

Application to participate to the Münchner Stoff Frühling 2023

25th event from Thursday, May 11th to Sunday, May 14th 2023

- 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 architects, interior decorators and retailers)
- Partner / Sponsor
(Companies or persons who support the event, have a special interest in the target group and / or in communication within the framework of the event)

General company data

Company name (catalogue entry):

Street, house number: _____

Country / ZIP Code / Place: _____

Company phone : _____

Company Email: _____

Managing Director: _____

Presented trademarks/brands: _____

VAT-ID-No.: _____

Exhibited products:

- | | | |
|---|--|---------------------------------------|
| <input type="checkbox"/> Decorative fabrics | <input type="checkbox"/> Bed and table linen | <input type="checkbox"/> Furniture |
| <input type="checkbox"/> Furniture fabrics | <input type="checkbox"/> Cushions | <input type="checkbox"/> Curtain rods |
| <input type="checkbox"/> Curtains | <input type="checkbox"/> Paint | <input type="checkbox"/> Trimmings |
| <input type="checkbox"/> Wallcoverings | <input type="checkbox"/> Beds | <input type="checkbox"/> Accessories |
| <input type="checkbox"/> Carpets and flooring | <input type="checkbox"/> Lighting | <input type="checkbox"/> Other |

Correspondence address (fill out only, when different from company address)

Company: _____

Contact person: _____

Street, house number: _____

Country, ZIP Code, Place: _____

Telephone / mobile phone: _____

Email: _____

Invoice address (fill out only, when different from company address)

Company: _____

Contact person: _____

Street, house number: _____

Country, ZIP Code, Place: _____

Telephone / mobile phone: _____

Email: _____

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

General attendance (responsible): _____

Email: _____ Phone: _____

Marketing: _____

Email: _____ Phone: _____

Sales: _____

Email: _____ Phone: _____

- Bookkeeping: _____
Email: _____ Phone: _____
- Stand construction/service: _____
Email: _____ Phone: _____
- Person in charge during the event: _____
Email: _____ Phone: _____

Only fill out only, if application for first participation:

Which product(s) would you like to present at MSF?

Do you have any product innovations? Yes: No:

Are you manufacturer:

Publisher/Editor:

Distributor/Agency:

Miscellaneous: _____

Do you currently have a sales network in Germany? Yes: No:

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

What is your company's unique selling proposition: _____

At which other (international) trade fairs do you exhibit: _____

Who are your competitors? _____

Participation fees 2023

(Please mark in the relevant box!)

Application until December 31, 2022

- Exhibitors fee € 5,200
- I am member of the Münchner Stoff Frühling e.V. (20% discount on the exhibitors fee)

Optional

- One-time registration fee for new exhibitors (only in the 1st year) € 1,200
- Second- or sub-brand presentation € 980/brand

Number of requested brands:

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

- Communication – package € 1,650

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)

1/1 4-c advertisement in the booklet (edition of 6000 copies)

- Exclusive photo shooting (image editing included) € 980

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 € 300

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.

All prices are exclusive of VAT.

The application to participate in the event and to rent exhibition space must be submitted to the organizer by **December 31, 2022** 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.

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

Location: _____

I need a temporary exhibition space during the event (in case you will receive a separate form)

The showroom or the temporary exhibition space must be located in the center of Munich (postcode 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 .

Place: _____

Date: _____

Name of applicant: _____

Authorized signature: _____

Company seal: