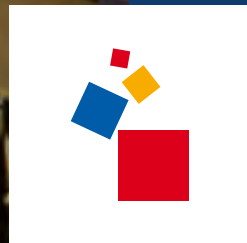


ISH

15. – 19. 3. 2027
Frankfurt am Main



Green Roofs & Facades

One area. Three future themes. Strong surroundings for your solutions.

Transformation begins when solutions come together.

With **Green Roofs & Facades**, a special area will be created in the Foyer of Halls 5.1/6.1 at ISH 2027 that combines three highly relevant areas for future development:

Green Roofs & Facades

Greening the Future of Architecture
Green roofs and facades, solar integration, thermal insulation, biodiversity

Urban Water Futures

Rethinking Water in Cities
Rainwater management, retention, grey water, cisterns

Metal Envelopes

Building Futures with Metal
Metal facades, PV installation, recyclability, design quality



→ For visitors there's a clear path through these topics:

From an overview of the ideas to the practical applications and exhibits, plus best practice and conversations with experts.

→ For exhibitors, this means:

More context, better connections and greater visibility as part of a joint trade fair presence.

In collaboration with



We don't think about green roofs and facades, rainwater management and innovative building envelopes in isolation. These are all part of a coherent response to the future challenges of climate adaptation, resource conservation, sustainable urban development and futureproof buildings.

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

Every two years, ISH brings together the international industry and illustrates how building and urban space solutions can evolve.

By being part of the Green Roofs & Facades special area, you’re presenting yourself against a strong backdrop at ISH. This is where the trade public meets decision and policy makers, and international industry players. It means visibility, conversations and new business opportunities.

ISH in figures. The world comes to your door.

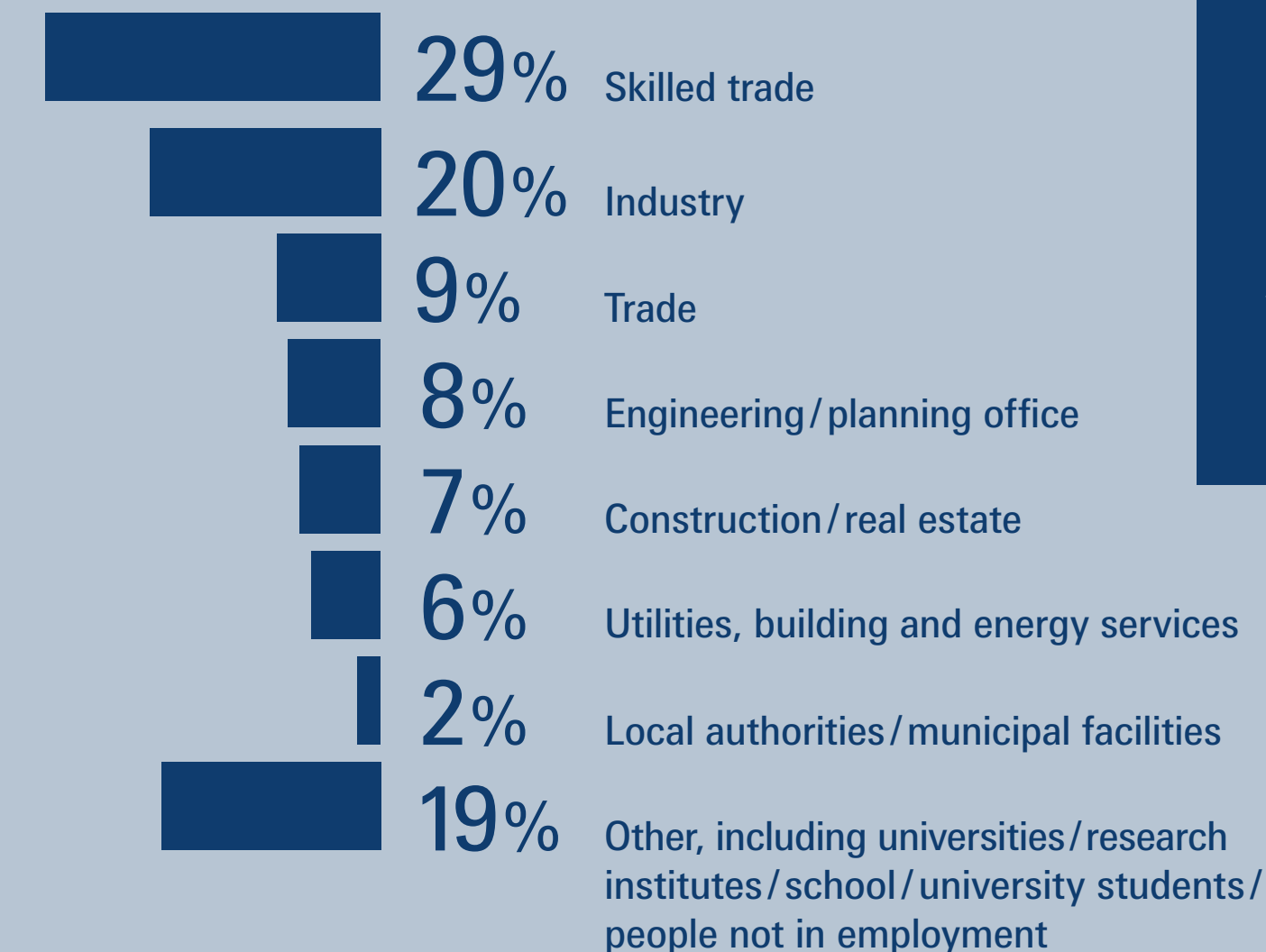
163,237 visitors from 149 countries, (2025) 55 % from Germany, 45 % international	2,183 exhibitors from 55 countries (2025)	44% of trade visitors think ISH is the world’s most important fair	
62% of visitors are decision-makers (74% from outside Germany)	∅ 2 days at ISH (3.1 outside Europe)	94% visitor satisfaction	46% first-time visitors

Date: 15–19 March 2027	Opening times: 15–18 March 2027 9:00–18:00 19 March 2027 9:00–17:00	Place: Messe Frankfurt GmbH Ludwig-Erhard-Anlage 1 60327 Frankfurt am Main, Germany
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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

Visitors according to sector



all figures from ISH 2025

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

ISH 2027 ground plan

Covering almost the entire Frankfurt exhibition grounds, ISH presents its topics in clearly defined solution fields. The special area “Green Roofs & Facades” is located in Foyer 5.1/6.1 — a high-visibility, easily accessible setting right in the centre of the trade fair.

ISH solution fields:



Bathrooms

Private Bathrooms
Halls 2.0, 3.0, 3.1, 4.1,
4.2, 5.1, Forum

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

Status: April 2026,
Subject to change

Future solutions. Structured clearly.

ISH arranges its themes into eight solution fields – for clear guidance, relevant target groups and strong synergy across topics.

<h2>Bathrooms</h2> <ul style="list-style-type: none"> • Private bathrooms • (Semi-)public & industrial bathrooms • Pools & Spas • Care sector bathrooms • Bathroom installation <p>Halls 2, 3, 4.1, 4.2, 5.1, Forum</p> 	<h2>Water-Bearing Systems</h2> <ul style="list-style-type: none"> • Drinking water circuit • Heating circuits • Drainage for buildings • Green roofs & facades • Utilisation of process & rainwater <p>Halls 4.0, 4.2, 6.0, 9</p> 
<h2>Installation</h2> <ul style="list-style-type: none"> • Tools & fastening • Operating, storage & transport • Industrial pre-assembly <p>Hall 6.1</p> 	<h2>Heat Generation</h2> <ul style="list-style-type: none"> • Electricity-based heating systems • Biomass heating systems • Gas- & liquid-based heating systems • Local & district heating <p>Halls 9.1, 10.1, 11.0, 12</p> 

<h2>Indoor Air</h2> <ul style="list-style-type: none"> • Data centres • Educational & healthcare buildings (for example swimming pools) • Retail buildings • (Non-)residential buildings • Industrial processes buildings <p>Halls 8.0, 10.1</p> 	<h2>Intelligent Building Management</h2> <ul style="list-style-type: none"> • Building automation • Energy management • Smart home & home energy management • Maintenance <p>Hall 11.1</p> 
<h2>Sanitary & HVAC Production</h2> <ul style="list-style-type: none"> • Components for sanitary products • Components for heat generation • Components for refrigeration, ventilation & air-conditioning units • Components for building automation • Services • Raw materials • OEM <p>Halls across various halls</p> 	<h2>Software</h2> <ul style="list-style-type: none"> • Building management • Planning for existing buildings • Planning for new buildings • Office & business <p>Hall 8</p> 
<p>For exhibitors, this means:</p> <p>Greater visibility in the right environment plus more points of contact with adjacent topics. Green Roofs & Facades is part of the Water-Bearing Systems solution field, also benefiting from links to other areas of ISH.</p>	

One area. Three themes. A shared visitor experience.

Green Roofs & Facades will combine a focus on **Green Roofs & Facades, Urban Water Futures and Metal Envelopes** into a jointly staged space for the future.

We project a clear overall impression through physical proximity, **a unified design presence and the centrally located Speakers' Corner**. This makes it clear how solutions support one another at the interface between the building envelope, water, climate adaptation and urban development.

→ Coherent themes

The three themes are presented in a jointly staged space for the future.

→ A single vision

Presenting a unified front strengthens the way the entire area is seen.

→ Active experience

A trail, stages and tours all guide visitors through the three themed worlds in a targeted fashion.

→ Stronger together

Exhibitors benefit from synergies between themes, target groups and applications.



More than just stand space: your participation in the special area.

Why not use this area for visibility, to speak with other experts, and to make new connections.

There are several places to publicise your participation in this special area: on your own stand, through the themed trail, and as part of curated conversation formats.

→ Stand presence

Present your company using either a communications or an exhibit-type stand, within the right themed environment.

→ Talk and pitch

Incorporate your solutions and knowledge into a talk or shorter pitch format.

→ Themed trail and best practice

Showcase products, systems or case studies as part of a curated trail.

→ Guided tours

Gain greater visibility from the tours that guide visitors through the area.

→ Networking

Use the meeting point for new contacts and collaborations.

Meet the right target groups – in the right environment.

ISH brings together exactly the right visitor groups for your building envelope, water and climate adaptation solutions:

skilled trades, planning and engineering, architecture and design, wholesale, construction and real estate, investors, local authorities, policy makers, administrations and facility management.

163,237 visitors came together at ISH 2025.

As an exhibitor, the ISH environment widens your reach and creates points of contact for projects, partners and new business.

39,200

relevant industry visitors

24%

are interested in Water-Bearing Systems

163,237

visitors in total

The visitors especially relevant for Green Roofs & Facades are:

- Architects and planners for integrated design and building envelopes
- Trades for implementation, installation and systems integration
- Local authorities and operators for climate-resilient and economical solutions
- Wholesale and industry involved in market-ready products and scalable systems

The most relevant ISH visitors* for you:

- 47,339 in skilled trades
- 14,691 in trade
- 13,059 in engineering, planning and architecture offices
- 3,265 in local authorities and municipal facilities



* calculated on the basis of the 163,237 visitors to ISH 2025; figures rounded

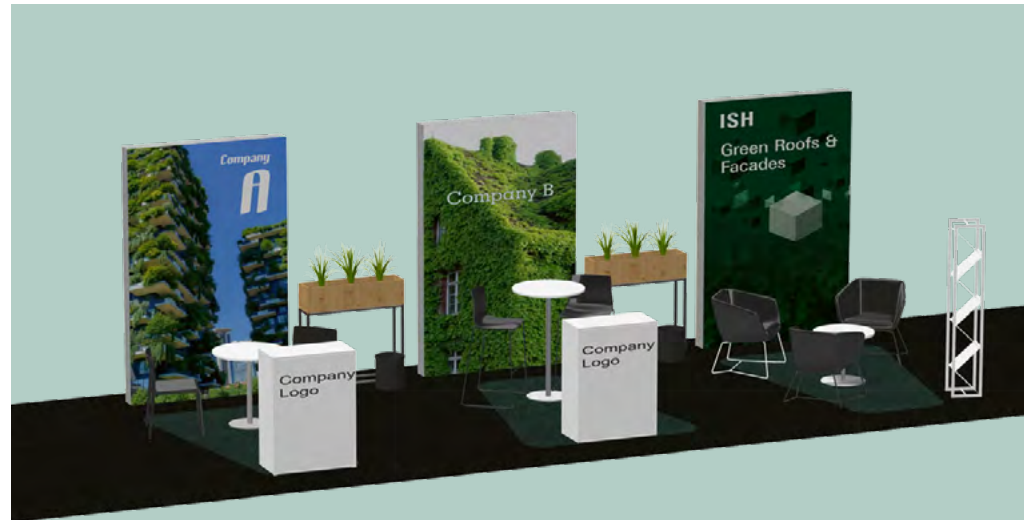
Reach for your target groups.

ISH communications create greater visibility before, during and after the trade fair – across digital channels, social media, press activities, newsletters and other communications.

Your presence will reach out beyond the trade fair itself to relevant industry groups and decision-makers.



Taking part is easy and flexible.



Plug-and-play starter pack | 6 sqm

- For companies who want visibility with limited effort
- 6 sqm presentation space in the special area
- Rear wall branding, counter and stool
- Lighting, electricity connection, carpet, cleaning
- 4 exhibitor passes and free entry vouchers
- Media package worth €985, with a speaker slot

€3,000 including environmental contribution but excluding AUMA fee (Association of the German Trade Fair Industry) and VAT.

Presentation area with exhibit | 12 sqm

- For companies that also want to display a product or system at ISH
- 12 sqm presentation space in the special area
- Rear wall branding, seating area and counter for discussions
- Storage chest, lighting, electricity connection, carpet, cleaning
- 4 exhibitor passes and free entry vouchers
- Media package worth €985, with a speaker slot

€5,000 including environmental contribution but excluding AUMA fee (Association of the German Trade Fair Industry) and VAT.



The added value to you

Free, unlimited ticket vouchers and digital promotional materials – invite your target groups specifically to ISH and to your presence in the special area.

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

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

Why it's worth being part of the special area



→ **Sited right for your expertise**

You're not alone – present your solutions as part of a future-focused area with highly relevant content.

→ **Curated formats increase visibility**

Speakers' Corner, talks, pitches, tours and meeting points generate greater attention for your stand. All-important contact with decision-makers and markets.

→ **A track record of strong interest**

24% of trade visitors are interested in Water-Bearing Systems – some 39,200 people.

→ **Relevant target groups who make decisions**

The most important visitor groups under one roof: trades, wholesale, architecture and planning offices and local authorities; 62% are decision-makers.

→ **Expertise underpins the format**

We've joined forces with strong partners to create a convincing area for powerful networking and market proximity.



Be part of Green Roofs & Facades at ISH 2027.

Position your solutions where Green Roofs & Facades meet water systems skills and innovative building envelopes.



Your contact

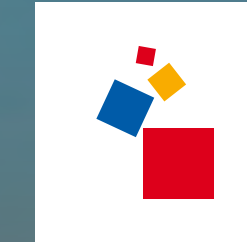
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messe frankfurt



ISH

15.–19.3.2027
Frankfurt am Main

The Power of Solutions

The world's leading trade fair for HVAC + Water



Bathrooms



Water-Bearing Systems



Installation



Heat Generation



Indoor Air



Software



Intelligent Building Management



Sanitary & HVAC Production