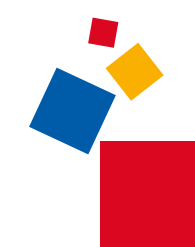


WORLD'S LEADING TRADE FAIR FOR HVAC + WATER



ISH

15. – 19. 3. 2027
Frankfurt am Main



The marketplace for tomorrow's solutions

Shape the future: combine innovation, digitalisation and sustainability.

Every two years, ISH sets new standards as the world's leading trade fair for HVAC + Water. It brings the twin transformation – digitalisation and sustainability – to life. Over 160,000 visitors from planning, skilled trades, wholesale and industry meet up here, as well as international decision-makers.

A strong platform for exhibitors
Present both innovations and practical solutions that will have a direct impact on the market. Make the most of this concentrated industry knowledge, create valuable connections and position your brand as a partner in a comfortable, efficient and connected future.

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

Visitors:	163,237 visitors from 149 countries (2025) 55 % from Germany, 45 % international 44 % of trade visitors think ISH is the world's most important fair
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Exhibitors:	2,183 from 55 countries (2025)
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



15.–19.3.2027
Frankfurt am Main

ISH in figures

163,237

visitors from 149 countries

94 %

visitor satisfaction

46 %

first-time visitors

Ø 2 days

at ISH

(3.1 outside Europe)

62 %

of visitors are decision-makers

(74 % from outside Germany)

Visitors according to sector

29 % Skilled trades

20 % Industry

9 % Trade

8 % Engineering / planning office

7 % Construction / real estate

6 % Utilities, building and energy services

6 % Local authorities / municipal facilities

19 % Other, inc. universities / research institutes /
school / university students / people not in
employment

Top visitor nations

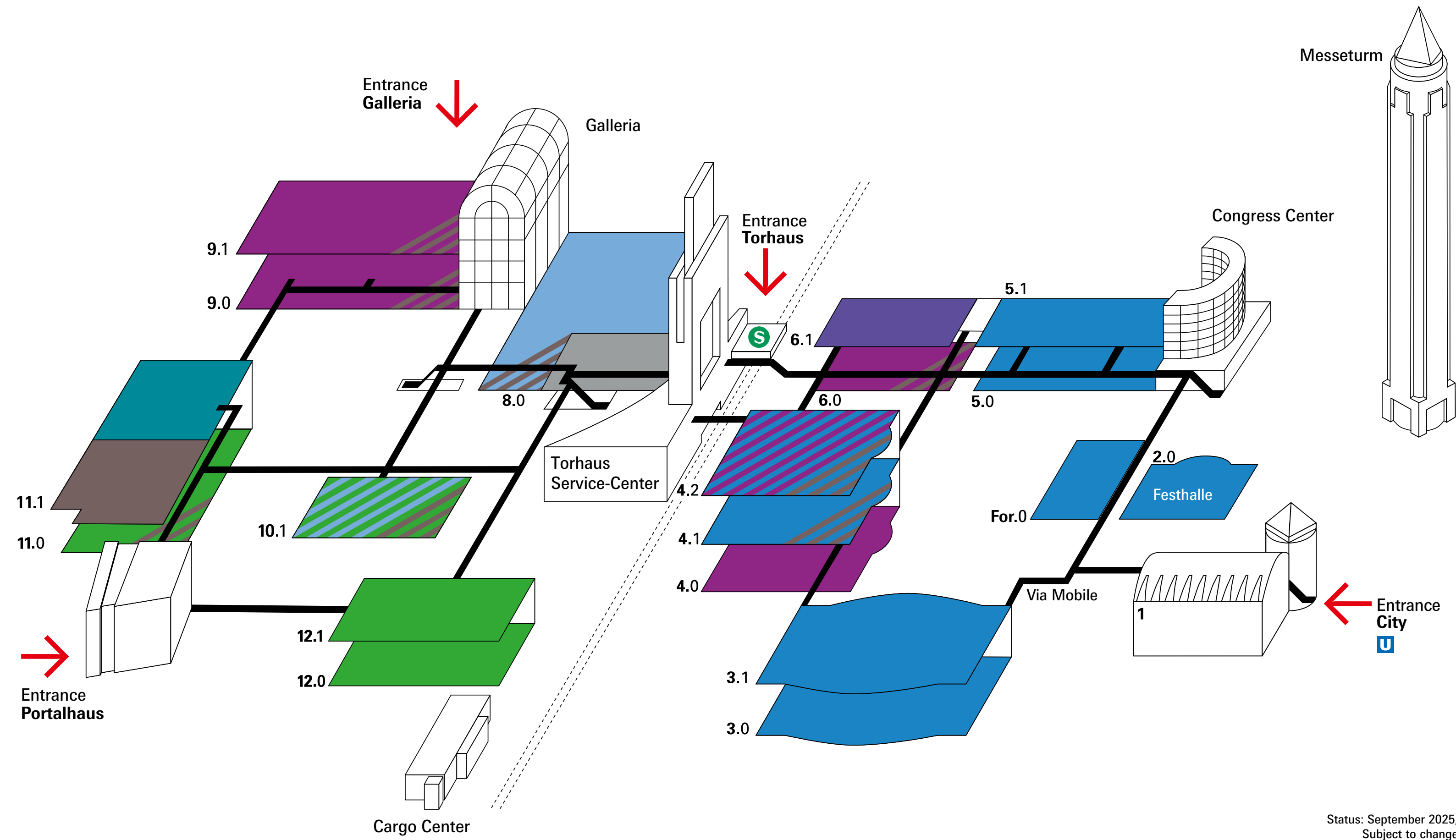
1. China
2. Italy
3. Netherlands
4. Switzerland
5. France
6. United Kingdom
7. Belgium
8. Poland
9. Austria
10. Türkiye

ISH

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all figures from ISH 2025

Ground plan ISH 2027



The ISH solutions 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, Pools, SPAs & Swimming Pools
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



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Future solutions. Structured clearly.

ISH 2027 arranges building technology and bathroom design into eight different solution fields. Each aims to meet your customers' requirements.

As an exhibitor, you'll be able to locate your own solutions immediately: your product portfolio is categorised logically, easy to find in the online exhibitor search and on-site, and highly visible to your target groups.



Bathrooms

- Private bathrooms
- (Semi-)public & industrial bathrooms
- Care sector bathrooms
- Pools, SPAs & swimming pools
- Bathroom installation



Water-Bearing Systems

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



Installation

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



Heat Generation

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



Indoor Air

- (Non-)residential buildings
- Data centres
- Educational & healthcare buildings
- Industrial processes buildings
- Retail buildings



Intelligent Building Management

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



Software

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



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

Bathrooms

ISH



Halls 2.0 / 3.0 / 3.1 / 4.1 / 4.2 / 5.0 / 5.1 / Forum

Modern sanitation solutions:

Design, comfort, sustainability and smart technologies for private and contract bathroom.

- A wide range: from private bathrooms, public sanitation, health sector bathrooms, pools, SPAs and swimming pools to cleverly concealed sanitary installations
- Design, hygiene and function combined with convenience and sustainability
- High levels of visitor interest: 32 % of visitors were interested in bathrooms in 2025 – some 52,200 people (from a 2025 total of 163,237). Among trade visitors from outside Europe, interest was as high as 40 %

Your benefits:

ISH is the ideal stage on which to make a strong brand appearance and present practical solutions.

Application areas:

Private bathrooms · (Semi-)public & industrial bathrooms · Care sector bathrooms · Pools, SPAs & swimming pools · Bathroom installation

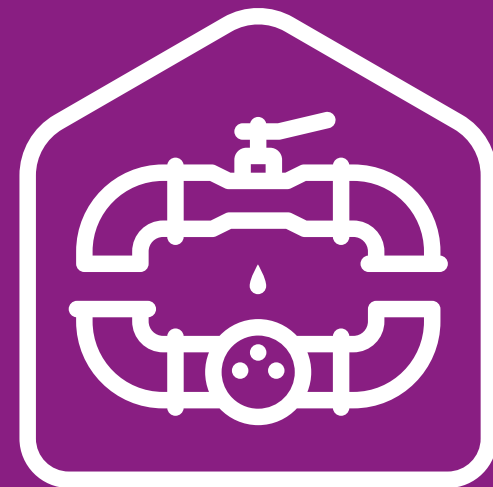
Target groups:

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

Be there – where design, comfort and sustainability are embodied in bathrooms.

Water-Bearing Systems

ISH



Halls 4.0 / 4.2 / 6.0 / 9.0 / 9.1

Intelligent water systems:

Hygienic, effective and secure

- Efficient, climate-friendly systems for residential and commercial properties
- A broad range: hygienic drinking water supply, efficient heating circuits, drainage, use of process and rainwater, greening roofs and facades
- Focus on: safety, hygiene, efficiency and sustainability
- Levels of visitor interest: 24 % of all trade visitors – that's around 39,200 people (from a 2025 total of 163,237)

Your benefits:

ISH offers you a platform on which to present your systems as safe, sustainable solutions that comply with regulations – and remain highly relevant to the industry's future.

Application areas:

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

Target groups:

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

Showcase your solutions for safe and sustainable water management.

Installation

ISH



Hall 6.1

Components, tools and services:

Effective implementation, from A to Z

- Efficient installation, commissioning and maintenance for residential and commercial properties
- Practical solutions: from professional tools through industrial pre-assembly to smart logistics
- Impactful: saves time, minimises errors and underpins sustainable processes
- Levels of visitor interest: 30 % of all trade visitors – that's around 48,900 people (from a 2025 total of 163,237)

Your benefits:

Present your solutions where speed, quality and ergonomics really count – from efficient pre-assembly to sustainable transportation and logistics solutions.

Application areas:

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

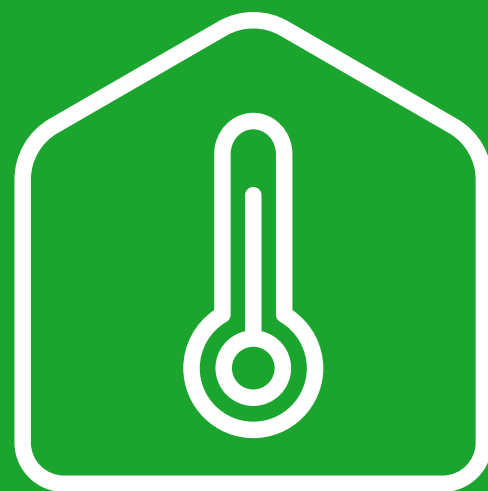
Target groups:

Skilled trades, specialist wholesale, building services planners, main contractors, housing industry

Demonstrate how your solutions save time and ensure quality.

Heat Generation

ISH



Halls 9.1 / 10.1 / 11.0 / 12.0 / 12.1

Heat solutions:

Experience and help shape the heating transformation.

- Efficient, climate-friendly system for residential and commercial properties
- The full range of technologies: electricity-based solutions (heat pumps, hybrid systems and PV with battery storage), biomass, local and district heating, plus gas and hybrid hydrogen-compatible technologies
- 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)

Your benefits:

ISH will position your portfolio as part of the heating transformation – with measurable effects such as fewer CO₂ emissions, lower operating costs and greater scalability.

Application areas:

Electricity-based heating systems (heat pumps, hybrid systems and PV with battery storage) · Biomass heating systems · Local & district heating · Gas & liquid-based heating systems

Target groups:

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

Position yourself as a driver of the heating transformation at ISH 2027.

Indoor Air

ISH



Hall 8

Indoor air solutions:

Well-being, health and efficiency

- Smart solutions for air quality, ventilation and air conditioning in all building types
- A wide range: from enhancing comfort in residential buildings or schools to cooling with precision in hospitals and data centres
- Levels of visitor interest: 21% of all trade visitors – that's over 34,000 people (from a 2025 total of 163,237)

Your benefits:

Great visibility from live demos and built-in presentations – at the heart of the industry, on the biggest hall level at Frankfurter Messe.

Application areas:

Residential buildings · Non-residential buildings · Industrial processes buildings · Educational & healthcare buildings · Data centres · Retail buildings

Target groups:

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

Set standards in indoor air technology today for health, well-being and efficiency tomorrow.

Intelligent Building Management

ISH



Hall 11.1

Smart building & integrated energy:

Efficiency, comfort and data come together as one.

- Integrated system performance: networking devices, plants and systems via interfaces, sensors and probes forms the basis for intelligent building management – at scales ranging from smart homes to campus solutions
- Focus on automation & energy management: smart building technology creates comfort, reduces energy requirements and enables consumption to be controlled transparently – for more environmentally conscious user behaviour
- Networking building technology: smart controls are a way of integrating renewable energy sources smoothly, allowing sustainable building automation. This creates an all-encompassing system above and beyond heating, ventilation and lighting
- Levels of visitor interest: 20% of all trade visitors – that's around 33,000 people (out of 163,237 in 2025)

Your benefits:

Smart building solutions deliver their true value where the technology is applied: demonstrably up to 30% lower energy consumption and 20% reduced operating costs. At ISH, you can showcase this impact live – right at the heart of ventilation, air-conditioning and heating system solutions. This positions your company in a dynamically growing market with high relevance for decision-makers.

Application areas:

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

Target groups:

Building services planners, systems integrators, facilities management, property managers, industry, skilled trades

Use ISH as the platform on which to present your systems as the core of smart buildings.

Software



ISH



Hall 8.0

Software solutions:

Digital tools for planning, operations and facilities management

- An overarching process chain: modern software solutions cover the whole life cycle, from planning – including BIM, simulation and digital twins – to stock-taking and operations, maintenance, facilities management and internal office organisation. This makes new buildings and renovations efficient, sustainable and practically error-free to implement
- Digital twins as a key platform: all the information on projects and buildings is shown virtually, visualised and made available in real time – for certainty in planning, transparency in communication and early identification of errors

- Levels of visitor interest: 12 % of all trade visitors (out of 163,237 in 2025) or around 20,000 people, with strong growth potential

Your benefits:

Present your software as a key factor for certainty in planning, increased efficiency and avoidance of errors – and create a clear basis for making decisions throughout all project phases.

Application areas:

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

Target groups:

Planners, architects, skilled trades, energy advisors, facilities management

Win over decision-makers with the digital tools to ensure that projects are safe and efficient.

Sanitary & HVAC Production

ISH



Halls 4.1 / 4.2 / 6.0 / 8.0 / 9.0 / 9.1 / 10.1 / 11.0 / 11.1

Sourcing and supply, OEMs and manufacturing services:

At the core of the sanitary & HVAC ecosystem.

- Encompasses the entire supply chain: from raw materials and components to OEM systems and even engineering and prototyping services – there's everything you need to create value with efficient, futureproof sanitary & HVAC
- OEM as a driver for innovation: OEMs support quicker time to market, greater adaptability and digital networking – whether as complete modular systems, own brands (private labels) or integrated IoT systems
- Levels of visitor interest: 25 % of all trade visitors – that's around 40,800 people (from a 2025 total of 163,237) are particularly interested in this solutions area

Your benefits:

Present your company as pivotal to value creation in sanitary & HVAC – be visible to decision-makers who drive sustainable manufacturing, supply chain excellence and innovation.

Application areas:

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

Target groups:

Industry (purchasing, research and development), wholesale

Be part of the Sanitary & HVAC value chain and help drive innovation.

Strong marketing across all channels to reach your target groups

Our marketing activities let you reach right into all your target groups. Whether in print, digitally or on social media: you'll gain international visibility. You'll also receive free vouchers and digital promotion materials so you can invite your target groups directly and generate worthwhile leads.



1,672
media representatives
from
30
countries



66.7 Mio.
online and
print media reports



1,148
posts



>41.3 Mio
impressions
paid socials LinkedIn
Google campaigns



23,468
newsletter
subscribers



>2.1 Mio
mailing recipients and
gross readers



436
display placements



135,484
followers
(03/2025)



1,175
views
(03/2025)



7,050
followers
(03/2025)



14,000
followers
(03/2025)



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Essential

The basic media package for maximum visibility, 24/7, 365 days a year

The mandatory media package opens doors to a successful trade fair presence. It ensures you're visible across all the right channels.

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 areas, 5 search terms in the ISH Contactor
- In print and on location: entry in the catalogue, featured on the interactive site plan
- Building.Technology.Solutions content hub: exclusive placement in the international exhibitor directory, themed connections for scoring targeted leads



For further details, see the film about
the Media Package Manager

You'll gain maximum visibility online, in print
and on location – with better-quality leads.

Upgrade options

ISH

15.–19. 3. 2027
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Your premium extras for maximum impact

Strengthen your presence at ISH 2027 with additional, individually bookable services. On-site, digitally and beyond. Greater reach, qualified leads and connections to your target groups – it all adds up!

Systematically generating leads

- B2B audience marketing: reach decision-makers even before ISH starts
- Solutions with scanning: scan QR codes, business cards and badges for contacts you can use straight away

Marketing upgrades – visibility with value

- App & web banner: a digital presence for all ISH participants to see
- On-site advertising: your brand at trade fair hotspots
- Press & promoters: editorial placement or on-site stand activation

Exhibitor stage – a platform for your message

- Keynote & panel talks featuring trade visitors and the media
- Interactive presentations and live demonstrations

About 1,000 guests in 2025 – the perfect stage for innovation, sustainability & content

ISH Festival – your brand in the spotlight

- Events & networking formats specially tailored to partners and clients
- Workshops & entertainment for the skilled trades and young talents
- Reach beyond the trade fair: social media, website features, paid media (> 8.8 million impressions in 2025)

All the ISH advertising options at a glance

Your presence. Your reach. Your platform. Feel free to contact us directly



Why not start booking and planning your stand?



Stand price calculator

Secure the early booking price
until 14 December 2025 and save up to 100 €/sqm!

Type of stand	Stand space up to 399 sqm * (per sqm)	Stand space from 400 sqm * (per sqm)	Stand space from 800 sqm * (per sqm)
1 side open	€ 348,00	€ 282,00	€ 295,00
2 sides open	€ 358,00	€ 292,00	€ 295,00
3 sides open	€ 368,00	€ 302,00	€ 295,00
4 sides open	€ 373,00	€ 307,00	€ 295,00
Outdoor area	€ 250,00	€ 250,00	€ 250,00
2-storey stand area up to 99 sqm **	€ 120,00	€ 120,00	€ 120,00
2-storey stand area above 100 sqm **	€ 60,00	€ 60,00	€ 60,00

*The figure applies across the whole exhibition area, not including any charges for outdoor areas or 2-storey stands. Companies' affiliations (wholly-owned subsidiaries) will also be considered.

**2-storey stands require authorisation and will be invoiced after the event has ended. All prices are exclusive of 19% VAT plus € 4.40/sqm environmental contribution and € 0.60/sqm AUMA fee (AUMA – Association of the German Trade Fair Industry). They are also exclusive of € 985 for the mandatory media package.

All-inclusive package

Our hassle-free professional trade fair package is here! Fixed stand areas of between 12 and 30 sqm (subject to availability) start from € 7,200. Prices include the mandatory media package (€ 985), € 4.40/sqm environmental contribution, but exclude € 0.60/sqm AUMA fee and VAT.

Further information here

ISH 2027 – the way to your stand

- State your intention to exhibit using the ISH website: it's free and there's no obligation (no registration fee)
- First you'll receive a stand proposal*
- Only once you've signed the stand proposal (agreement with placement) are you committed to take part in ISH

Early registration period

Reduced stand rental:
You'll save more than
€100/sqm

- We collect your requests
- General hall layouts and discussions
- We feed your intention to exhibit straight into the layout planning process



Late registration period

Regular stand rental

- We collect your requests
- We feed your intention to exhibit into the secondary layout planning process



Hall planning, primary

- Review of stand requests
- Delivery of stand proposals*
- Your consent to the placement
- Delivery of confirmation

Hall planning, secondary

- Review of stand requests as part of advanced hall layout planning
- Delivery of stand proposals*
- Your consent to the placement
- Delivery of confirmation

ISH
2027

* We create and tailor your stand proposal individually. The timing depends on the status of our other planning in that hall, and depends on a suitable area being available.

Timeline

15. SEPT. 2025
START
Early bird phase

14. DEZ. 2025
END
Early bird phase

JANUARY 2026

JULY 2026

NOVEMBER 2026

15.–19. MARCH 2027

Contact

Any questions? We'd be happy to offer you different options for participation and stand areas to suit your particular requirements and budget. Please do get in touch!



Birgül Demir

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Simone Dörr

Sales: Halls 2.0, 3.1, 6.1, Forum

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Andreas Kurth

Sales: Halls 8.0, 11.1

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Judith Späh

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Phone: +49 69 75 75-61 53
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Vanessa Perner

Sales: Halls 11.0, 12.0, 12.1

Phone: +49 69 75 75-58 25
vanessa.perner@messefrankfurt.com

Secure your place now, with no obligation. Register your interest and enjoy the early booking price.

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For all the details and to register your intention to exhibit



SAVE THE DATE & FOLLOW US ON SOCIAL MEDIA

Help shape the industry's future.

Secure your stand and be part of ISH 2027 –
the global stage for HVAC + Water.



135,484
followers
(03/2025)



7,050
followers
(03/2025)



14,000
followers
(03/2025)



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