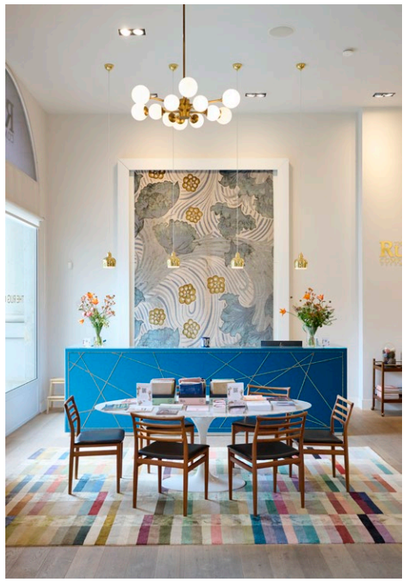
MÜNCHNER STOFF FRÜHLING

MARCH 7–10, 2024

EXHIBITOR INFORMATION

MÜNCHNER STOFF FRÜHLING



Münchner Stoff Frühling

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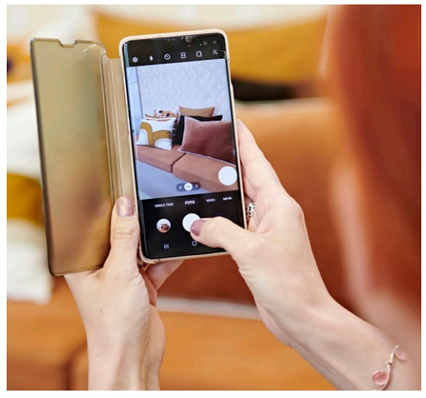
International textile suppliers and editors present high-quality home textiles, wallcoverings, carpets and rugs, as well as home furnishing and accessories in the heart of Munich.
During the event, all participating showrooms are related with a free shuttle service. The admission is free for all registered trade visitors.

Over 40 selected premium exhibitors with more than 120 brands

from the home textiles, wallpaper, carpets and accessories sectors present their collections at the MSF.

68,100 visitors

since 1997, who joined the event in total.



More than 3,000 trade visitors

like interior designers, interior decorators, architects and professionals from the industry visit the MÜNCHNER STOFF FRÜHLING every year.

The leading showroom - event and therefore

unique presentation platform

in Germany for high-end exhibitors from the interior branch.

Top organization and management

through personal contacts for visitors and exhibitors.

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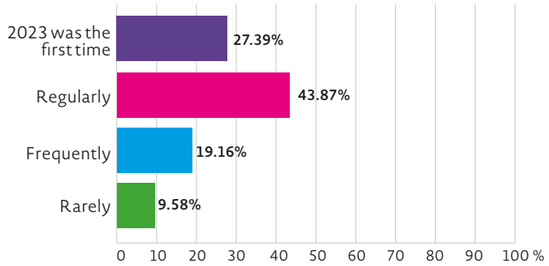
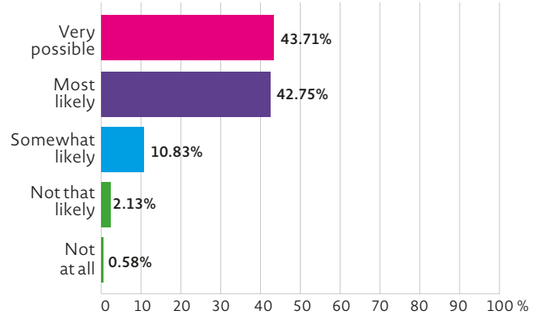
Results of visitor survey 2023

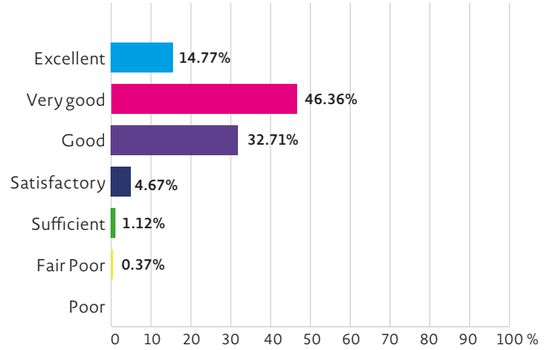
How often have you visited the MÜNCHNER STOFF FRÜHLING?



How likely is it that you will recommend the MÜNCHNER STOFF FRÜHLING to a colleague?

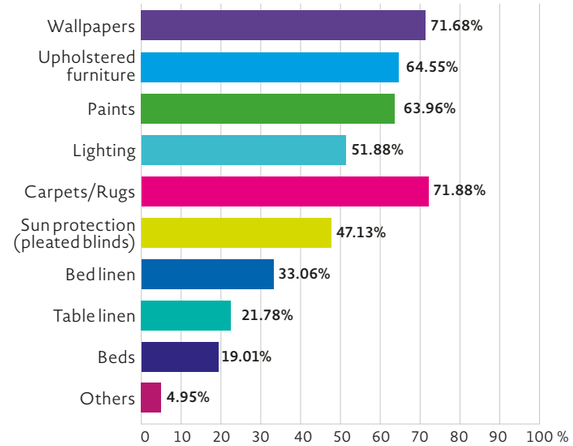


How would you value the compilation of the companies exhibiting at the MÜNCHNER STOFF FRÜHLING?



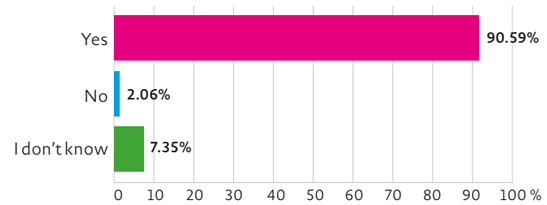
93.8% evaluate the mix of exhibitors as excellent, very good or good.

Besides textiles, are you also interested in other types of products?



97.29% of the visitors would recommend the MÜNCHNER STOFF FRÜHLING to their colleagues.

From today's perspective, would you come to the next MÜNCHNER STOFF FRÜHLING 2024?



* 954 people out of 4,038 respondents answered on our May 2023 survey

MÜNCHNER STOFF FRÜHLING

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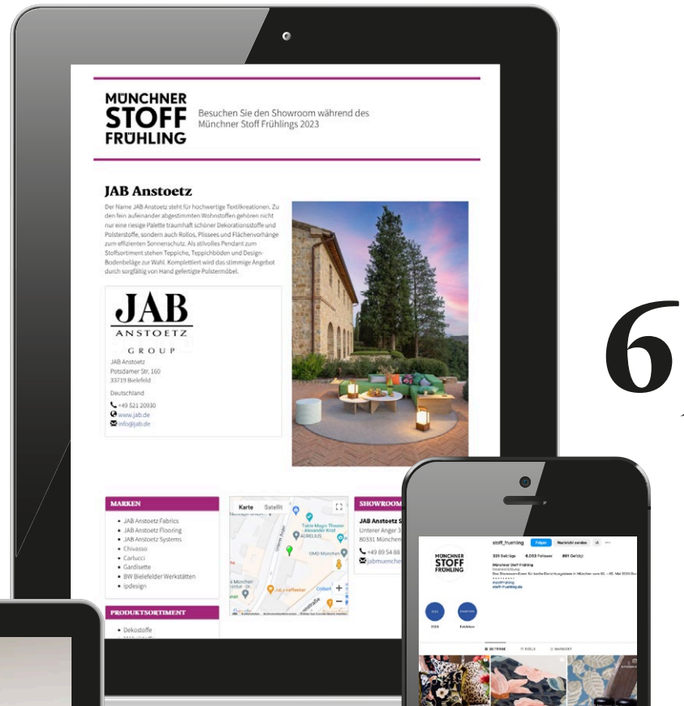
2,793 followers on Facebook

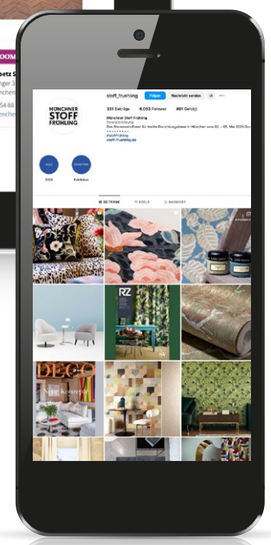
Communication media

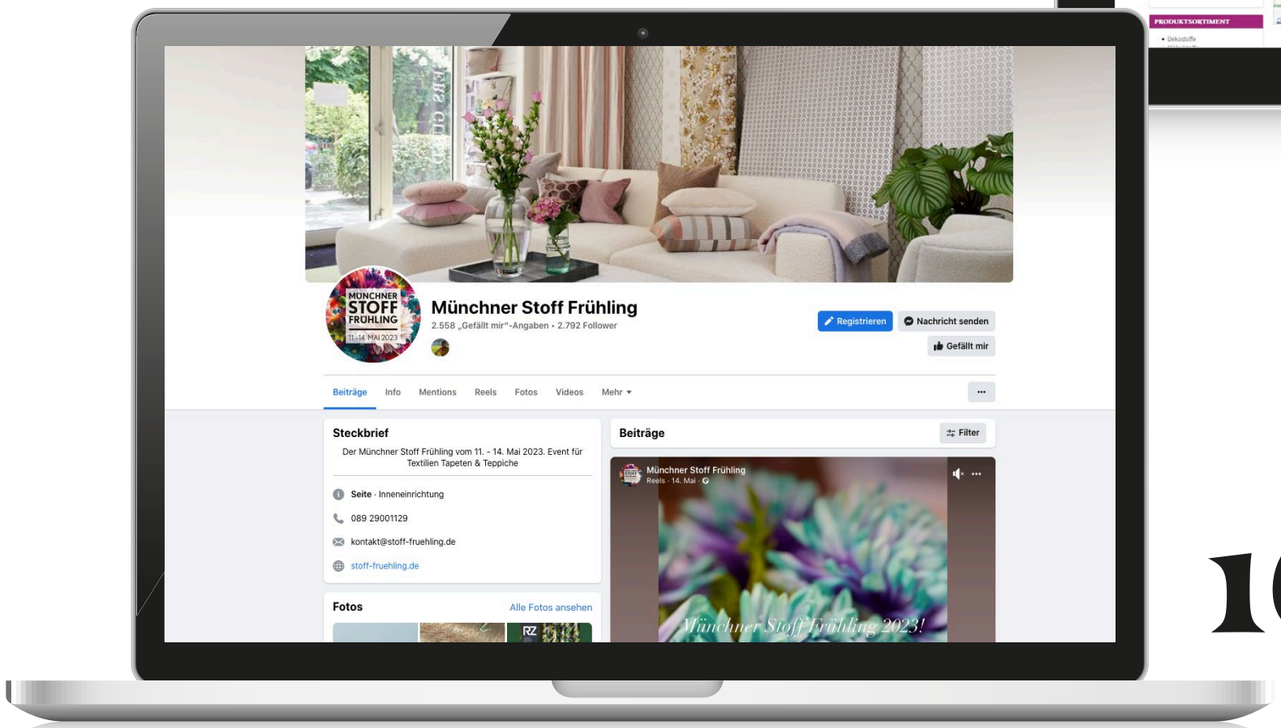
In the run-up to the MÜNCHNER STOFF FRÜHLING, we communicate regularly on all digital channels and publish the exhibitors' innovations.



6,000 exhibition booklets

125,100 website visitors per year





6,055
Instagram followers

16,120 newsletter subscribers

Follow us on Facebook @msfmuenchen

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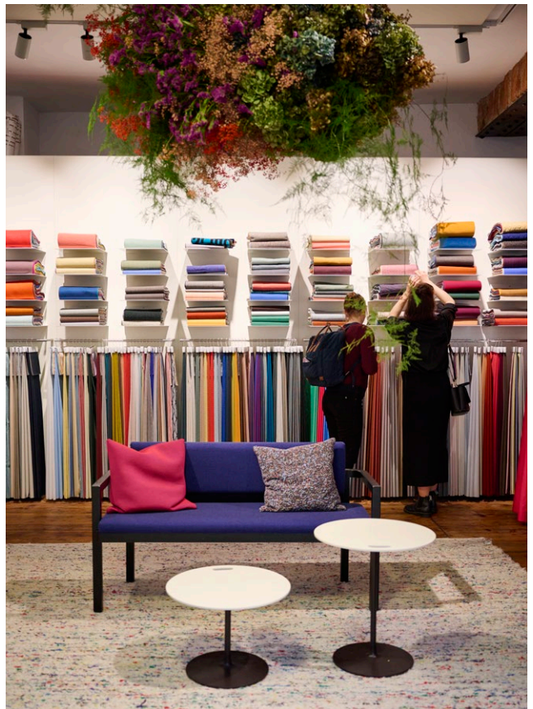
Exhibitors and brands 2023

Brand	Exhibitor
Alcantara	Saum & Viebahn
Alhambra	Gebrüder Weishäupl
Ardecora	Zimmer + Rohde
Arte	Arte
Artline	Zimmer + Rohde
Atelier Saint Germain	Nobilis Fontan
Black Edition	The Romo Group
Boussac	Pierre Frey
Braquenié	Pierre Frey
BW Bielefelder Werkstätten	JAB Anstoetz
C&C Milano	C&C Milano
Camengo	Casamance
Caparol Icons	Caparol Icons
Carlucci	JAB Anstoetz
Casal	Houlès
Casamance	Casamance
Chanée	Houlès
Charmelle	Saum & Viebahn
Chivasso	JAB Anstoetz



Brand	Exhibitor
Christian Fischbacher	Christian Fischbacher
Christian Lacroix Maison	Designers Guild
Clarke & Clarke	Sanderson Design Group
CMO Paris	Élitis
Colefax and Fowler	Colefax and Fowler
Création Baumann	Création Baumann
Decobel	Houlès
decode by luiz	Luiz
Dedar	Dedar
Deschemaker	Houlès
Designers Guild	Designers Guild
DG Paint	Designers Guild
Easy & Safe	Kobe Interior Fabrics
Élitis	Élitis
English Heritage	Designers Guild
Essentials	Arte
Essentials by Kobe	Kobe Interior Fabrics
Etamine	Zimmer + Rohde
éternité	Saum & Viebahn
Fadini Borghi	Pierre Frey
Ferreira de Sá	Ferreira de Sá
Fine Textilverlag	Fine Textilverlag
Flamant – The Wallpaper Collection	Arte
Flavor Paper for Arte	Arte
Foresti	Gebrüder Weishäupl
Fortuny	Fortuny
FORUM	Object Carpet
Fritz Hansen	Fritz Hansen
Gardisette	JAB Anstoetz
Grupo Lamadrid	Houlès
Harlequin	Sanderson Design Group
Hästens	Hästens
Hodsoll McKenzie	Zimmer + Rohde
Hohenberger Wallcoverings	Hohenberger Manufaktur für Tapeten
Houlès	Houlès
Humbert & Poyet	Nobilis Fontan
Interstil	Interstil
ipdesign	JAB Anstoetz
JAB Anstoetz Fabrics	JAB Anstoetz
JAB Anstoetz Flooring	JAB Anstoetz
JAB Anstoetz Systems	JAB Anstoetz
Jane Churchill	Colefax and Fowler
Jean-Paul Gaultier	Lelièvre

Brand	Exhibitor
Jim Thompson	Jim Thompson
John Derian	Designers Guild
Johnstons of Elgin	Lelièvre
Kirkby Design	The Romo Group
Kobe Interior Fabrics	Kobe Interior Fabrics
KT Exclusive	KT Exclusive
Kvadrat	Kvadrat
Kymo	Kymo
Larsen	Colefax and Fowler
Le Corbusier Wallcoverings	Arte
Le Manach	Pierre Frey
Lelièvre	Lelièvre
Les Créations de la Maison	Houlès
Little Greene	Little Greene
Lizzo	Gebrüder Weishäupl
Luciano Marcato	Houlès
luiz beds	Luiz
LUIZ	Luiz
Magniberg	Kvadrat
Manuel Canovas	Colefax and Fowler
Mariaflora	Mariaflora
Mark Alexander	The Romo Group
Miroo	Saum & Viebahn
Misia	Casamance
Missoni	Lelièvre
Moooi Wallcovering	Arte
Morris & Co.	Sanderson Design Group
NEOO	Object Carpet
Nobilis	Nobilis Fontan
Nya Nordiska	Nya Nordiska
Object Carpet	Object Carpet
Object Carpet x Ippolito Fleitz Group	Object Carpet
Pepe Peñalver	Gebrüder Weishäupl
Perennials Fabrics	Perennials & Sutherland
Perennials Rugs	Perennials & Sutherland
Phillip Jeffries	Phillip Jeffries
Pierre Frey	Pierre Frey
Places of Origin	Object Carpet
Ralph Lauren Home	Designers Guild
Rohleder	Rohleder
Romo	The Romo Group
RUGX	Object Carpet
Sahco	Kvadrat

Brand	Exhibitor
Salzburger Handdrucke Jordis	Salzburger Handdrucke Jordis
Sanderson	Sanderson Design Group
Saum & Viebahn	Saum & Viebahn
Scion	Sanderson Design Group
Sørensen Leather	Sørensen Leather
StudioArt	Lelièvre
Sutherland Furniture	Perennials & Sutherland
Tassinari & Chatel	Lelièvre
The Royal Collection	Designers Guild
The Rug Company	The Rug Company
Travers	Zimmer + Rohde
Upper House	Saum & Viebahn
Villa Nova	The Romo Group
Wall&decò	Wall&decò
Weishäupl Manufakturmöbel	Gebrüder Weishäupl
Werther – Die Möbelmanufaktur	Werther – Die Möbelmanufaktur
William Yeoward	Designers Guild
Zimmer + Rohde	Zimmer + Rohde
Zinc Textile	The Romo Group
Zoffany	Sanderson Design Group
Zollanvari International	Zollanvari International

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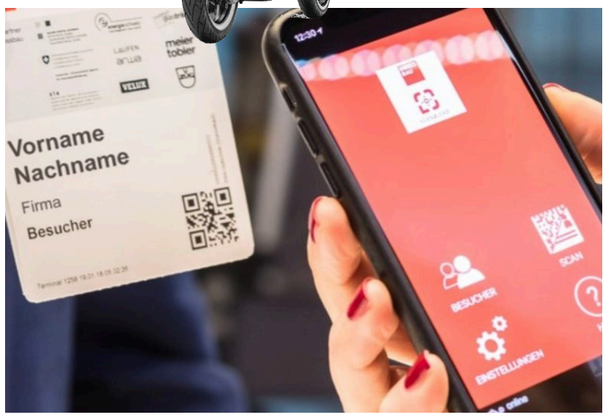
Unique visitor service

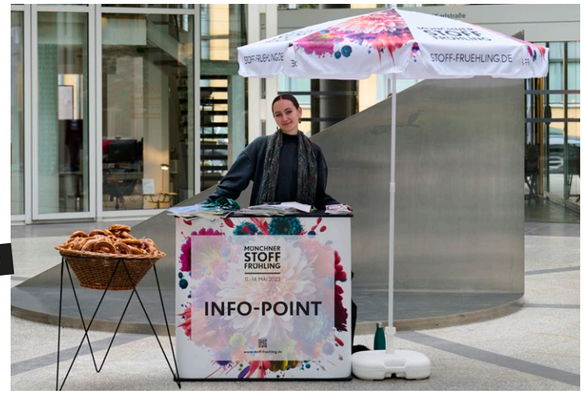
Shuttle service
We offer a free shuttle service every 10 minutes that connects all showrooms with each other.

Cruising from showroom to showroom
for free with Tier's coupon codes!



Ticketing:
Digital ticketing with the convenient way for exhibitors to quickly record visitors via a scan app also enables on-site visitor registration and a sustainable "after-sales service" after the event. On the days of the event, the digitally purchased admission ticket also serves as proof of participation.

Including restaurant, shopping and cultural tips



Info - Points
At all important hubs, visitors will get information, can register and will be looked after individually by our friendly hostesses.

NEW IN 2024:
Web-app for visitors!

Participation fees 2024

Registration fee for "early birds" until 31/10/2023	**€ 5,200***
Regular registration fee until 31/12/2023	**€ 5,980***

The fees include the following general services:

- Organization and management of the event
- Visitor and exhibitor logistics (registration tool with scan application)
- Free shuttle service
- Communication, advertisement and PR
- Editorial pre- and post-reporting in all social media channels
- Website and web-application
- Printed brochure (6000 editions)

Incl. digital and analogue map for orientation

Additional services on request (can be booked individually):

Independent presentation of further brand	€ 950,00/per brand
Communication package	€ 1,650.00
Individual photo shooting of the show space	€ 1,200.00

***) For exhibitors in the first year plus one-time registration fee of € 1,500.00**

Cancellation fees in case of resignation from the contract:

Withdrawal after:
08/01/2024 = 50% cancellation fee
08/02/2024 = 100% cancellation fee
of the total participation fee.

All prices are exclusive of the applicable statutory VAT. The general terms and conditions of the organizer apply.

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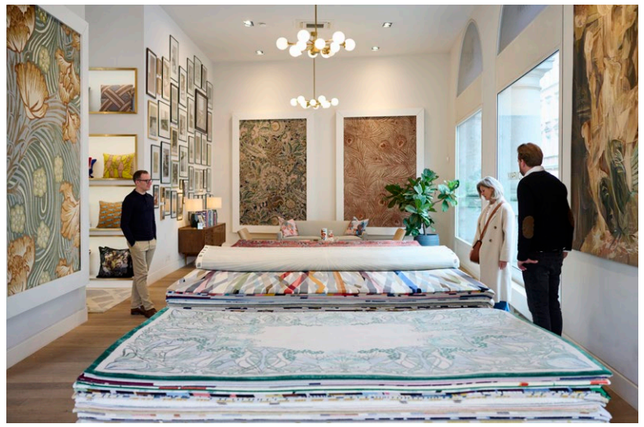
The MÜNCHNER STOFF FRÜHLING

the leading German showroom event for all interior-enthusiastic trade visitors in the heart of Munich. Personal, inspiring, sales-promoting, strong in communication!

Comments from trade visitors in May 2023 on the question „What did you like in particular?“:



“Lots of trends in beautiful places to see, the versatility of the diverse locations”

“Very inspiring ..., ... nice people ..., ... great atmosphere“

Do you need an exhibition space?
We can offer individual and extraordinary showrooms!

Please get in touch with us:

For all your questions or requirements call **+49 89 29 00 11 29**
Or send us an e-mail to:
kontakt@stoff-fruehling.de

Kontakt

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„The casual, enjoyable „browsing“ and being inspired – the many good-humoured people“

“Really nice cosmopolitan atmosphere in all showrooms and direct contact to colleagues, suppliers and the sales teams.”

„In a few days you are well informed and up to date of the industry.“