

Facts and figures



Trade fair	imm cologne
Sub-heading	<i>The international furnishing show</i>
Dates of the event	18th to 23rd January 2011
Organizer	Koelnmesse GmbH
Frequency of event	once a year
Conceptual sponsor	Verband der Deutschen Möbelindustrie e.V. (Association of the German Furniture Industry) Flutgraben 2, 53604 Bad Honnef, Germany
Venue	Koelnmesse GmbH, Cologne Halls 2-11
Opening times	Exhibitors:
Preview: Monday, 17 th January 2011	from 8:00 a.m. – 7:00 p.m.
Tuesday, 18 th to Saturday, 22 nd January 2011	daily, from 8:00 a.m. – 7:00 p.m.
Sunday, 23 rd January 2011	from 8:00 a.m. – 6:00 p.m.
	Visitors:
Preview: Monday, 17 th January 2011	From 09:00a.m. to 6:00 p.m. Admission is only by special invitation from exhibitors of imm cologne 2011
Tuesday, 18 th to Saturday, 22 nd January 2011	daily from 09:00 a.m. – 6:00 p.m.
Sunday, 23 rd January 2011	from 09:00 a.m. to 5:00 p.m.
Stand rental fee per m ²	If registered... by 30th April 2010: €147,00EUR/m ² by 30th June 2010: €157,00EUR/m ² on or after 1st July 2010: €167,00EUR/m ²
Minimum stand size	12 m ²



Trade fair profile

imm cologne presents the world of furnishings of the future. At the beginning of every year the trade fair presents new and surprising international home trends and numerous marketable innovations. The broad range on offer is combined with high standards of quality and an excellent presentation of the products. The fair also provides an effective platform for young designers. The trade visitors value the trade fair's pronounced business atmosphere and high standards of organisation and services. The three days of the fair that are also open to end-consumers provide the exhibitors with ample opportunity for product tests and for collecting consumer suggestions. In close connection with the extensive programme of events that will take place all over the city of Cologne, imm cologne is for one week the centre of the international worlds of furnishings and design.



Target groups

Exhibitors

International suppliers of furniture, mattresses and sleep systems

Suppliers of floor coverings, home textiles, wall coverings, lighting and accessories in the area of specialised product ranges

Suppliers of home entertainment, bathroom and kitchen equipment

Suppliers of furnishing products for contract business

Visitors

International furniture and furnishing specialist trade, specialist bed retailers, interior designers, architects, designers, planners, joiners, carpenters, interior decorators

Product groups in 2011



basic	International Basics – living room and bedroom furniture
[d ³] design talents	Exhibition of young design
prime	Living room and bedroom furniture (modern and design), period and reproduction furniture
comfort	Upholstered furniture – suites, armchairs, divans, single sofas and sofa beds
smart	Young lifestyles and self-assembly furniture
sleep	Mattresses and sleeping systems, beds, waterbeds, bedding, bed linen and accessories
pure	Modern and avant-garde furniture designs, complete living philosophies
pure village	Creative furnishing concepts with top-end furniture, furnishing accessories and bathroom fittings in a co-ordinated design-oriented, display-enhancing setting
Specialised product ranges	Home textiles, floor coverings, wall coverings, lighting and accessories (are found in the corresponding product segments)
BMW <i>i</i> joint stand	Young, innovative companies (from Germany) with products from all product segments and supported by the BMW <i>i</i>



Registration for imm cologne	Interested parties are requested to send to the marketing team a brochure or images of the products they would like to display. Please also indicate the desired stand space (in square metres). Registration deadlines: For the deadlines, please see the information provided on stand rental fees
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Special admission procedure for pure	For stand placement in this product segment, exhibitors must enter a special application. Additional information can be obtained from: s.miller@koelnmesse.de
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Results of imm cologne 2010	
Exhibitors	1,053 (incl. 58% from abroad, from 51 countries)
Gross exhibition space	242,500 m ² , 16 halls
Visitors in 2010	100,000 (incl. 40% from abroad, from 120 countries)
Website	www.imm-cologne.com

Project management	Uwe Deitersen u.deitersen@koelnmesse.de
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Website	www.imm-cologne.com
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