

# ISH

Frankfurt am Main

11.–15. 3. 2019

**NEW:** Monday – Friday

**New  
sequence  
of days!**



**Frankfurt welcomes the entire sector.  
You'll find all key target groups at ISH.**

- » Sanitation, heating and air-conditioning installers and industry
- » System planners and engineers
- » Wholesalers and retailers
- » Architects, interior architects, designers
- » Construction and housing industry
- » Investors and local authorities

# Great business opportunities.

- » **around 200,000 visitors**
- » **including 40 % from outside Germany, from 152 countries**
- » **45 % with decision-making authority**

**Our international trade fair is your personal stage.**

ISH is the world's leading trade fair focusing on the responsible management of water and energy in buildings. It sets trends for modern bathroom design, sustainable heating and air-conditioning technology as well as intelligent home systems. ISH also meets the growing demand for comfort, convenience, individualisation, well-being and aesthetics. Integrated solutions are able to cover all these requirements and make a decisive contribution to energy-efficient and resource-friendly building systems.

Present your new products and solutions to a highly qualified, international trade audience at ISH – the number one venue for the industry. The fair offers an unparalleled opportunity to do business worldwide from a single event in Frankfurt am Main.

**Visitor magnet, door opener, revenue driver: ISH is the must-do event for the industry.**

- » Attract visitors by showcasing your latest ideas at ISH.
- » Use ISH to maintain existing contacts and to gain new customers and business partners.
- » Benefit from the large presence of specialists and decision makers.





With over 90 % visitor satisfaction, the ISH Water area received outstanding ratings for the offer.

# Bathe in the glow of success.

## Your personal showroom.

The ISH Water area is the world's largest showroom for modern bathroom concepts. And you can be right at the heart of the action. Present your offering here – from individual products through to complete room concepts and sustainable sanitary solutions.

- » In 2017, 37 % of all trade visitors found useful information about sanitary technology
- » Around 18,500 decision makers came from the areas of architecture, planning and design
- » More than 21,000 buyers came from the retail and wholesale sector

## The largest industry forum for installation technology.

Modern installation systems help installers and planners to save on time and reduce costs. Systems that meet the latest requirements in terms of drinking water hygiene and materials spark substantial interest.

- » 29 % of trade visitors were interested in installation technology
- » More than 65,000 sanitation, heating and air-conditioning installers found useful information about new products on the world market







The ISH Energy area received top marks:  
97 % of visitors rated the offer as outstanding.

# Sustainably successful.

## Forum of the future.

The ISH Energy area is the ultimate showcase for efficient heating and air-conditioning systems in combination with renewable energies – as well as being the leading platform for the entire spectrum of intelligent building services and green building technologies.

## Here you are in the spotlight.

ISH is the most important source of inspiration for future-oriented building services technology. Offering solutions for heating, air-conditioning and system, room and building automation, the importance of the ISH energy area continues to grow – as does the attention you receive here.

## Attractive innovations.

The efficient use of energy is one of the most important issues of our time. New solutions, such as sector coupling which is already an important theme at ISH, particularly attract the attention of visitors to the show. Use this opportunity to explore new developments, such as the promising future market of energy storage. How can excess energy from photovoltaic systems be stored and distributed according to requirements? ISH 2019 addresses this growing area of technology and creates an attractive presentation platform for exhibitors.

- » In addition to 65,000 installers, you'll meet more than 18,000 decision makers from the areas of plant engineering, planning and architecture
- » And a further 8,000 or so decision makers and investors from the housing industry and project development sector will also be here



- » 57 % of trade visitors in 2017 came to find out about heating technology
- » 28 % of trade visitors came to find out about system, room and building automation





Meet 18,000 decision makers from the plant engineering, planning and architecture sectors.

# The right climate for business to flourish.

## Refrigeration, air-conditioning and ventilation technology

The refrigeration, air-conditioning and ventilation technology area showcases future-oriented solutions offering increased automation and comfort as well as better energy efficiency and greater use of renewable energies. This area gives you the ideal platform from which to inform an international audience of professionals about the strategies, technologies and products of the future.

- » Refrigeration, air-conditioning and ventilation technology installers are an important target group for around one-third of exhibitors. 80 % of exhibitors were very satisfied with their success in reaching this target group
- » 30 % of trade visitors came to find out about refrigeration, air-conditioning and ventilation technology

## Refrigeration systems for buildings

Refrigeration systems are becoming ever more important elements in technical building installations. In addition to thermal comfort, increasing attention is being paid to architectural requirements and flexibility of use. The joint presentation of refrigeration, air-conditioning and ventilation competence in combination with innovative building automation reflects this development. Architects, planners, building operators and investors are being targeted more strongly with this integrated presentation, which offers enormous benefit for you as an exhibitor.

- » As a supplier of refrigeration technology solutions, ISH is the ideal platform to showcase your products



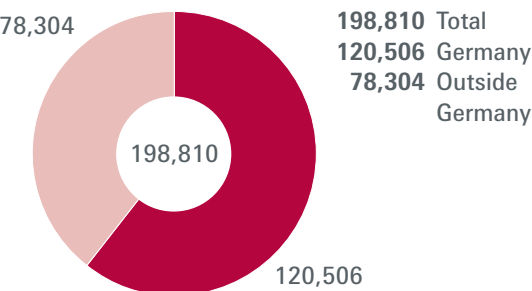




**The numbers tell a compelling story.**  
ISH is the leading international trade fair – as evidenced by the visitor and exhibitor figures.

**Number of visitors**

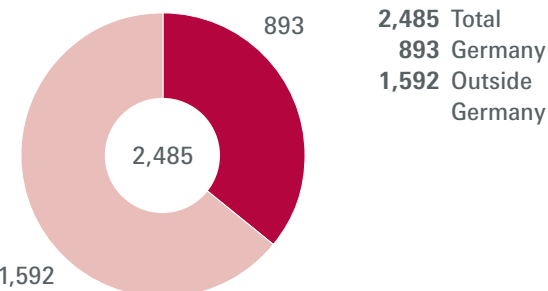
ISH 2017



Total number of visitors 2015: 196,777

**Number of exhibitors**

ISH 2017

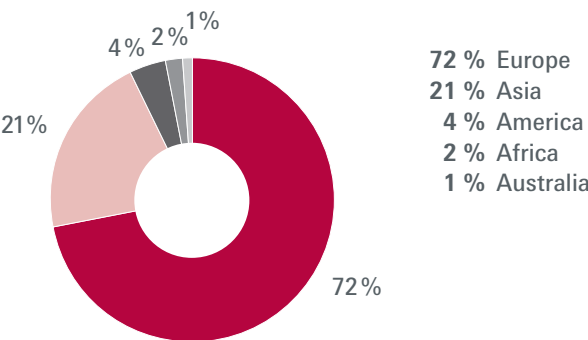


Exhibition space: 261,300 m²  
Total number of exhibitors 2015: 2,465

**Global attraction.**  
International audience – 40 % of visitors come from outside Germany.

**Origin of visitors from outside Germany**

ISH 2017



**Visitors by country**

Top 10 visitor nations, ISH 2017 (excluding Germany)

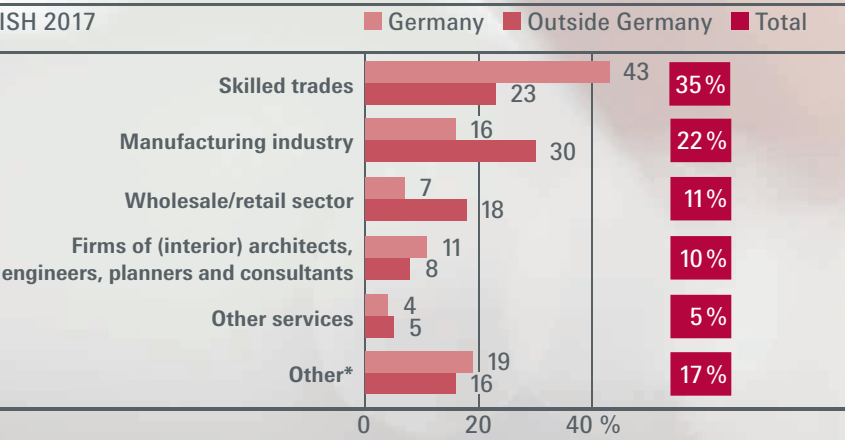
1. China
2. Italy
3. France
4. Netherlands
5. Switzerland
6. UK
7. Poland
8. Belgium
9. Austria
10. Spain

Facts and figures

Meeting place for different target groups.

ISH is a must for visitors from all sectors.

Economic sectors of visitors

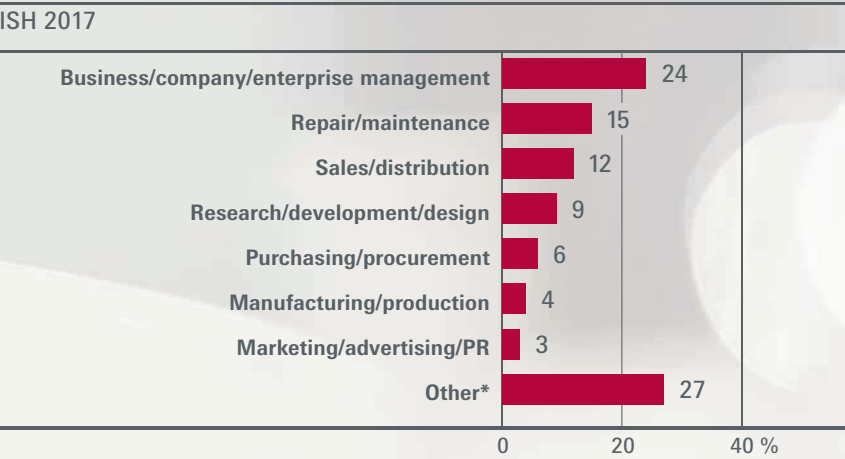


\* Includes students and others not in employment (8%)

Talk to people with something to say.

Visitors come from all major corporate areas.

Area of responsibility of visitors

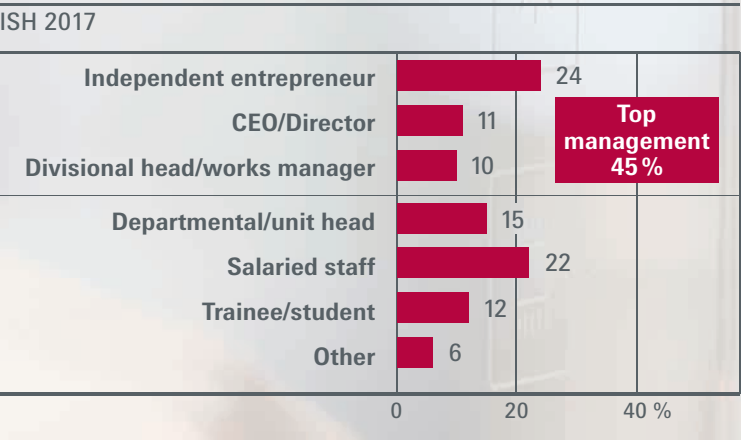


\* Includes students and others not in employment (8%)

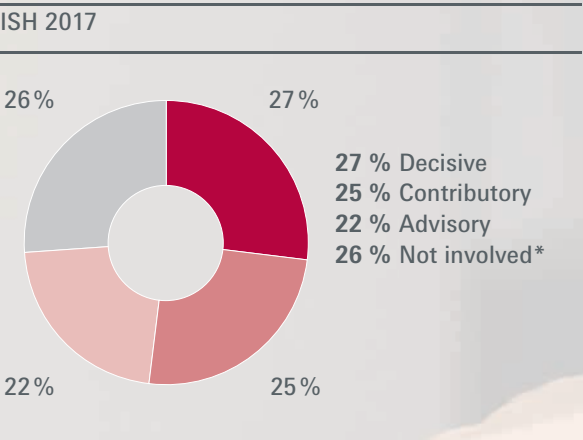
Decisive – the decision makers.

Almost half the visitors to ISH are in top management positions.

Occupational status of visitors



Influence on purchasing decisions



\* Includes students and others not in employment (8%)

Open to your products.

Visitors to ISH are interested in and receptive to new ideas.

Objectives of trade visitors

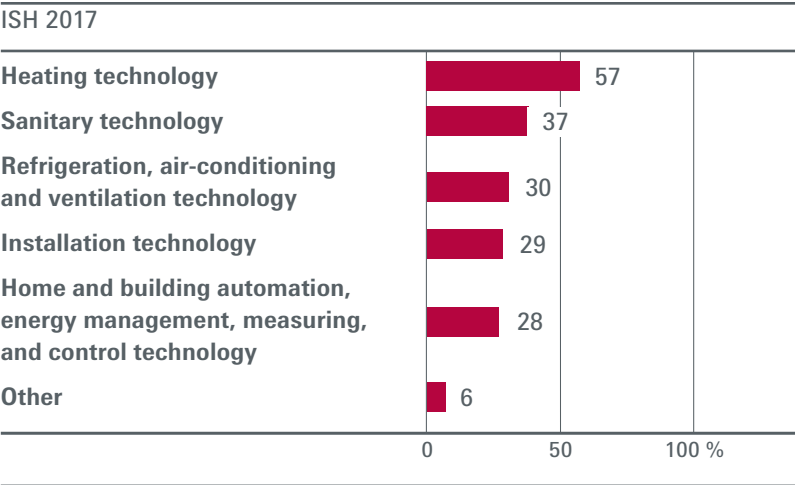






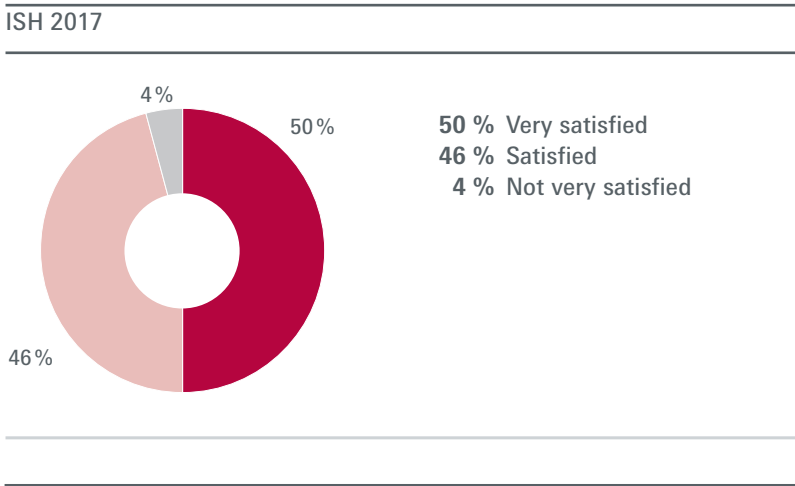
**Magnetic trade fair concept.**  
All product areas at ISH attract visitors.

**Interest in the offer**



**ISH – a success for everyone.**  
96 % of all visitors are satisfied with their visit.

**Visitor satisfaction**





Hall plan and concept

More space, easier access: ISH Energy with new hall concept.

The number of visitors and exhibitors is growing – and so is the ISH Energy area. From 2019, the new Hall 12 will increase the overall area and related themes will be brought closer together.

The future attracts: ISH Water remains a visitor magnet.

There will also be lots of new things to discover in the ISH Water area. While the Bathroom Experience will be attracting visitors in its usual location, installation technology solutions will be presented in Halls 4.0, 5.0 and 5.1 and tools and mounting material will be on show in Hall 4.2.

Ready for your appearance.

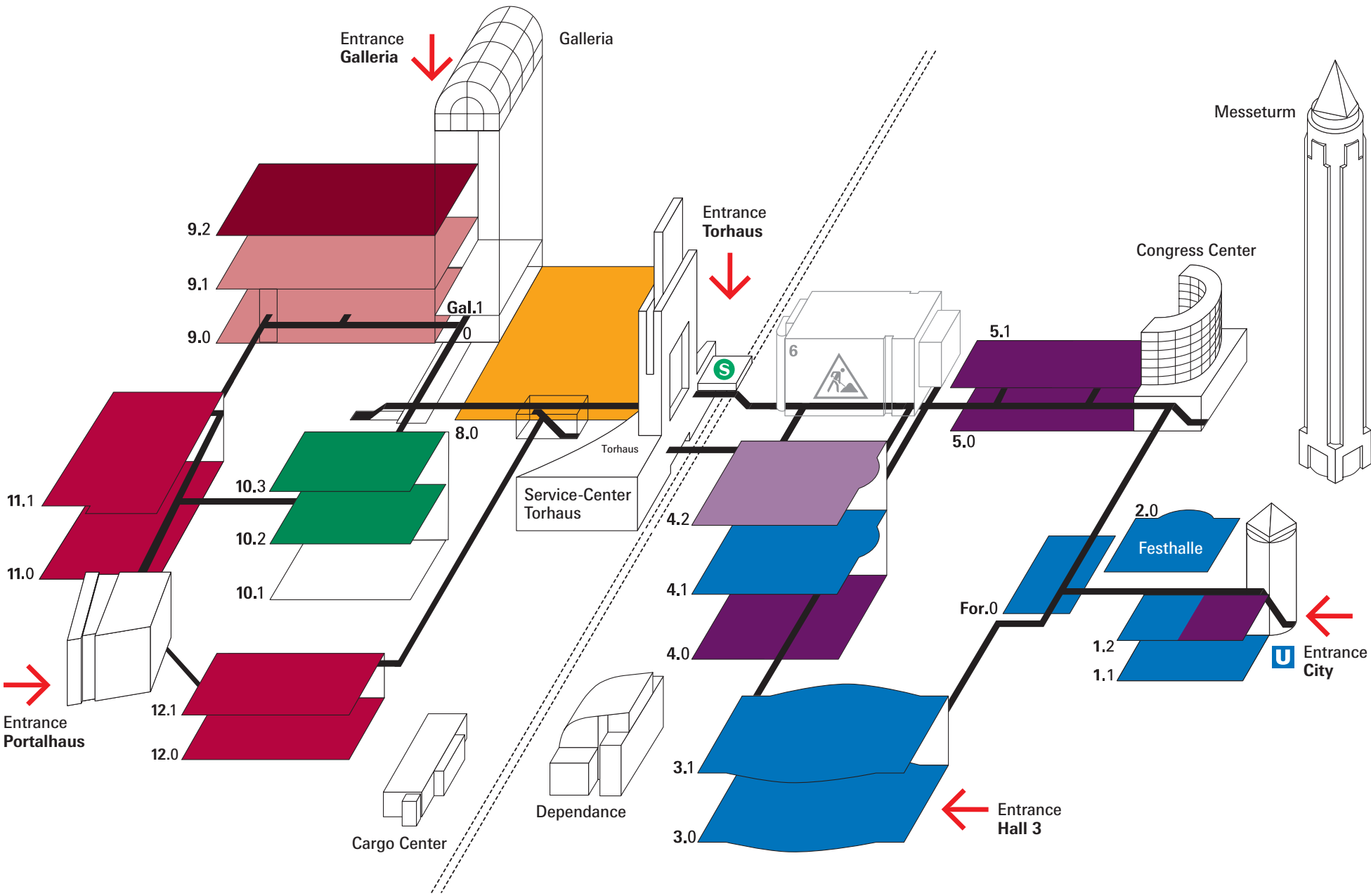
New hall concept

Energy

Heat generation, heat transfer	Halls 11/12
Single room fireplaces	Hall 9.2
Heat distribution: pumps, expansion vessels	Hall 9.0
Heat distribution: valves, stations, fittings	Hall 9.1
Refrigeration, air-conditioning and ventilation technology	Hall 8.0
System, room, building automation, measuring and test equipment	Hall 10.2
System, room, building automation, energy management	Hall 10.3

Water

The Bathroom Experience	Halls 1.1, 2.0, 3.0, 3.1, 4.1, Forum
Installation technology	Halls 4.0, 5.0, 5.1
Tools, mounting material	Hall 4.2
International Sourcing	Hall 1.2







# Your location in the spotlight.

## Stand rental prices for ISH 2019

Early booking	Stand area up to 399 m <sup>2</sup> in €/m <sup>2</sup>	Stand area 400 m <sup>2</sup> or over in €/m <sup>2</sup>	Stand area 800 m <sup>2</sup> or over in €/m <sup>2</sup>
Rental for stand area for declarations of intention received by 1.12.2017			
1 side open	312.50	258.50	262.50
2 sides open	319.50	265.00	
3 sides open	323.50	267.50	
4 sides open	325.50	272.00	
Outdoor area		210.00	
2-storey structure up to 99 m <sup>2</sup>		120.00	
2-storey structure 100 m <sup>2</sup> or over		60.00	

Normal price	Stand area up to 399 m <sup>2</sup> in €/m <sup>2</sup>	Stand area 400 m <sup>2</sup> or over in €/m <sup>2</sup>	Stand area 800 m <sup>2</sup> or over in €/m <sup>2</sup>
Rental for stand area for declarations of intention received 2.12.2017 or later			
1 side open	392.00	343.00	306.00
2 sides open	402.00	351.00	
3 sides open	413.00	362.00	
4 sides open	424.00	373.00	
Outdoor area		210.00	
2-storey structure up to 99 m <sup>2</sup>		120.00	
2-storey structure 100 m <sup>2</sup> or over		60.00	

All above prices are:  
plus environmental levy € 2.90/m<sup>2</sup>  
plus AUMA charge € 0.60/m<sup>2</sup>  
plus Media Package € 750.00  
plus statutory VAT

### We raise your profile: with the ISH Media Package.

We present your company before, during and after ISH professionally online and offline. We draw the attention of visitors to you and make sure they are able to find you easily.

#### Print presence (catalogue)

- » Company name, address, phone no., fax no., website, e-mail address, hall and stand number
- » Inclusion in 2 product groups

#### Online presence (exhibitor and product search engine)

- » Company name, address, website, e-mail address, hall and stand number
- » Publication of the product groups booked for the catalogue
- » 1 company page and 5 product pages with text and photo
- » 5 keywords for full text search
- » 1 product direct link
- » Social media link
- » Document download (up to 6 documents per language)

#### Onsite presence

- » Entry in the Compass visitor information system at the exhibition centre during the event

#### Navigator app

- » (Mobile application for iPhone and android) contains: Entry in exhibitor and product search engine, hall plan etc.



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