

MÜNCHNER STOFF FRÜHLING

Application to participate in the MÜNCHNER STOFF FRÜHLING 2024 26th event from Thursday, March 7th to Sunday, March 10th, 2024

- Exhibitor
(Companies that have a textile product range for interior design or related products and have sales in the DACH region. Customers are mainly interior designers, interior designers, interior decorators and exclusive furnishing retailers)
- Partners / Sponsors
(Companies or people who support the event have a special interest in the event, the target group and/or in communication within the framework of the event)

Information for catalog entry:

Company name:

Street / No.:

Country/ZIP/City:

Phone No.:

Email:

Managing director:

Exhibited brands:

VAT identification number (only for companies from the EC):

Exhibited Products:

- | | | |
|--------------------------------------------------|---------------------------------------------|----------------------------------------|
| <input type="checkbox"/> Decoration fabrics | <input type="checkbox"/> Bed- / Table Linen | <input type="checkbox"/> Furnitures |
| <input type="checkbox"/> Upholstery fabrics | <input type="checkbox"/> Cushions | <input type="checkbox"/> Curtain rails |
| <input type="checkbox"/> Sheers | <input type="checkbox"/> Paint | <input type="checkbox"/> Trimmings |
| <input type="checkbox"/> Wallpaper/Wallcoverings | <input type="checkbox"/> Beds | <input type="checkbox"/> Accessories |
| <input type="checkbox"/> Carpets/Rugs | <input type="checkbox"/> Lighting | <input type="checkbox"/> Others |

Different correspondence address:

Company:

Name of applicant:

Street / No.:

Country/ZIP/City:

Mobil phone:

Email:

Different billing address:

Street / No.:

Country/ZIP/City:

(Mobil) Phone No.:

Email:

Contact person for the event:

General Participation (Responsible):

Email:

Mobil:

Marketing:

Email:

Mobil:

Sales Germany:

Email:

Mobil:

Bookkeeping:

Email:

Mobil:

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Stand supervision:

Email:

Mobil:

Person in charge during the event:

Email:

Mobil:

Application for First Participation:

Yes:

No:

Are you?

Manufacturer:

Editor:

Distributor/Agency:

Others:

Do you currently have a sales network in Germany?

Yes:

No:

Which customer group do you want to address with your participation?

At which other international trade fairs do you exhibit?

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Participation fees 2024

Early bird registration until October 31st, 2023

Exhibitors fee € 5,200

Regular registration until December 31st, 2023

Exhibitors fee € 5,980

I am a registered member of the MSF e.V. with a permanent showroom in Munich.

Optional

One-time registration fee for new exhibitors (in the 1st year) € 1,500

Additional secondary or sub-brand presentation € 950/per brand

Number of secondary or sub-brands:

Name of sub-brands:

Independent communicative presentation and naming of one or more additional brands or sub-brands of the participant on the event website, web app, in the social media channels Instagram and Facebook and in the entire newsletter communication before, during and after the event to approx. 17,000 subscribers

Communication package € 1,650

Additional publication of product images and texts on the website and the web app:

- Six product images including text
- Possibility of uploading two company videos
- Company portrait, plus company logo, home address, including email etc.
- Trademark directory

Additional editorial publication in image and text on Instagram and Facebook:

- 1 PR – article embedded in an MSF newsletter (approx. 17,000 subscribers)
- 2 social media posts (Instagram and Facebook)

Exclusive photo shoot (incl. image editing) € 1,200

The organizer organizes an individual photo shoot by a professional photographer of up to 2 hours from the exhibition area or employees of the exhibitor before or during the MSF. The recordings can be used for the company's own PR communication for 1 year. Upon request, the organizer will place a selection on the event's website.

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All prices are exclusive of statutory VAT.

The application to participate in the event and to rent an exhibition space must be submitted to the organizer by December 31st, 2023 at the latest.

Submitting the application does not entitle you to participate and use the exhibition space. A binding commitment to the event and rental is only made with the written order confirmation from the organizer.

Information about the exhibition space

I maintain a permanent showroom in the center of Munich

I have a temporary showroom in the center of Munich

Adress:

I need a temporary exhibition space during the event

Required space: m²

The showroom or temporary exhibition space must be in the center of Munich (zip code areas 80331, 80333, 80335, 80336, 80339, 80469, 80538, 80539, 80636, 80798, 80799, 81675)

I have taken note of the organizer's general conditions of participation. These can be found in the appendix and at www.winkler-online.de/media.

City:

Date:

Name of applicant:

Authorized signature:

Company stamp: