

MÜNCHNER STOFF FRÜHLING

Application to participate to the Münchner Stoff Frühling 2022

24th event from Thursday, March 31st to Sunday, April 4th 2022

Exhibitor

(Companies that have a textile product range for interior decoration or related products and have a distribution in the DACH-region. Customers are predominantly interior designers, interior decorators and retailers)

Partner / Sponsor

(Companies or persons who support the event, have a special interest in the the target group and / or in communication within the framework of the event)

General company data

Company name (catalog entry): _____

Name of applicant: _____

Street, house number: _____

Country / ZIP Code / Place: _____

Telephone / mobile phone: _____

Email: _____

Managing Director: _____

Issued trademarks/brands: _____

Exhibited products:

() Decorative fabrics

() Furniture fabrics

() Curtains

() Wallcoverings

() Carpets and flooring

() Bed and table linen

() Cushions

() Paint

() Beds

() Lighting

() Furniture

() Curtain rods

() Trimmings

() Accessories

() Other

Correspondence address (only if different from the company address)

Company: _____

Name of applicant: _____

Street, house number: _____

Country, ZIP Code, Place: _____

Telephone / mobile phone: _____

Email: _____

Invoice address (only if different from the company address)

Company: _____

Name of applicant: _____

Street, house number: _____

Country, ZIP Code, Place: _____

Telephone / mobile phone: _____

Email: _____

VAT-ID-No.: _____

Contact persons (please tick, for inclusion in the general email distribution list)

General attendance (responsible): _____

Email: _____ Phone: _____

Marketing: _____

Email: _____ Phone: _____

MÜNCHNER STOFF FRÜHLING

Sales: _____

Email: _____ Phone: _____

Bookkeeping: _____

Email: _____ Phone: _____

Stand construction/service: _____

Email: _____ Phone: _____

During the event:

Email: _____ Telefon: _____

Information on the exhibition space:

I have a permanent showroom in the center of Munich

I have a temporary showroom in the center of Munich

More details: _____

I need a temporary exhibition space during the event

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.

Place: _____

Date: _____

Authorized signature: _____

Printed Name: _____

Participation fees 2022

(Please tick in the relevant box!)

Application until November 30, 2021

- Exhibitors fee € 4,800
- Exhibitor and member of MSF e.V. (additional discount 20%) € 3,840

Discounts such as early bird discounts or as compensation for shortened cancellation in 2020 are included in the fees and agreed with MSF e.V.

Optional

- One-time registration fee for new exhibitors (only in the 1st year) € 1,1000
- Second- or sub-brand presentation € 950

Independent communicative presentation and naming of an additional brand / sub-brand of the participant on the website of the event in the social media channels and in all communication before, during and after the event

- Communication – package € 1,440

Additional publication of product images and texts on the website:

- 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 pictures and text on Instagram and Facebook:

- 1 PR article embedded in an MSF newsletter (17,090 subscribers)
- 2 social media post (Instagram and Facebook)

- Exclusive photo shooting (image editing included) € 750

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

- Location agency from € 250

Search and successful mediation of an exhibition space that is not offered and rented by the organizer. It will be charged once based on the effort.

Optional rental of temporary exhibition space*

I ask for an offer for a temporary exhibition space during the event:

- | | | | |
|--------------------------|------------------|--------------------------|-----------------------|
| <input type="checkbox"/> | Goldbergstudio * | Required space: _____ m2 | Price from € 90 / m2 |
| <input type="checkbox"/> | Praterinsel * | Required space: _____ m2 | Price from € 140 / m2 |

Remarks: _____

(*) Rental and management is carried out by the organizer. If there are not enough exhibitors for a location, there may be changes to the offer. The spaces are allocated according to the "first come - first serve" principle.

All prices are exclusive of statutory VAT. Rental prices apply exclusively to the rented empty space, including electricity, heating, basic lighting, general design of the public areas and entrances, as well as a service partner on site. They do not include costs for any catering or stand design. Please ask about your individual needs.

The application to participate in the event and to rent exhibition space must be submitted to the organizer by **November 31, 2021** at the latest. Submitting the application does not entitle to participate and use the exhibition space. A binding commitment to the event and rental is only made with the organizer's written order confirmation.

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

The general terms and conditions of the organizer apply.

Munich, August 2021