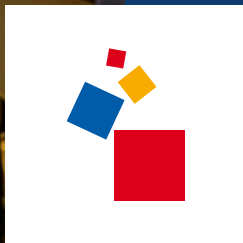


messe frankfurt

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



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.

→ 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



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.

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

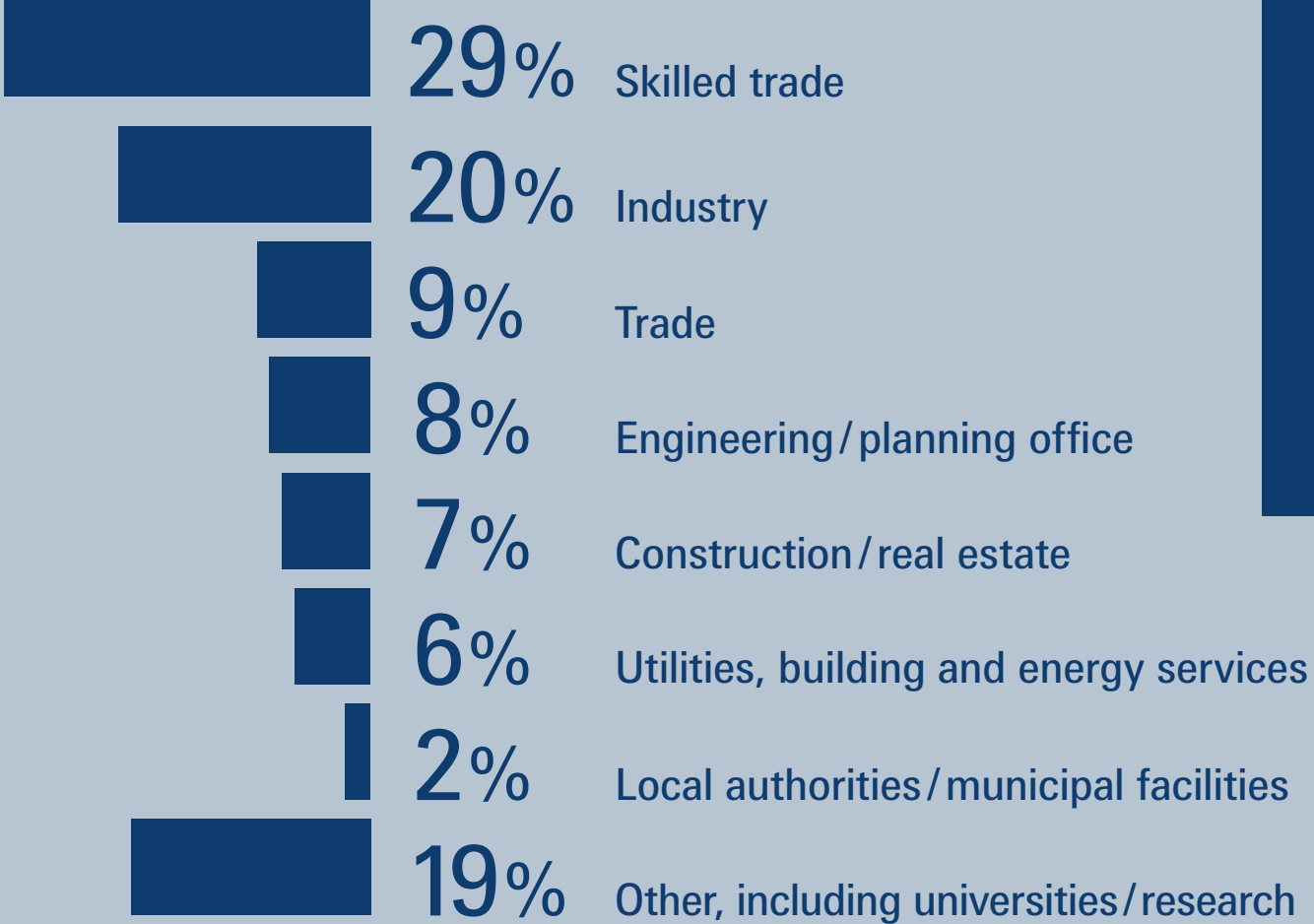


Visitor groups: Skilled trades, planning and engineering, architecture and design, wholesale, construction and real estate, health and hospitality, data centre operators, investors and local authorities, facility management

ISH in figures. The world comes to your door.

163,237 visitors from 149 countries, (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)	Ø 2 days at ISH (3.1 outside Europe)	94% visitor satisfaction	46% first-time visitors

Visitors according to sector



29%	Skilled trade
20%	Industry
9%	Trade
8%	Engineering / planning office
7%	Construction / real estate
6%	Utilities, building and energy services
2%	Local authorities / municipal facilities
19%	Other, including universities / research institutes / school / university students / people not in employment

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

all figures from ISH 2025

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, 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, 5.0, Foyer 5.1/6.1

Heating Circuit:
Surface Heating Systems
Hall 5.0

Heating Circuit:
Heat Distribution
Halls 9.0, 9.1



Installation

Hall 5.1



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



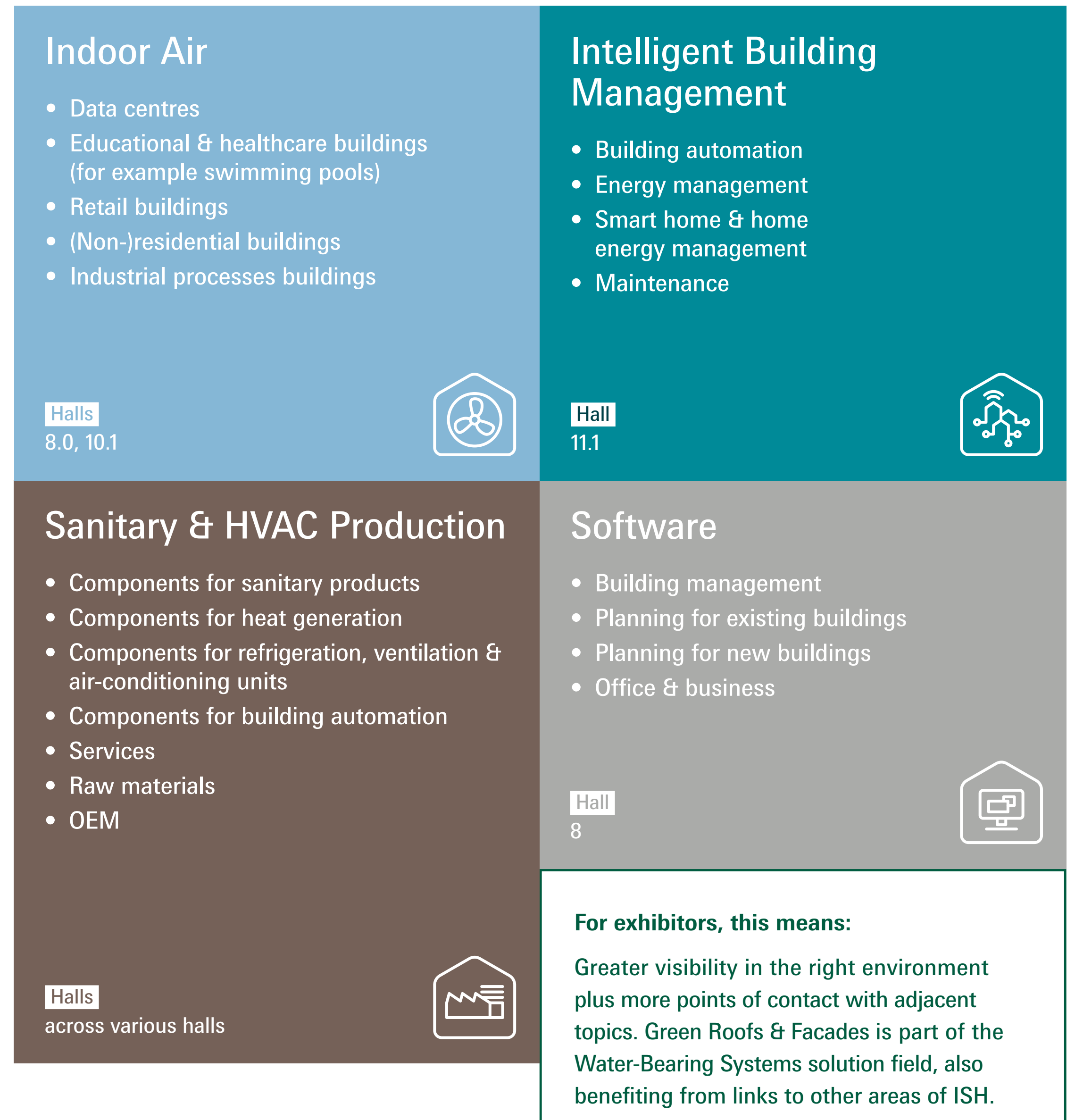
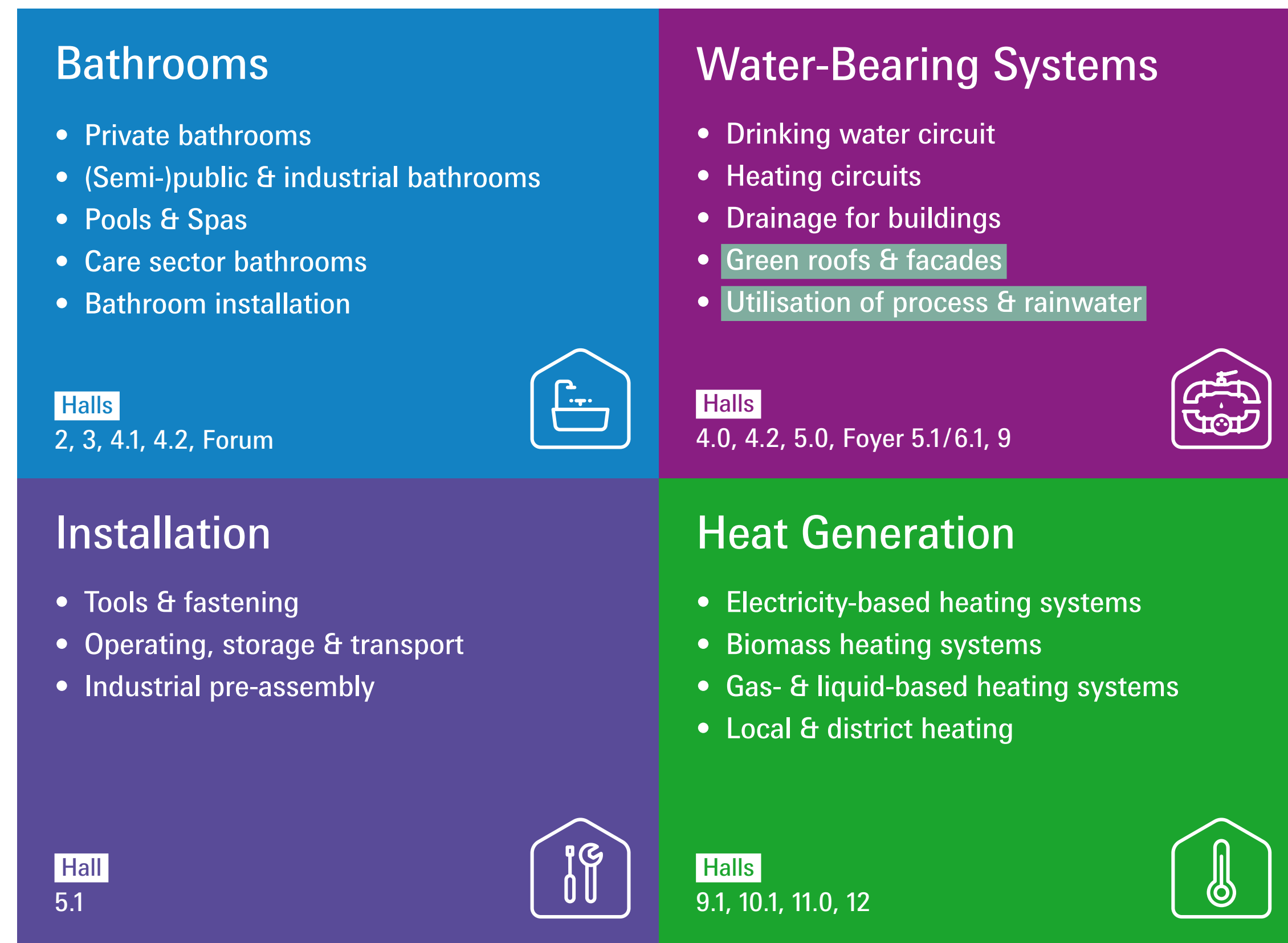
Sanitary & HVAC Production

Halls 4.1, 4.2, 5.0, 8.0,
9.0, 9.1, 10.1, 11.0, 11.1

Status: July 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.



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

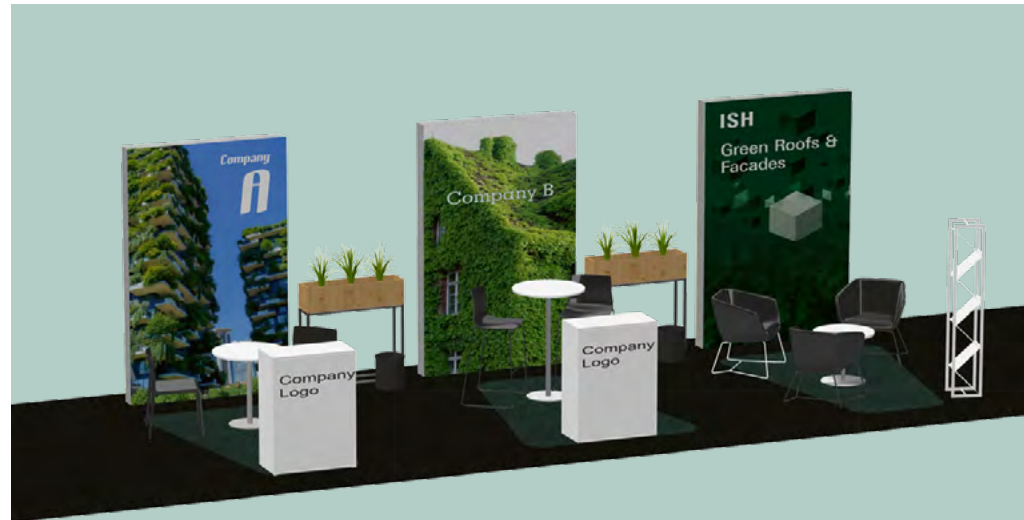
Reach for your target groups.

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

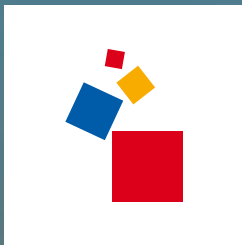
Manuel Olbrich

+49 69 75 75-58 39

manuel.olbrich@messefrankfurt.com



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