



Update
August
2021

MÜNCHNER STOFF FRÜHLING

31 MARCH-3 APRIL 2022

EXHIBITOR INFORMATION

Exhibitor information



Big fan base
of trade visitors who
come every year

Excellent image
of the Münchner
Stoff Frühling

Professional showrooms
and collections

The Stoff Frühling 2022 takes place from March 31st to April 3rd and traditionally welcomes the textile furnishing industry in Munich. During the popular showroom event, trade visitors and exhibitors have the opportunity to exchange ideas in a pleasant atmosphere. In the coming year, current and new collections will be presented to visitors both on site and shared as part of an extensive digital presence on our website and social media channels.

Visitors in numbers

In the previous event, around 2,700 trade visitors took the opportunity to visit the showrooms of the Münchner Stoff Frühling to discover the newest collections of the textile and furnishing industry and to place their orders. It is the atmospheric staging by the well-known international companies and the mixture of current trends and personal conversations that makes our event extraordinary.

The trade visitors prefer to come from Germany, Austria and Swiss and are predominantly interior designers, interior decorators, interior architects and other professionals. Every second visitor comes to Munich every year.



23 years of tradition

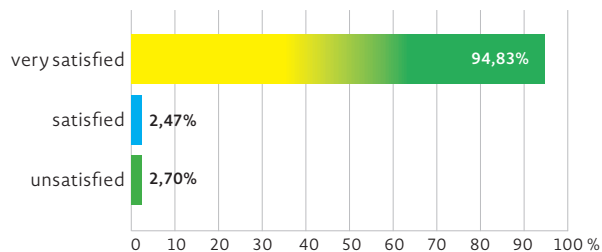
94,8 % of the trade visitors are very satisfied

56% of the trade visitors come every year

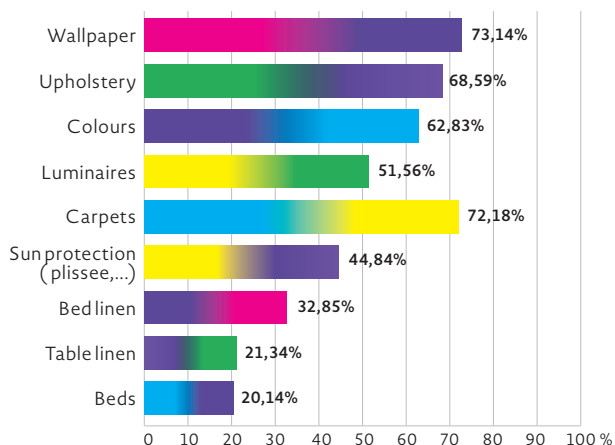
After the last event, 1,421 visitors took part in the survey.

Here is a small selection of the results:

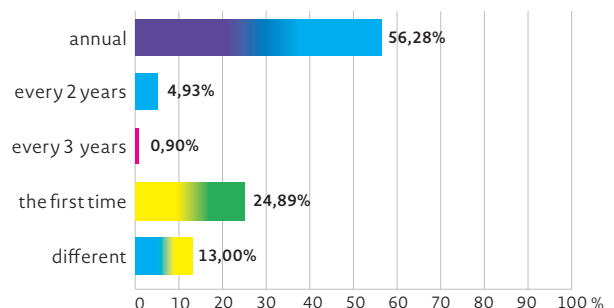
Were you satisfied with your visit to the Münchner Stoff Frühling?



Besides textiles, are you interested in other product categories?



Do you visit MSF regularly?



Digital means of communication of the MSF

The website **stoff-fruehling.de** is accessed by 38,237 people (numbers 2020) in the four weeks before the start of the showroom event. Every exhibitor can present himself with his innovations and his philosophy on our website. Our newsletters are sent to 17,230 subscribers every 14 days. We regularly publish feeds and stories about the exhibitors and their products on our social media channels.

stoff-fruehling.de:

117,200 visitors to the website per year

Newsletter:

17,230 subscribers

Instagram:

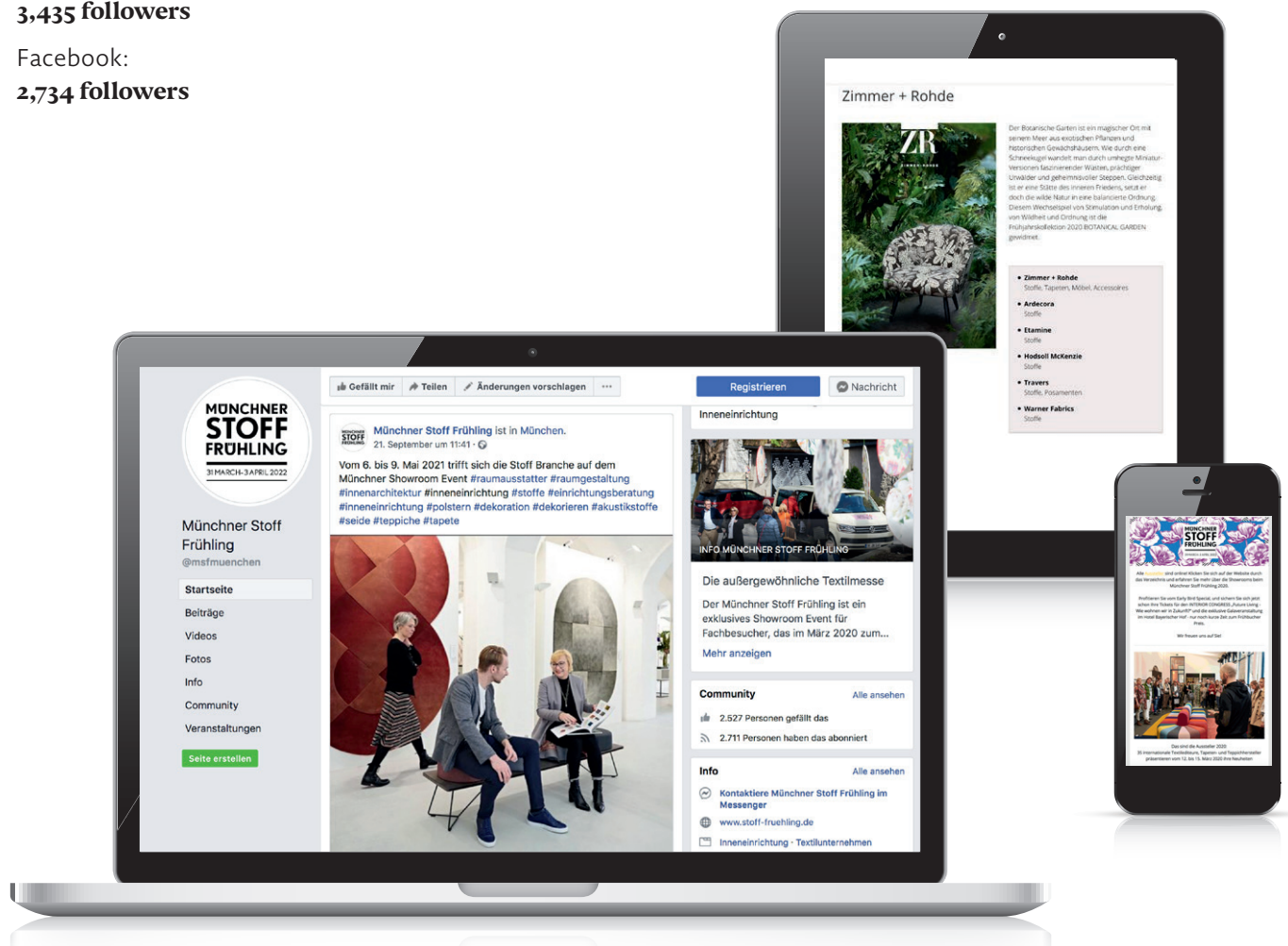
3,435 followers

Facebook:

2,734 followers



Publication on the website of up to 6 product images incl. text, company logo, Google maps, addresses, collections



Brands and collections Münchner Stoff Frühling*

Collection/brand	exhibitor	Collection/brand	exhibitor
Alba	Wind	JG Home Living	Holland & Sherry
Alhambra	Gebrüder Weishäupl	Jim Thompson	Jim Thompson
Andrew Martin	Hahne & Schönberg	John Boyd	Hahne & Schönberg
Anthology	Style Library	Kinnasand	Kinnasand
Ardecora	Zimmer + Rohde	Kirkby Design	The Romo Group
Arte	Arte	Kobe Contract	Kobe Interior Design
Atelier Saint Germain	Nobilis Fontan	Kobe Interior Design	Kobe Interior Design
Backhausen	Backhausen	Krabet	Hahne & Schönberg
Black Edition	The Romo Group	Kvadrat	Kvadrat
Boråstapeter	Dörflinger & Nickow	Larsen	Colefax and Fowler
Boussac	Pierre Frey	Le Corbusier Wallcoverings	Arte
Braquenié	Pierre Frey	Le Manach	Pierre Frey
Brunschwig & Fils	Hahne & Schönberg	Lee Jofa	Hahne & Schönberg
BW Bielefelder Werkstätten	JAB Anstoetz	Lelièvre	Lelièvre
C&C Milano	C&C Milano	Little Greene Paint	Little Greene
Camengo	Casamance	Little Greene Wallpaper	Little Greene
Carlucci	JAB Anstoetz	Lizzo	Lizzo-Pepe Peñalver
Casal	Houlès	Luciano Marcato	Houlès
Casamance	Casamance	Luiz	Luiz
Cassaro	Hahne & Schönberg	luiz beds	Luiz
Chivasso	JAB Anstoetz	m-moebeldesign	Lelièvre
Christian Fischbacher	Christian Fischbacher	Manuel Canovas	Colefax and Fowler
Christian Lacroix	Designers Guild	Marburger Tapeten	Marburger Tapeten
Christopher Farr Cloth	Holland & Sherry	Mark Alexander	The Romo Group
Clarke & Clarke	Style Library	Marvic	Hahne & Schönberg
climatex	JAB Anstoetz	Misia	Casamance
Cole & Son	Lelièvre	Missoni Home	Lelièvre
Colefax and Fowler	Colefax and Fowler	Mr Perswall	Dörflinger & Nickow
Création Baumann	Création Baumann	Moooi Wallcoverings	Arte
Decobel	Houlès	Morris & Co.	Style Library
decode by luiz	Luiz	Mulberry	Hahne & Schönberg
Dedar	Dedar	Muriel Brandolini	Holland & Sherry
Designers Guild	Designers Guild	Nicholas Herbert	Hahne & Schönberg
Dörflinger & Nickow	Dörflinger & Nickow	No. 9	Jim Thompson
Edmond Petit	Hahne & Schönberg	Nobilis	Nobilis Fontan
Élitis	Élitis	nya textiles	Nya Nordiska
Elizabeth Eakins	Holland & Sherry	Object Carpet	Object Carpet
Engblad & Co	Dörflinger & Nickow	Object Carpet Manufaktur	Object Carpet
Esente	Kobe Interior Design	Pepe Peñalver	Lizzo-Pepe Peñalver
Etamine	Zimmer + Rohde	Phillip Jeffries	Dedar
Etro	Hahne & Schönberg	Pierre Frey	Pierre Frey
Eu Nil Lee	Nobilis Fontan	Pierre Frey Möbel	Pierre Frey
F1	Interstil	pt - Prestigious Textiles	Prestigious Textiles
F. Schumacher	Houlès	Ralph Lauren Home	Designers Guild
Fadini Borghi	Pierre Frey	Romo	The Romo Group
Fine Textilverlag	Fine Textilverlag	Rugx	Object Carpet
Flamant - The Wallpaper Collection	Arte	Sahco	Sahco
Flavor Paper for Arte	Arte	Sanderson	Style Library
Fox Linton	Jim Thompson	Sandra Jordan	Holland & Sherry
Fret	Holland & Sherry	Scion	Style Library
Gardisette	JAB Anstoetz	Studio G	Style Library
G. P. & J. Baker	Hahne & Schönberg	Studioart	Lelièvre
Grupo Lamadrid	Houlès	Tassinari & Chatel	Lelièvre
Harlequin	Style Library	The Royal Collection	Designers Guild
Hodsoll McKenzie	Zimmer + Rohde	The Rug Company	The Rug Company
Hohenberger Tapeten	Hohenberger Tapeten	Threads	Hahne & Schönberg
HookedOnWalls	Arte	Travers	Zimmer + Rohde
Houlès	Houlès	Verasetta	Hahne & Schönberg
Interstil	Interstil	Villa Nova	The Romo Group
IP Design	JAB Anstoetz	W-plus	Interstil
JAB Anstoetz Fabrics	JAB Anstoetz	Weishäupl Manufakturmöbel	Gebrüder Weishäupl
JAB Anstoetz Flooring	JAB Anstoetz Flooring	William Yeoward	Designers Guild
JAB Anstoetz Systems	JAB Anstoetz	Wind	Wind
James Hare Fabrics	Gebrüder Weishäupl	Zimmer + Rohde	Zimmer + Rohde
James Malone	Hahne & Schönberg	Zinc Textile	The Romo Group
Jane Churchill	Colefax and Fowler	Zoffany	Style Library
Jean Paul Gaultier	Lelièvre		



High quality collections
for interior designers,
interior decorators and
upscale interior retailers
are represented in Munich

Product groups

from decorative fabrics,
carpets and wallpapers
to upholstered furniture
and paints

Important information

Hygiene and safety

That trade visitors and exhibitors can stay relaxed and enjoy the special advantages of the showroom concept during the course of the event, all participants must be vaccinated, recovered or tested. We guarantee compliance with the official requirements valid at the time of the event.

Mobility

Those who do not come to the showroom with their own transportation can use our shuttle buses, which can be found in the immediate vicinity of the showrooms.

Ticketing and visit reservation

Digital ticketing with convenient visitor registration via the Scan App enables exhibitors to quickly record their visitors, even on site, and provide sustainable „after-sales service“ following the event. On the days of the event, the digitally purchased admission ticket also serves as proof of participation.



All visitors must register for the MSF before or at the event and will be registered by the exhibitors via scan app in the showrooms or exhibition areas visited.



Participation fees 2022

Exhibitor € 4,800*

The fees include the following general services:

- Organization and management of the entire event
- Visitor and exhibitor logistics, reservation tool
- Provision of a shuttle service
- Communication, advertising and PR for the event
- Editorial pre- and post-reporting
- Internet and social media

**Registration deadline
is 30.11.2021**

The following partial payment conditions apply:

	% Rate	exhibitor
Rate 1 with confirmation of participation	50	€ 2,400.00
Rate 2: until January 31, 2022	50	€ 2,400,00
Total amount	100	€ 4.800,00

*) For exhibitors in the first year
plus one-time registration fee € 1.100,00

If an exhibitor declares his resignation premature, the following cancellation fees apply:

Resignation after:

01/31/2022 = 50% cancellation fee

02/28/2022 = 75% cancellation fee

03/31/2022 = 100% cancellation fee
of the total participation fee.

All prices are exclusive of the currently valid VAT.

The general terms of condition of the organizer apply.



„Do you need an exhibition space?

We can help you

to find a pop-up showroom.

Just contact us. “

For your questions about the showroom event our telephone service is also available to you on **089 - 29 00 11 29** for your disposal. Or write us an Email to: **kontakt@stoff-fruehling.de**

Organiser

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