

Your community. Your platform. Your success at ISH 2027.

ISH – the world's leading trade fair for HVAC + Water, and since 2025 also home to the pool and spa sector – with a special area of over 1,000 sqm in Hall 3.0, in the main visitor flow.







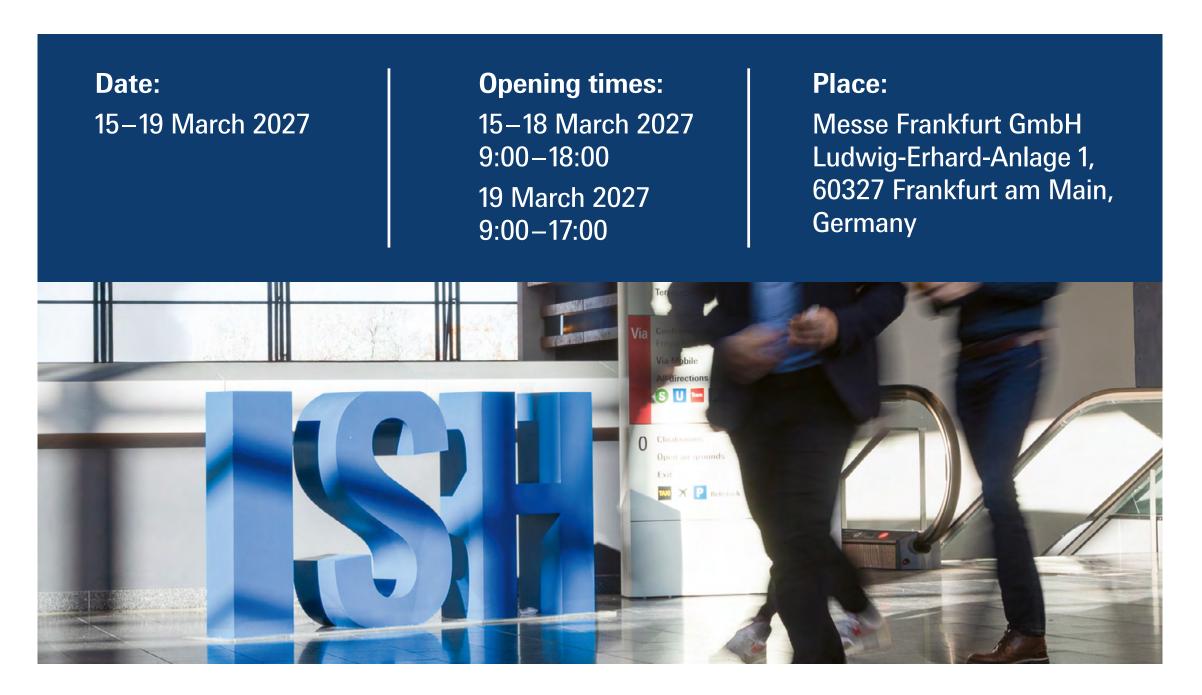




ISH – the world's leading trade fair for HVAC + Water

Every two years, ISH sets new standards, turning sustainability and digitalisation into tangible reality.

Over 160,000 visitors from 149 countries meet at ISH: why not position yourself as a solutions partner for public and private pools, spas and wellness facilities, to make valuable contacts for your business?



Visitor groups: Skilled trades, planning and engineering, architecture and design, wholesale, construction and real estate, health and hospitality, data centre operators, investors and local authorities, facility management

ISH in figures. The world comes to your door.

163,237
visitors from 149 countries,
55% from Germany,
45% international

2,183
exhibitors from 55 countries

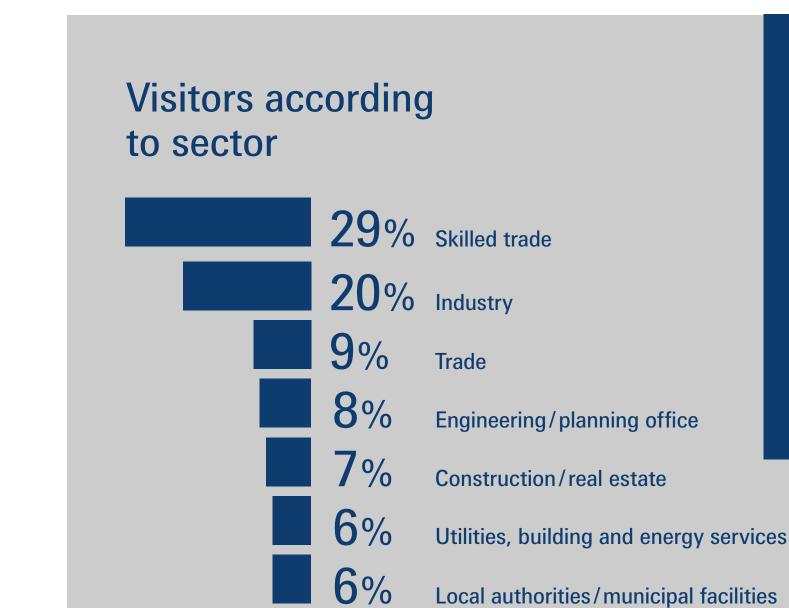
of trade visitors think ISH is the world's most important fair

62% of visitors are

of visitors are decision-makers (74% from outside Germany)

Ø 2 days at ISH (3.1 outside Europe)

94% visitor satisfaction 46% first-time visitors



The top 5 visitor nations are:

China 6,989 visitors

Italy 5,207 visitors

Netherlands 4,935 visitors

Switzerland 3,453 visitors

France 3,303 visitors

institutes/school/university students/ people not in employment

Other, including universities/research

all figures from ISH 2025

3

ISH 2027 ground plan

ISH solution fields:



Bathrooms

Private Bathrooms Halls 2.0, 3.0, 3.1, 4.1,

4.2, 5.0, 5.1, Forum

(Semi-)Public & Industrial Bathrooms, Care Sector Bathrooms, Bathroom Installation

Hall: 3.0



Water-Bearing Systems

Drinking Water Circuit, Drainage for Buildings, Green Roofs & Facades, Utilisation of Process & Rainwater

Halls 4.0, 4.2, 6.0

Heating Circuit: Surface Heating Systems Hall 6.0

Heating Circuit: Heat Distribution Halls 9.0, 9.1



Installation

Hall 6.1

Heat Generation

Halls 9.1, 10.1, 11.0, 12.0, 12.1



Indoor Air Halls 8.0, 10.1



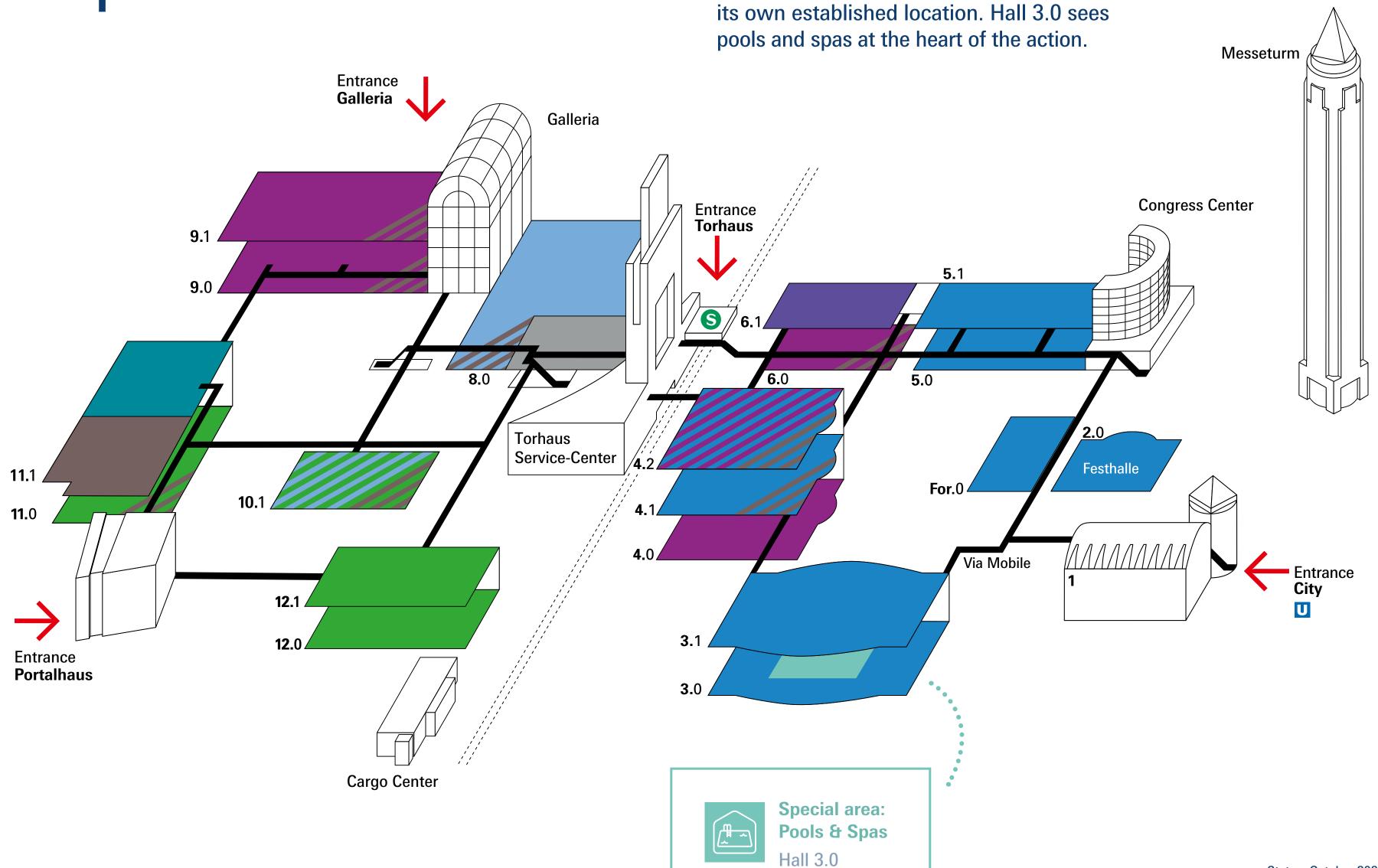
Software Hall 8.0



Intelligent Building
Management
Hall 11.1



Sanitary & HVAC Production Halls 4.1, 4.2, 6.0, 8.0, 9.0, 9.1, 10.1, 11.0, 11.1



ISH occupies almost all of the Frankfurt

exhibition grounds. Each solution field has

Status: October 2025,

Subject to change

Future solutions. Structured clearly.

Space for new ideas

ISH 2027 structures building technologies and bathroom design into eight relevant solution fields. Each aims to meet your customers' requirements.

Bathrooms

- Private bathrooms
- (Semi-)public & industrial bathrooms
- Care sector bathrooms
- Bathroom installation

Halls

2, 3, 4.1, 4.2, 5, Forum

Installation



Heat Generation

- Tools & fastening
- Operating, storage & transport
- Industrial pre-assembly





Halls 9.1, 10.1, 11.0, 12

Water-Bearing Systems

- Drinking water circuit
- Heating circuits
- Drainage for buildings
- Green roofs & facades
- Utilisation of process & rainwater

Halls



- Electricity-based heating systems
- Biomass heating systems
- Gas- & liquid-based heating systems
- Local & district heating

Indoor Air

- Data centres
- Educational & healthcare buildings (for example swimming pools)
- Retail buildings
- (Non-)residential buildings
- Industrial processes buildings

Intelligent Building Management

- Building automation
- Energy management
- Smart home & home energy management
- Maintenance









Sanitary & HVAC Production

- Components for sanitary products
- Components for heat generation
- Components for refrigeration, ventilation & air-conditioning units
- Components for building automation
- Services
- Raw materials
- OEM



across various halls



Software

- Building management
- Planning for existing buildings
- Planning for new buildings
- Office & business

Hall



The world of Pools & Spas

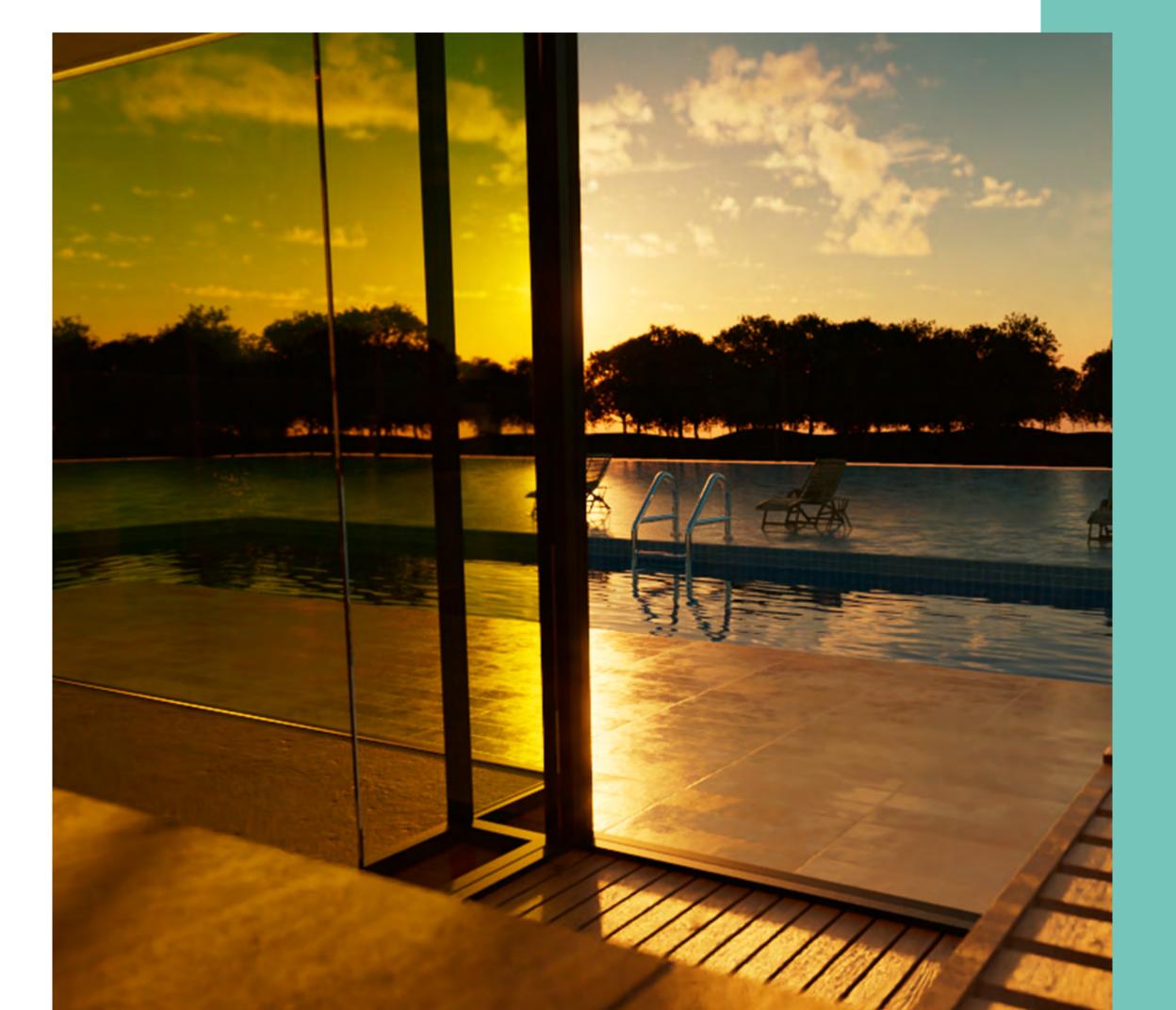
is ideally integrated into the wider ISH network of solutions.



Solutions for Pools & Spas

Your industry's home from home.

ISH 2027 will provide your sector with the space it deserves. Show off your solutions in exactly the right surroundings. This is your way to find exactly the right target groups to take your business forward, while feeling part of the wider ISH world.



Water treatment & hygiene

Target groups

- Technology providers
- Operators
- Planners
- Industry decisionmakers in water quality and plant safety

Hotel & resort spas

Target groups

- Hotel operators
- Spa managers
- Architects
- Specialist planners for leisure and tourism properties

Private pools & spas

Target groups

- Sanitary & HVAC trades
- Swimming pool builders
- Bathroom planners
- Architects
- Interior designers



Public & leisure pools

Target groups

- Local authorities
- Architects
- Operators of (semi-) public facilities
- Leisure pools
- Authorities for sports

Medicine & therapy

Target groups

- Planners of rehabilitation
- Therapists
- Clinic operators
- Planners in healthcare settings

Pool technology & systems solutions

Target groups

- Technical leads
- Building services planners
- Sanitary & HVAC trades
- Plant construction

Use synergy, shape the future.

Showcase your solutions right alongside the themes that matter to decision-makers.

Indoor Air

Health, well-being and efficiency, smart air-quality solutions, ventilation and air conditioning in swimming pools, hotel spas and private homes.

Levels of visitor interest:

21% of all trade visitors – that's over 34,000 people (from a 2025 total of 163,237)

Target groups

Housing industry, industry, data centre and other operators, local authorities, planners

Intelligent Building Management

Smart and connected building technology creates comfort, reduces energy costs and enables consumption to be controlled transparently – plus sustainable management of energy and maintenance from heating, water treatment, ventilation and air-conditioning to lighting.

Levels of visitor interest:

20% of all trade visitors – that's around 33,000 people (out of 163,237 in 2025)

Target groups

Building services planners, system integrators, facility management, property managers, industry, skilled trades

Water-Bearing Systems

Smart drinking water systems that focus on water hygiene, efficient technology and safety. Sustainable heating circuit systems that focus on energy-saving pump technology.

Levels of visitor interest:

24% of all trade visitors – that's around 39,200 people (from a 2025 total of 163,237).

Target groups

Skilled trades, wholesale, building services planners, housing industry, operators, local authorities

Bathrooms

Design, comfort, hygiene, sustainability and smart technologies in private wellness pools, hotel spas and public sanitation.

High levels of visitor interest:

32% of all trade visitors – that's around 52,200 people (from a 2025 total of 163,237). Among trade visitors from outside Europe, interest was as high as 40%.

Target groups

Architects, bathroom planners, skilled trades, specialist wholesale, healthcare sector, housing industry, hospitality, DIY stores



Heat Generation

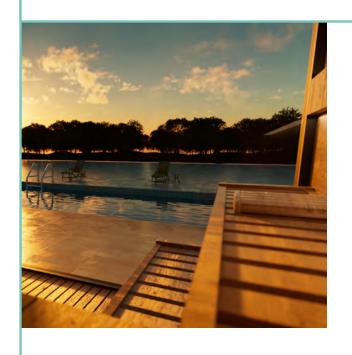
Efficient, climate-friendly heating systems that focus on electricity-based hybrid solutions: heat pumps with photovoltaics plus battery storage or biomass solutions that make a significant contribution to cutting CO_2 emissions and operating costs.

High levels of visitor interest:

47% of all trade visitors – the highest of all the solutions fields. That's around 76,700 people (from a 2025 total of 163,237).

Target groups

Planners, project managers and developers, industry, operators, housing industry, local authorities, specialist wholesale, skilled trades



Special area in Hall 3.0 – Your stage.

Central and easily accessible

Right in the visitor flow, by the main entrance.

Top visibility

In an ISH hotspot.

Strong surroundings

Next door to big brands such as Geberit and Grohe.

Modern and inviting

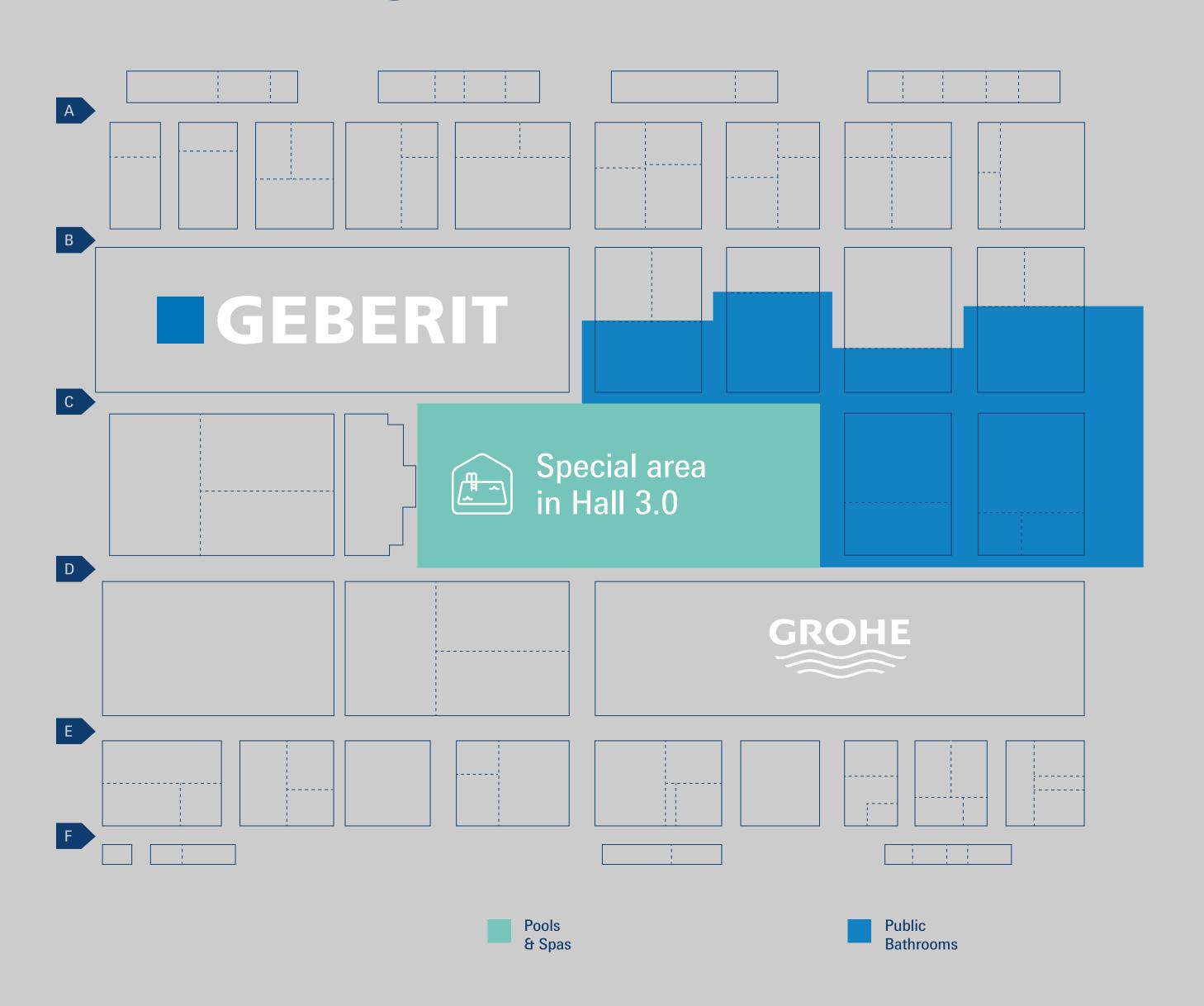
The ideal atmosphere to stage products and meet people, in light and airy architecture.

It's more than just an area

A networking zone, lounge and info trail bring conversation, knowledge and experiences.

The benefits to you:

Hall 3.0 puts you at the heart of the world's leading trade fair – where you can present and garner greater attention.



New markets. New opportunities.

ISH opens up new markets and highly attractive target groups:

Hotels & resorts

looking for all-round spa and pool solutions combining design, technology and comfort.

Local authorities & operators

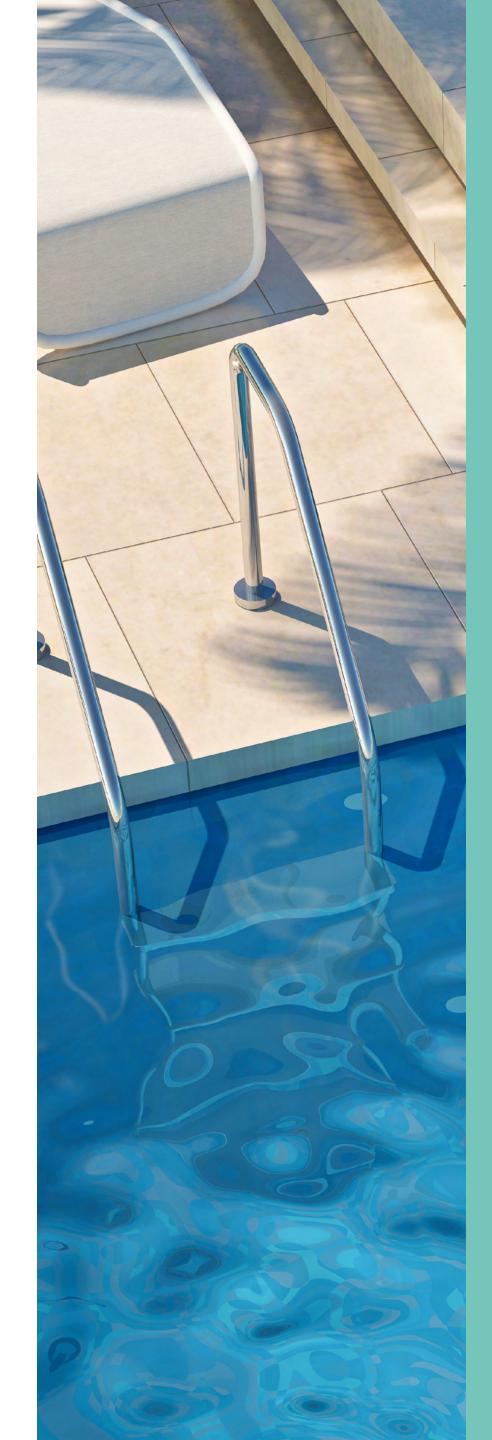
invest in building new pools and renovating sustainable swimming pool technology.

Architects & planners

seek inspiration and solutions for designing wellness and pool facilities.

Healthcare settings

focus on pools for therapy and rehabilitation in line with modern preventative medicine and rehab.



Make your ISH appearance bridge new and existing markets – and your business will grow far beyond the current community.



You benefit

Many of these target groups are already established at ISH and overlap with your own offering. These include, among others:

- approx. 47,300 tradespeople (29%)
- approx. 13,000 engineers & planners (8%)
- approx. 14,700 retailers (9%)
- approx. 3,300 local authorities
 & public bodies (2%)

Reach for your target groups.

Strong marketing measures across all channels. Our marketing shows your product in the right light:

Whether in print, digitally or on social media – greater international reach does every brand good.

Invite your target groups along directly using our free ticket vouchers and digital promo materials, so they can secure a major market advantage!





It's easy and flexible to take part.

Plug-and-play starter 6 sqm info stand

- 6 sqm presentation space in the special area
- Rear wall branding, counter and stool
- Lighting, electricity connection, carpet, cleaning
- 20 day passes for exhibitors and free visitor vouchers
- An inclusive media package worth €985.00







24 sqm presentation space with product display

- Seating area and counter for discussions
- Storage area, lighting, electricity connection
- 20 day passes for exhibitors and free visitor vouchers
- An inclusive media package worth €985.00
- Costs: € 7,500 including environmental contribution, plus AUMA fee and VAT.

A tailored trade fair presence for you. Area up to 50 sqm

- Unique brand display
- 30 day passes for exhibitors and free visitor vouchers
- An inclusive media package worth €985.00
- At a favourable price of **€295/sqm** excluding AUMA fee, VAT and environmental contribution.

The basic media package for maximum visibility

24/7 – 365 days a year

Your presence at ISH doesn't end with your trade fair stand. A mandatory media package ensures you're present all year round – online, in the app, in the catalogue and on the ground.

Online exhibitor search & app

- Company profile, stand number,
 5 product pages, 5 direct
 links, 10 social media links,
 6 documents (German/
 English), 4 contacts
- You'll be easy to find:

 listed under 2 product groups
 + 2 solution fields,
 5 search terms in the
 ISH Contactor

In print & on location

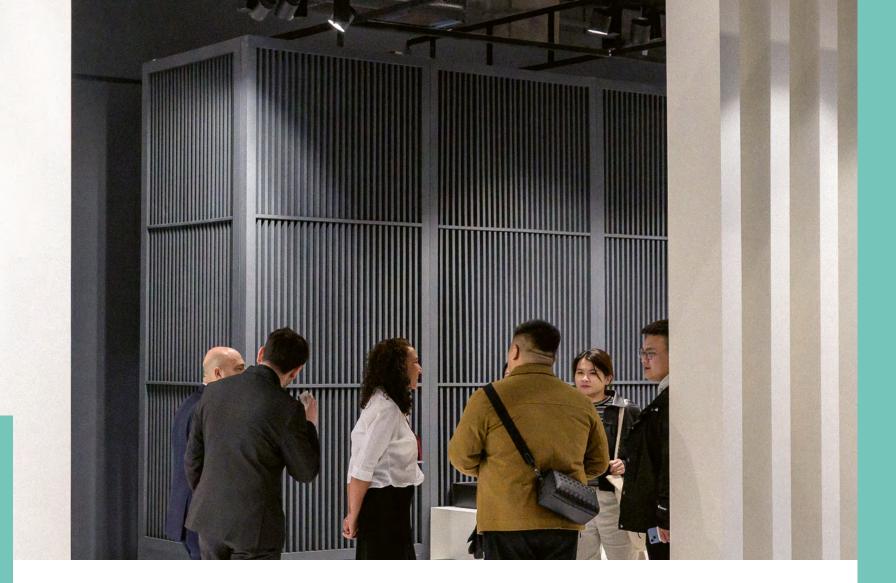
Entry in the catalogue, featured on interactive site plan

Content Hub Building.Technology. Solutions

Exclusive placement in the international exhibitor directory, themed connections for scoring targeted leads

 \rightarrow Ine

The media package is already included in your trade fair package – saving you €985.



5 reasons not to let ISH pass you by.



→ The world's leading fair

Your access to an international network

→ The business benefit

Important contact with decision-makers and markets

→ Your place

Plug-and-play participation made easy

→ Your reach

Visibility in the special area and marketing

→ Those little extras

Networking formats, themed forums and guided tours

Don't miss this opportunity to showcase your sector on the world's leading trade fair stage.



Your contact

Birgül Demir

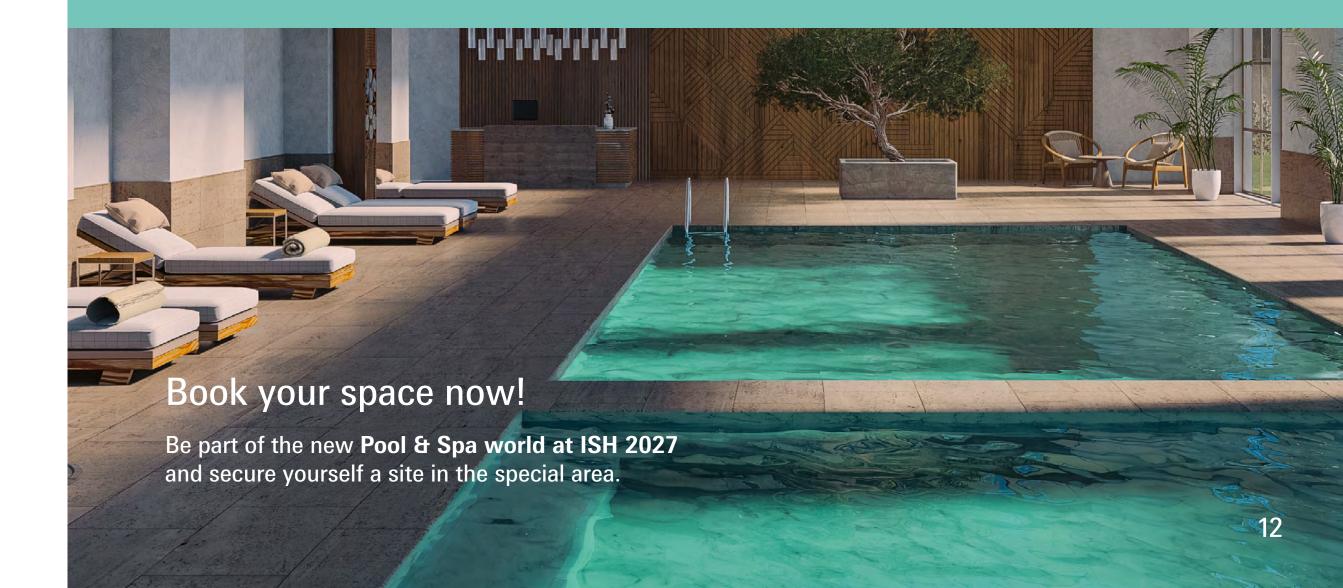
Sales Manager
+49 69 7575 32 79
birguel.demir@messefrankfurt.com

Your route to taking part:

- → Register online:
 ISH 2027 intention to exhibit
 ish.messefrankfurt.com/exhibitors
- → In the intention to exhibit, you should choose:

Stand type: Complete stand
Stand package: Special areas
Topic: Pools & Spas







135,484
followers
(03/2025)



