

ISH

World's leading trade fair

HVAC + Water

Frankfurt am Main, 22.–26.3.2021

WATER.
ENERGY.
LIFE.



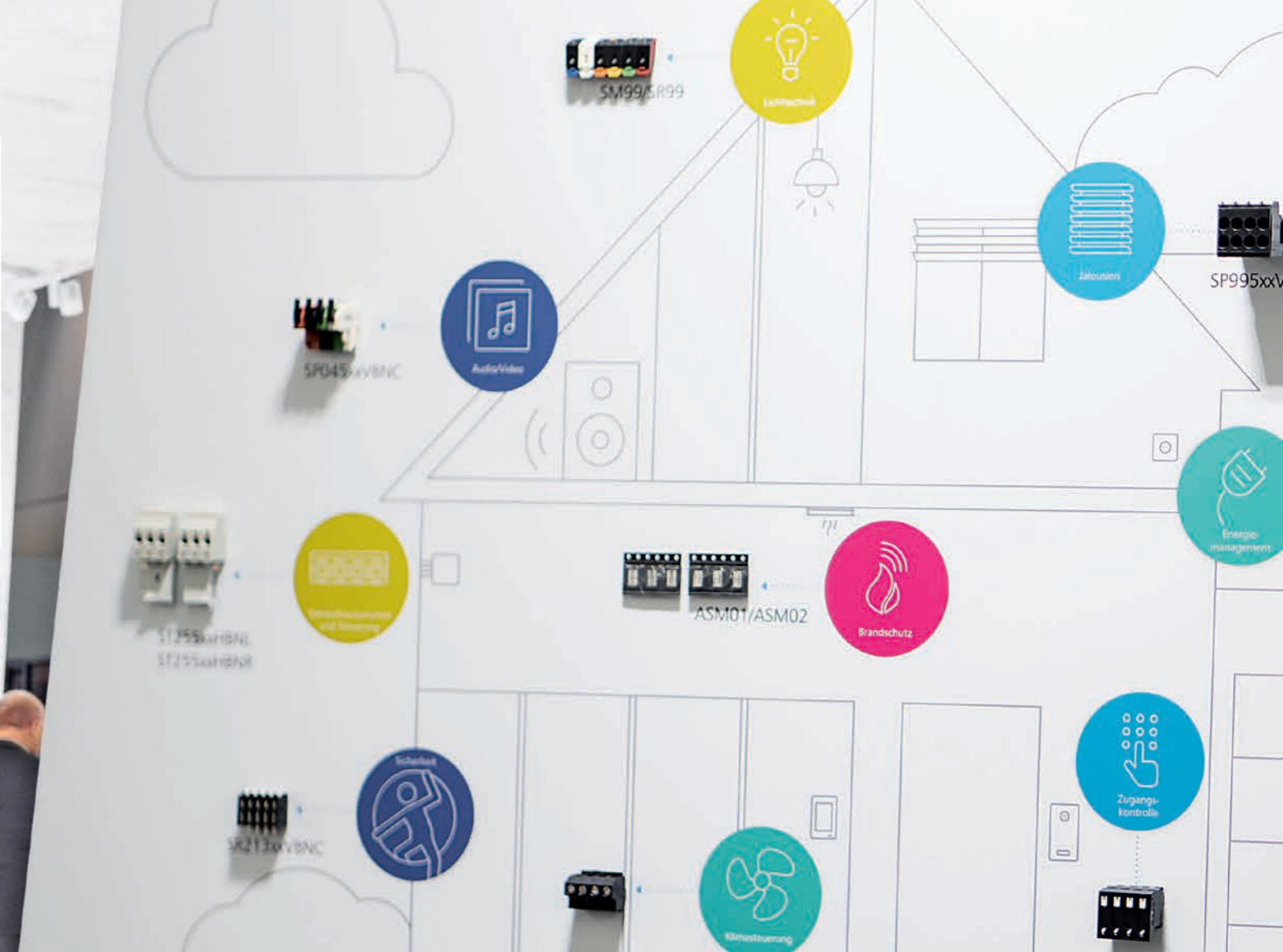
messe frankfurt

Write the future of design and building services technology at ISH 2021.



It's never too early to start thinking about the next ISH. Book your place today at the industry's number-one international event and become part of the ISH success story. The proportion of senior executives at the fair is unbeatable: 71% of the 188,234 trade visitors in 2019 have decision-making authority within their companies and 46% of visitors came from outside Germany. And the trend is upward!

With its key theme of "Water. Energy. Life." ISH focuses on modern bathroom design, sustainable heating and air-conditioning technology as well as intelligent home systems. The world's largest exhibition space for the sanitation, heating and air-conditioning sector – 280,200 sqm (2019) – showcases an array of practical solutions for the most important issues of our time: achievement of climate protection targets, conservation of resources through the use of renewable energies, increasing digitalisation and smart technologies.



The place to be for your company

Present your new products and innovative solutions to a highly qualified, international trade audience at ISH – the number-one venue for the industry. Benefit from an international trade audience, meet existing and new customers and drive your business forward.

Book your exhibition stand for ISH 2021 now and enjoy particularly attractive early-bird prices (deadline: 31 January 2020).

Top decision makers from all sectors of the industry:

- 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



1 ISH – the meeting place for industry professionals.

Number of visitors

| 2019 | 2017 |
|--|---|
| Germany 101,337 | 120,506 |
| International 86,897 | 78,304 |
| Total 188,234 including 6,126 private visitors | 198,810 including 11,123 private visitors |



The experts meet up at ISH. International experts from the sanitary, heating and air-conditioning sectors come to Frankfurt. This makes the fair the industry's international highlight and its number one meeting place.

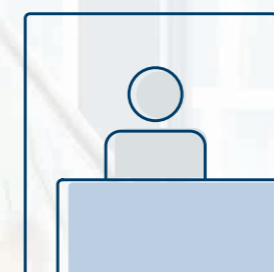
ISH has been constantly reinventing itself for many years, combining tradition with innovation. This is a key part of its recipe for success. The change in the sequence of days makes it easier for trade visitors to come to ISH. And the extremely high quality of the audience is attractive to exhibitors.

ISH lives up to its reputation as an international player in the trade fair sector. In 2019, the proportion of international visitors increased to 46% and the trend continues to rise.

2 The top event for exhibitors worldwide.

Number of exhibitors

| 2019 | 2017 |
|-------------------------------|--------------|
| Germany 879 | 893 |
| International 1,672 | 1,592 |
| Total 2,551 | 2,485 |



The place to be for the entire industry – and a focus of growing international interest. A total of 2,551 exhibitors demonstrated their expertise and innovations at the leading international industry showcase. And with 66% of exhibitors coming from outside Germany, the international profile of the event continues to grow.

First-time contacts and repeat visitors



37 %
of all visitors are
first-time contacts



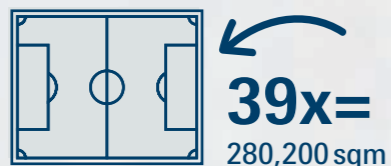
44 %
of all visitors have come to
previous events

First-time visitors become regulars: ISH is a magnet for first-time visitors who are looking for and developing new business relationships. Visitor loyalty is very high with first-time ISH guests coming again and again.

3 More space for your highlights.

Larger exhibition area

2019



2017



ISH continues on its growth path. The largest exhibition venue in the world for product innovations occupies an area equal to approximately 39 football pitches, an increase of roughly 19,000 sqm.

Ranking of ISH



Germany
45%
1st



International
42%
1st

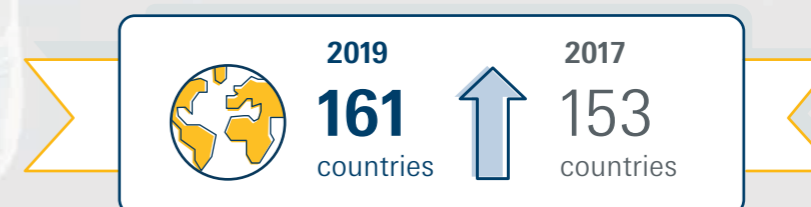


ISH has consolidated and improved its ranking. The fair is generating increasing interest among German and international trade visitors and reinforcing its unique selling point in comparison to other international trade fairs. The number of German trade visitors ranking it as the number one event increased by 3 percentage points to 45%. And the same trend can be seen in terms of its ranking by international visitors with a 2 percentage point increase to 42%.

4 The whole world at your exhibition stand.

Origin of international visitors

Top 10 international visitors



Internationally and globally unique: In 2019, visitors came from a total of 161 countries (+8 compared to 2017). This represents a rise in the proportion of international visitors to 46%. Altogether 75% of guests came from Europe, 18% from Asia, 4% from the Americas, 2% from Africa and 1% from Oceania.

5 One trade fair to attract all important customers.

Visitor business sectors



Skilled trades
19%



Retail and
wholesale trade
12%



Industry
26%



Engineering/
planning office
8%



Local authorities/
municipal facility
2%



Construction/real estate
8%



Utilities, building/
energy services
9%



Other
16%

You'll find the right industry contacts at ISH. Here you can meet top decision-makers from the skilled trades, commerce and industry as well as from architecture, engineering and planning offices. In terms of German skilled trades alone, 49% of visitors came from top management.

Also on the up is the number of visitors from other target groups involved in construction, such as the real estate sector, property developers and building technology service providers.

6 Decision-making authority in all areas.

Occupational status of trade visitors



Self-employed entrepreneur
25%

Employee
21%

Departmental/unit head
14%

CEO/Director
11%

Head of division, works manager
11%

In training
11%

Other
7%

From trainees to CEOs – ISH offers a glimpse into the future for everyone no matter their occupational status and is the number one networking hub for executives and trainees alike.

Influence on purchasing decisions

Decisive
26%

Advisory
19%

Contributory
26%

Not involved
29%



Meet decision makers, expand networks, discover markets: 71% of visitors to ISH 2019 have an influence on purchasing and procurement decisions in their companies.

7 Outstanding market opportunities for your products.

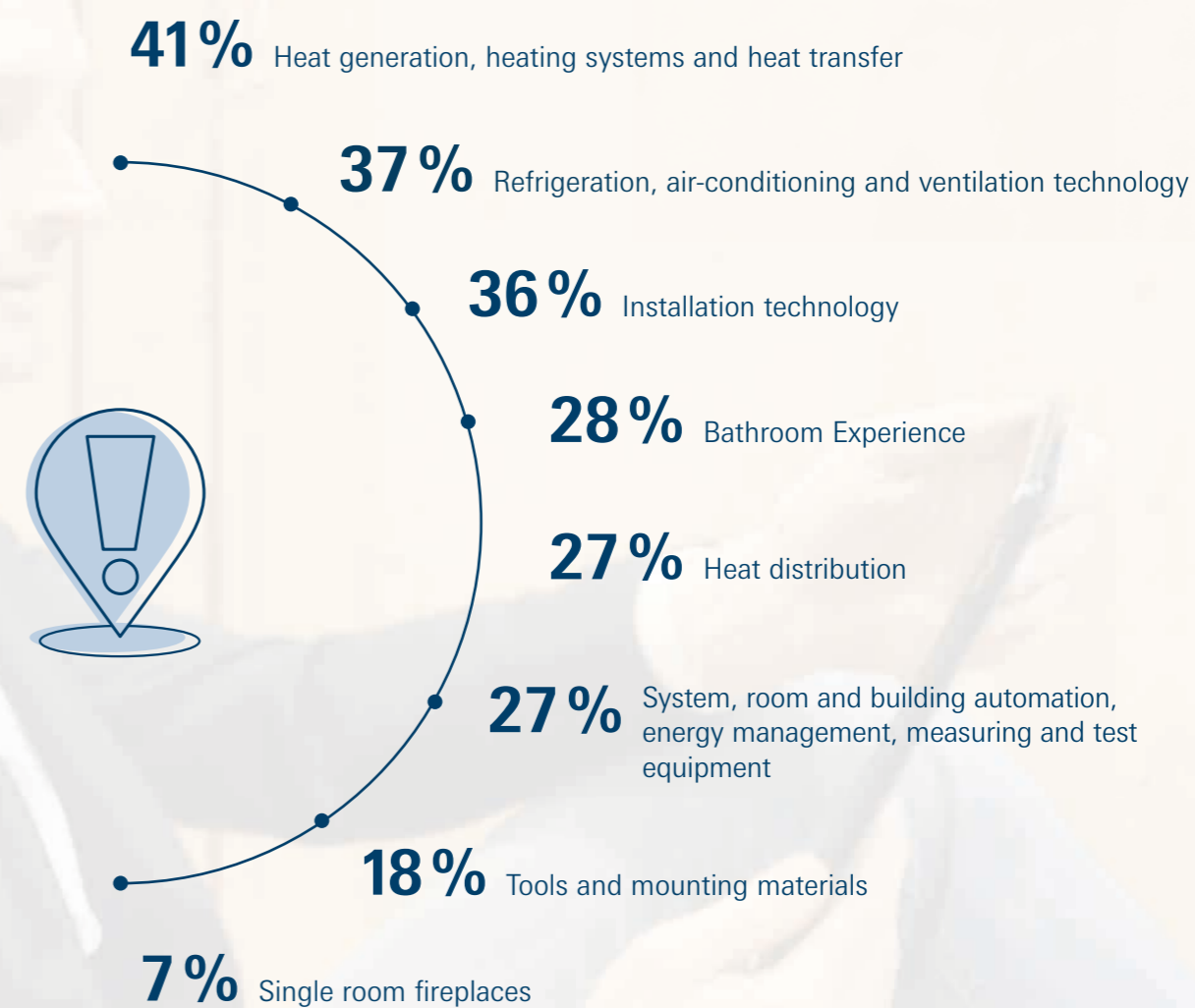
Trade fair visit objectives of visitors



ISH is a major show that reflects the current topics in the industry and thinks beyond traditional boundaries. This positioning has received a positive response from all visitors. They particularly appreciate the opportunity to familiarise themselves with a wide range of product innovations and new ideas, to take part in continuing professional development events and to expand their specialist knowledge.

8 Industry supply meets visitor demand.

Areas of interest at the fair



ISH offers a complete overview of the industry's range of products and services. An effective mix that convinced trade visitors from all over the globe in 2019.

9 Convinced by new ideas.

Overall satisfaction level among visitors



The figures are impressive: 96% of all trade fair guests were satisfied with their visit in 2019, which represents a 4 percentage point rise in visitor satisfaction compared to ISH 2017.

Satisfaction of visitors with the new hall layout



1,500
exhibitors were relocated.



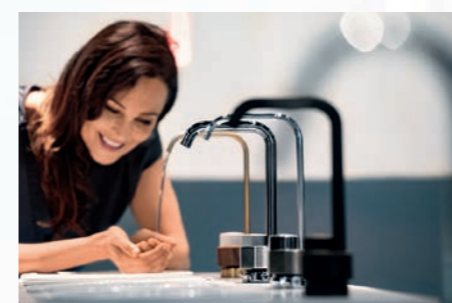
The expansion of ISH has led to a restructuring of the fair. Specifically, this meant that 1,500 of the 2,551 exhibitors moved to new stand locations (in new halls). The move was a success and visitor approval was extremely high at 93%.

10 2019: Expectations met in all areas.

New sequence of days



The change in the sequence of days at ISH from Monday to Friday was rated positively by 95% of visitors.



11

Book your place at ISH 2021.

EARLY BOOKING

| Type of stand | Stand area up to 399 sqm* (per sqm) | Stand area 400 sqm* or over (per sqm) | Stand area 790 sqm* or over (per sqm) |
|---|-------------------------------------|---------------------------------------|---------------------------------------|
| "Early booking" stand rental price – for declarations of intention to exhibit received by 31 January 2020 | | | |
| 1-side open | 321.00 € | 265.00 € | 269.00 € |
| 2-sides open | 328.00 € | 271.50 € | 269.00 € |
| 3-sides open | 332.00 € | 274.50 € | 269.00 € |
| 4-sides open | 334.00 € | 279.00 € | 269.00 € |
| Outdoor area | 220.00 € | | |
| 2-storey structure up to 99 sqm** | 120.00 € | | |
| 2-storey structure 100 sqm or over** | 60.00 € | | |

REGULAR PRICE

| Type of stand | Stand area up to 399 sqm* (per sqm) | Stand area 400 sqm* or over (per sqm) | Stand area 790 sqm* or over (per sqm) |
|--|-------------------------------------|---------------------------------------|---------------------------------------|
| "Regular" stand rental price – for declarations of intention to exhibit received after 1 February 2020 | | | |
| 1-side open | 411.50 € | 356.50 € | 318.00 € |
| 2-sides open | 422.00 € | 365.00 € | 318.00 € |
| 3-sides open | 433.50 € | 376.50 € | 318.00 € |
| 4-sides open | 445.00 € | 388.00 € | 318.00 € |
| Outdoor area | 220.00 € | | |
| 2-storey structure up to 99 sqm** | 120.00 € | | |
| 2-storey structure 100 sqm or over** | 60.00 € | | |

All above prices are:
 plus environmental charge of € 2.90/sqm
 plus AUMA fee of € 0.60/sqm
 plus obligatory Media Package € 750.00
 plus statutory VAT

* Provided for the total exhibition space, not including outdoor exhibition areas and space in upper levels when there is 2-storey structure. Also considering corporate affiliations (subsidiary companies with 100 %).

** 2-storey stand constructions are subject to approval and will be billed after the end of the event.

The ISH Media Package – for a successful trade fair presence.

With our various online and offline measures, which are individually tailored to your needs, we present your company professionally in the ISH look before, during and after the fair. This ensures that your customers are aware of the trade fair and your stand long before the doors open.



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, phone no., fax no., website, e-mail address, hall and stand number
- Publication of the booked product groups
- 1 company page and 5 product pages with text and photo
- 5 keywords for full text search
- 5 product direct links
- 10 social media links
- Document download (up to 6 documents per language)



Onsite presence

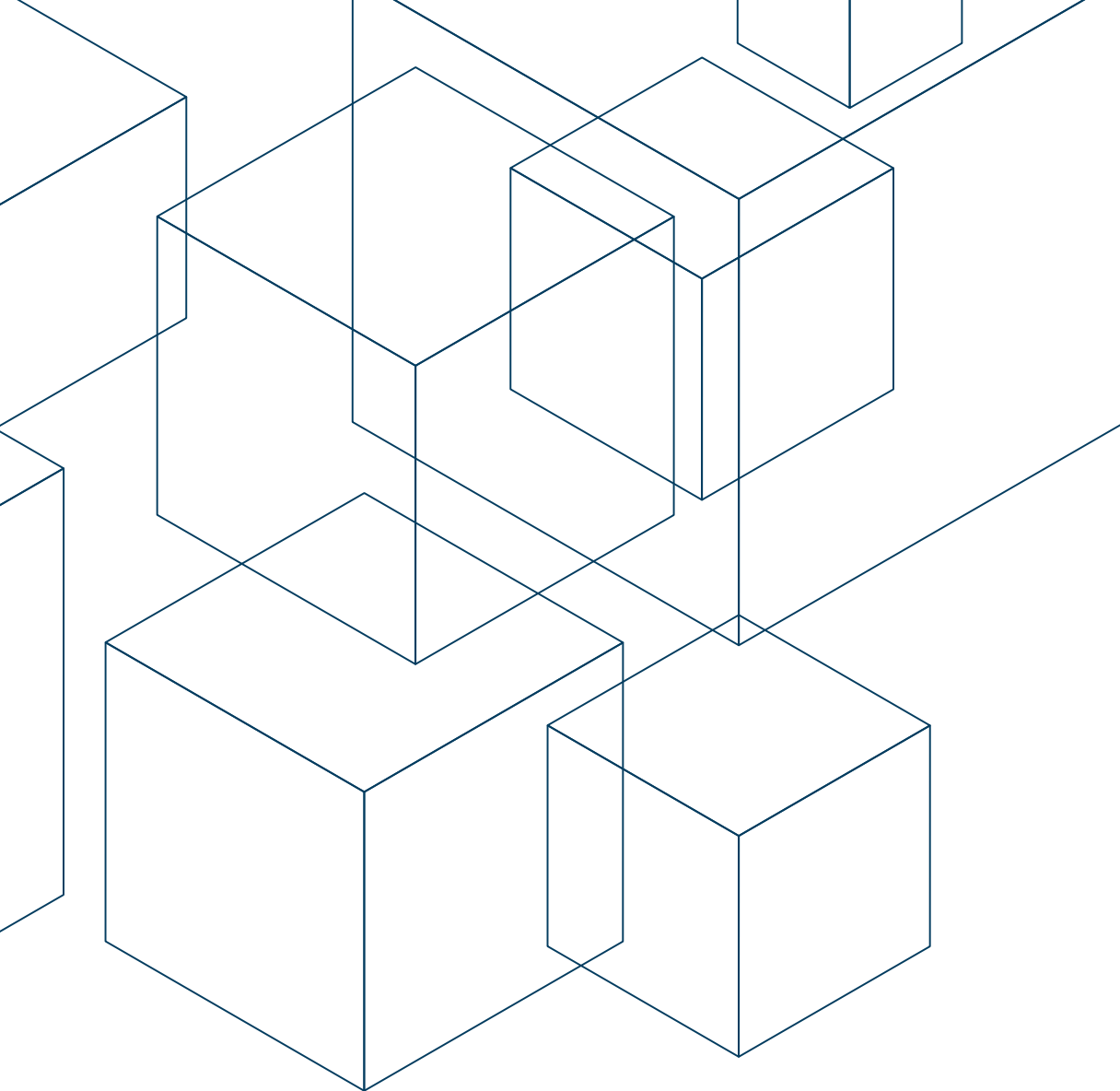
- Entry in the Compass – visitor information system – at the exhibition centre during the event



Navigator app

The official ISH mobile application for iPhone and android contains your entry in the exhibitor and product search engine, hall plan and lots of other features

Standard price for the obligatory Media Package: € 750.00 (excl. VAT).



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