your products, innovations and services to participants' attention before interzum even opens in Cologne on 9 May.

In person at the event in Cologne from 9 to 12 May 2023, you will then enjoy all the familiar benefits of the leading international trade fair for suppliers to the furniture and interior design industry in face-to-face exchanges with your customers and other major industry players from across the globe.

On 15 and 16 May 2023, the action on interzum @home will really kick off when the digital live event is hosted.

Use these two days to present your innovative products and solutions to the global community. Participants will use interzum @home intensively, either to read up on what they saw during their visit to the trade fair in Cologne or as an opportunity to gather information about your offerings online.

But the event doesn't end there: From 17 May 2023, interzum @home will be available on demand. More reach is almost impossible!

As you can see, interzum @home 2023 has so much lined up for you. Be a part of it – we look forward to seeing you there!

Your benefits from interzum @home 2023

Digital extension
of the leading in-
ternational trade
fair for suppliers
to the furniture
and interior de-
sign industry

**Increase your
brand visibility**
with your own
company profile
on our platform

Reach **analogue**
and **digital target
groups** with your
presence on
interzum and
interzum @home

**Efficient
networking** with
AI-powered con-
tact and match-
ing suggestions

Goal-oriented
preparation for the
in-person event
and **post-show
follow-up**, fully fo-
cused on your trade
fair appearance

**Content high-
lights** present
your brand in the
right light both be-
fore the trade fair
and then on de-
mand afterwards

Provide valuable
orientation for
attractive cus-
tomers before the
in-person event
even opens

**Targeted
re-engagement**
with relevant
trade fair
contacts

Perfect **product
showcases** on
the interzum
@home Product
Stage

The best of
both worlds –
how to harness
our synergies

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The digital pre-show phase from 2 to 8 May 2023

- » Create digital awareness by presenting products in your Showroom or on the interzum @home Product Stage a week before interzum in Cologne even opens
- » Increase your reach by making contacts before the in-person days of the trade fair in Cologne. Plan your trade fair visit perfectly with the digital networking and appointment-booking tools
- » Keep an eye on your competitors and exciting innovations before the event

The in-person event in Cologne from 9 to 12 May 2023

- » Use the powerful appeal of interzum in May to present your company and products in the right light
- » Increase traffic at your trade fair stand with dynamic notifications and advertising
- » Generate more attention for your exhibition highlights with our Product Stage slots live at the event in Cologne

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The digital live event from 15 to 16 May 2023

- » Make contact with customers and prospects that you didn't reach during interzum in Cologne or use this phase to re-engage with your trade fair visitors
- » Present your products and innovations to a global audience digitally: in your Showroom or on the Product Stage
- » Easily host any appointments that you couldn't make during the in-person event via chat, video call or direct messaging
- » Establish further relevant contacts with our enhanced matchmaking feature

The digital post-show phase from 17 May 2023

- » Maintain your presence after your digital appearance on interzum @home and create lasting memories
- » Continue to leverage your trade fair network and benefit from your valuable time on interzum @home



Your appearance on interzum @home

We want you to be able to use interzum @home perfectly for your company. This is why, for the first time this year, we are offering three different packages that are tailored to your needs and objectives. Choose between the Product Package or the Content Package depending on your focus at interzum or opt for the exclusive Premium Package to secure all the benefits at once!

Whether you are a digital-only or hybrid exhibitor at the trade fair, with interzum @home, you're set to reach your business's full potential.

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Your choice of packages

Package 1 – Product

- » Company profile on the digital event platform **incl.**
- » 5 product presentations **incl.**
- » Networking **incl.**
- » Lead reporting **incl.**
- » Matchmaking **incl.**
- Participation price **€ 4,490***

Turn your products into real highlights

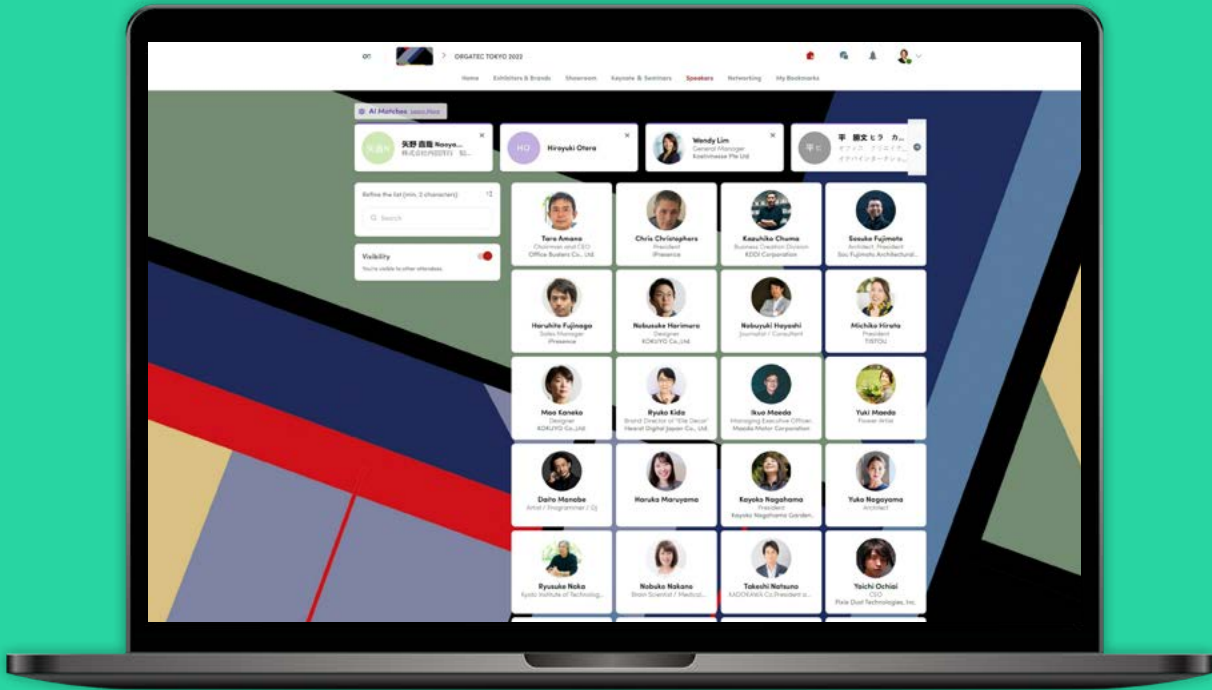
Package 2 – Content

- » Company profile on the digital event platform **incl.**
- » 3 product stage presentations (max. 20 min each, pre-recorded) **incl.**
- » Networking **incl.**
- » Lead reporting **incl.**
- » Matchmaking **incl.**
- Participation price **€ 6,990***

Convince customers with exciting content

20 % discount

for exhibitors at the on-site event in Cologne



Package 3 – Premium

» Company profile on the digital event platform	incl.
» Top placement in the list of exhibitors	incl.
» Unlimited number of product presentations	incl.
» 2 Product Stage presentations	incl.
» 1 “interzum presents” social media post (interzum channels on LinkedIn, Instagram and Facebook)	incl.
» 1 “interzum presents ...” feature in the interzum visitor newsletter	incl.
» Networking	incl.
» Lead reporting	incl.
» Matchmaking	incl.
<u>Participation price</u>	€ 9,990*

Benefit from
even more
reach and more
sales leads and
all the other
advantages of
interzum @home

20 % discount

for exhibitors at
the on-site event
in Cologne

*a: 20 % discount for exhibitors with a booking at the on-site event

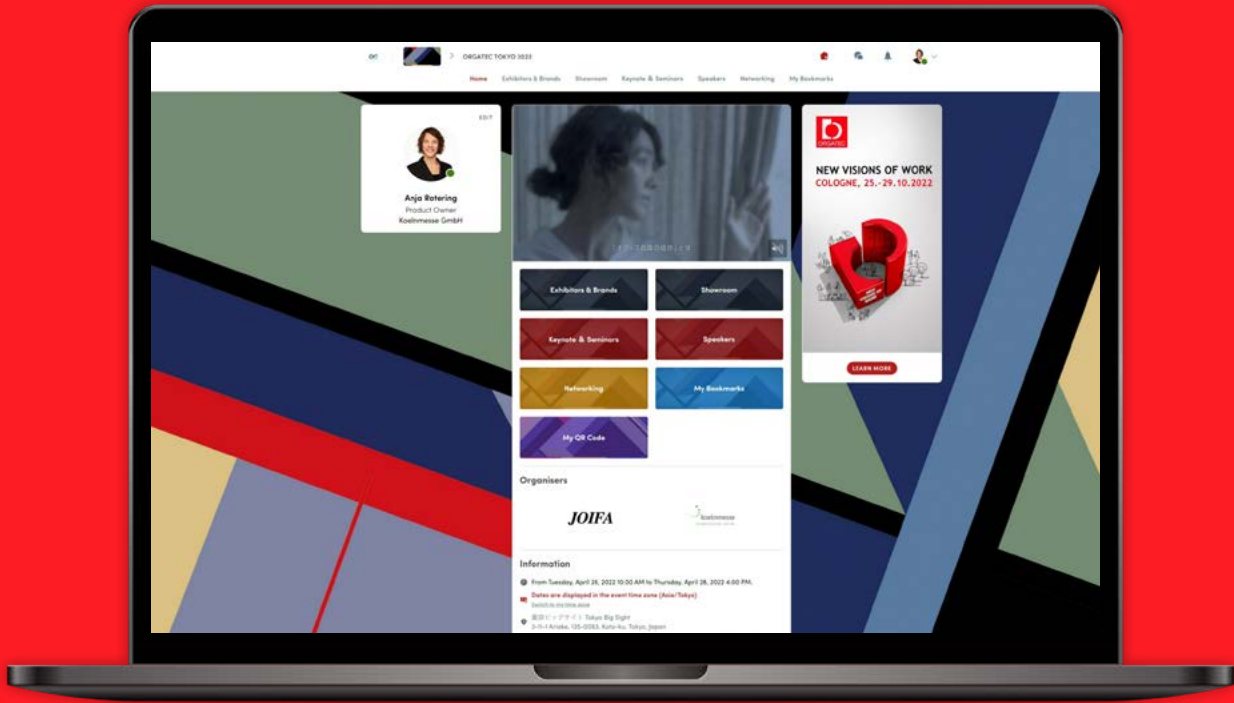
b: Digital-only exhibitors: plus Marketing Package for the physical event (€ 1,680) to provide an advertising presence in the relevant trade fair media for the on-site event, including the catalogue, app and online exhibitor search (entries will be marked “digital only”)



Still want a little more?

Would you like to generate even more attention and with it global sales leads from your participation in interzum @home and expand your success at the digital event even further? Then take a look at our attractive add-ons.

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Only available with the Premium Package: unlimited number of additional Product Stage presentations	each € 990
Only available with the Content Package: max. 3 product presentations	each € 490
Only available with the Product Package: max. 2 Product Stage presentations (20 min each, pre-recorded)	each € 990
Homepage ad (non-exclusive, played at random)	€ 3,990*
Homepage banner ad (includes a static image with URL link)	€ 500**
Top company placement in the list of exhibitors	€ 1,900***
Sponsored push notifications	€ 500*
iframe interface in your company profile	€ 1,990

*Limited availability **Limited availability; placement after receipt of your booking
***Limited availability; placement after receipt of your booking; alphabetical listing

Creation of a digital twin of your physical trade fair stand at interzum in Cologne, incl. 10 information points (for linking to a video, PDF, etc.) and embedded via an iframe in your company profile; web hosting for 6 months; depending on stand size:

Up to 100 m2	€ 990
101 - 200 m2	€ 1,490
201 - 300 m2	€ 1,990
301 - 500 m2	€ 2,490
> 501 m2	Price available on request

The numbers speak for themselves – interzum @home works

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interzum @home is a valuable addition for you and enhances interzum's overall concept, as the digital-only event interzum @home demonstrated in 2021:





2021
figures

142

companies from **24 countries**

10,000

participants from **132 countries**

4,240

minutes of content

80,000

chat conversations and audio/video calls

230

digital events

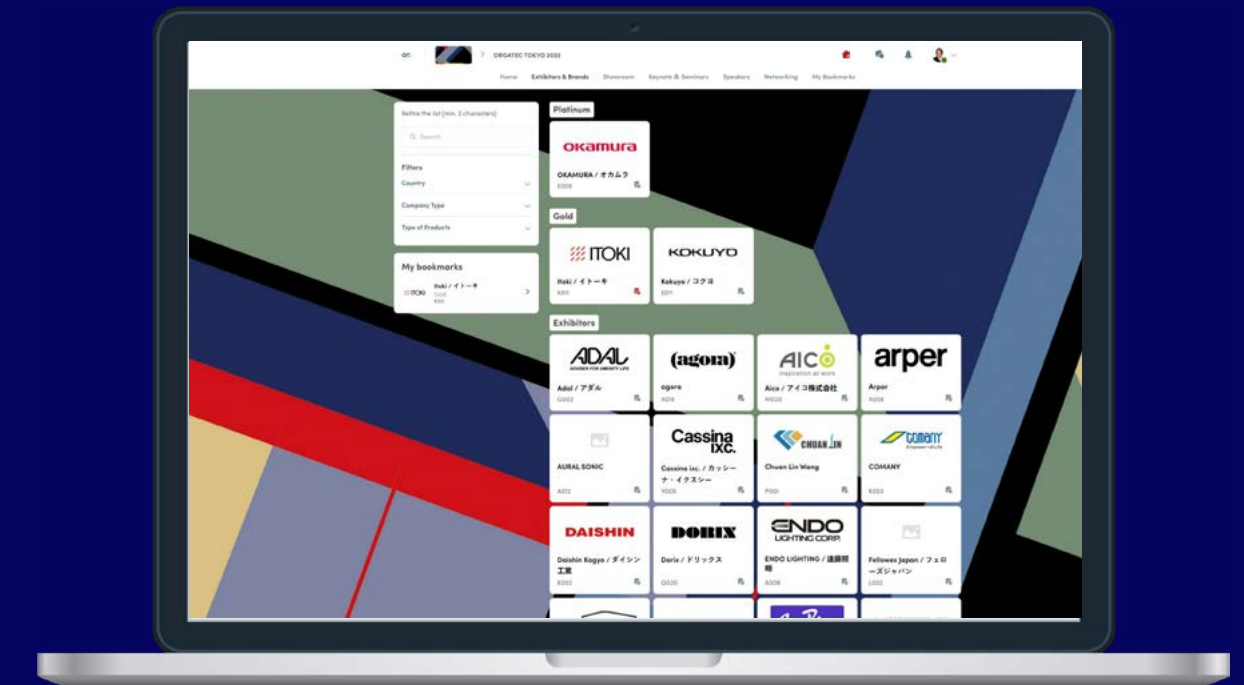
per minute

one lead

Your interzum @home – all the key information at a glance

You get more out of your successful participation in the trade fair with interzum @home. We've put together five good reasons why you shouldn't miss out on our offer:

- 1.** Harness interzum's powerful appeal and the synergy of your physical appearance with an additional digital presence on interzum @home
- 2.** Opt for a hybrid participation or appear digital-only – you're guaranteed to benefit whichever option you choose
- 3.** Expand your success in line with your objectives by showcasing your brand perfectly before, during and after the in-person event
- 4.** Choose the ideal option for you from three attractive packages and personalise it with our exciting add-ons
- 5.** Discover the many benefits of interzum @home and experience what real business growth means



We'd be happy to advise you.

Ready to take the next step with interzum @home? Excellent! Get in touch with us to discuss the details so that we can put together the perfect trade fair package for you. We look forward to receiving your enquiry.

Koelnmesse representatives worldwide

[https://www.koelnmesse.com/location-and-services/
services-worldwide/sales-network/](https://www.koelnmesse.com/location-and-services/services-worldwide/sales-network/)

Further information
and registration at:
www.interzum.com