

HOME OF
CONSUMER GOODS



ambiente

26.–30.1.2024
FRANKFURT / MAIN

DIGITAL RETAIL AREA

Meet your global target groups.

digital retail
presented by
 **nmedia**

messe frankfurt



DIGITAL EXPERTISE IN FRANKFURT

The digitisation of retail continues. After the successful launch of the “Digital Retail presented by nmedia” special area at Ambiente 2023, this theme will again play a significant part at next year’s fair. Top brands and suppliers as well as decision-makers from all forms of retail are looking for specific digital solutions.

Meet your existing partners at the world’s most important consumer goods trade fair. Connect with more potential customers than at any other event and showcase your digital services and solutions. Face-to-face contact is now more vital than ever for good digital business relationships.

Book your presence at the centrally located “Digital Retail presented by nmedia” area in Galleria, Level 0 directly adjacent to Halls 8 and 9 with international dining product ranges and a corresponding trade audience. Take advantage of the attractive Ambiente offer. Don’t delay – places are limited.

THE LIFESTYLE MOVE- MENT

Ambiente is the leading event for the international consumer goods sector. It is the ideal platform for premiering new ideas and design trends as well as discussing key themes and developments in the industry. With its four areas, it covers the entire market:

DINING for table, kitchen and household,

LIVING for interiors and decoration,

GIVING for gifts and personal accessories and

WORKING for products around the modern workplace and New Work.

Ambiente is also the largest **Sourcing** platform outside China and the global meeting place for **HoReCa**, **Contract Business** and **Sustainable Products**.

Exhibitors at Ambiente are highly visible. Starting in 2023, the trade fair now also covers the area of Digital Services & Solutions and presents offers for suppliers and all forms of trading organisation. Come together with B2B contacts at top management level and exchange ideas. In January, right at the start of the year, Ambiente shows the way forward for a successful 12 months. It is held concurrently with two other leading international trade fairs: Christmasworld for seasonal and festive decorations and Creativeworld for hobby, craft and artists' supplies.

As a provider of digital solutions, you also benefit from numerous synergies between the various Ambiente areas and the three events. Gain direct access to your target groups.



FACTS AND FIGURES

THE MOST INTERNATIONAL CONSUMER GOODS TRADE FAIR.

Around **3,681** exhibitors and around
109,491 trade visitors from
168 countries*

COMMUNICATION ACROSS ALL CHANNELS.

More than
577,474
followers on our
social media channels
f t i l y

Reach within Germany**
16,312,480
contacts through
195 advertisements in 164 media and
215 banner/newsletter placements in 140 media

1,145
accredited journalists for
Ambiente, Christmasworld and Creativeworld

AMBIENTE TRADE VISITORS –
ECONOMIC SECTORS.*

36 %
Retail

15 %
Services

9 %
Manufacturing

21 %
Wholesale and
import/export

17 %
Other

2 %
Skilled trades

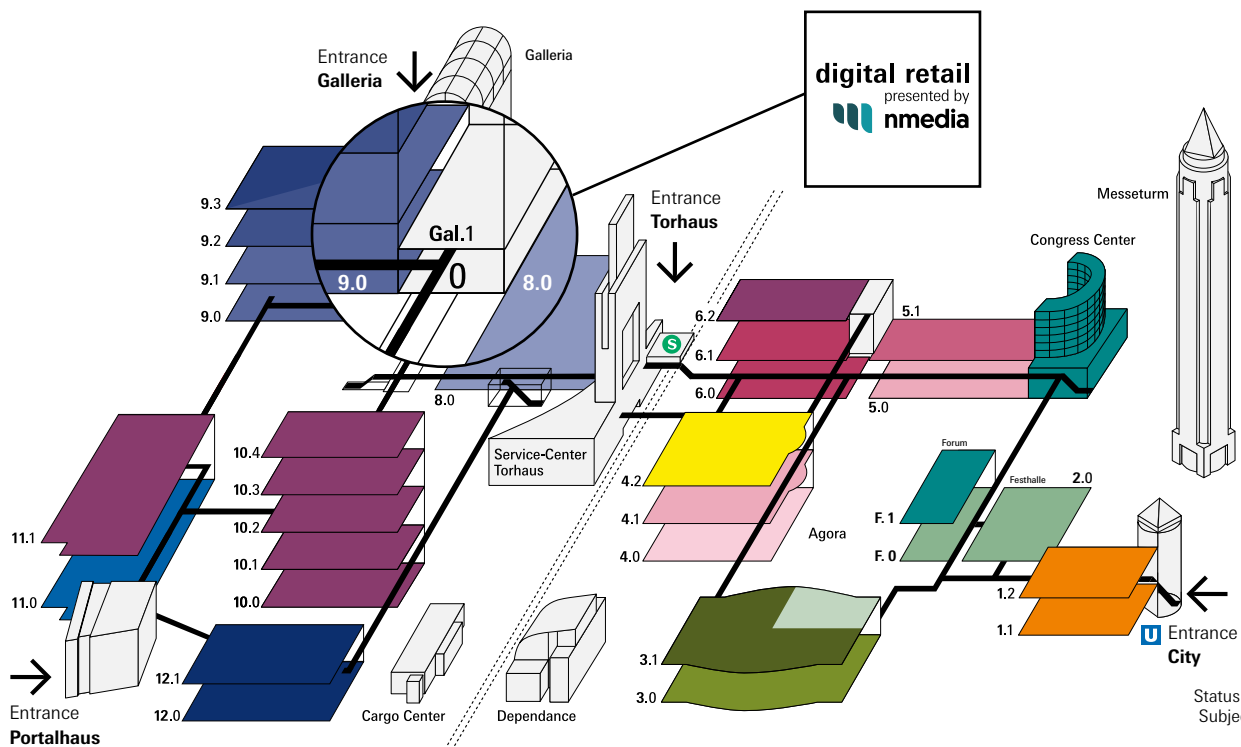
TARGET GROUPS.

Talk to international exhibitors and trade visitors at Ambiente – including specialist retailers, department stores, concept stores, wholesalers, retail chains and global players through to artisanal and craft businesses, SMEs and producers.

* Status June 2023, FKM-verified figures

** Argus Data Insights Deutschland GmbH/
Messe Frankfurt Exhibition GmbH, April 2023

GROUND PLAN



ambiente

Global Sourcing

- Christmas & Seasonal Decoration**
6.2
- Office & Stationery**
10.0
- Home Decoration & Gifts**
10.1
- Table**
10.2
- Home & Garden Select**
10.3
- Home Accessories & Contemporary Crafts**
10.4
- Kitchen & Houseware**
11.1

Dining

- Cook & Cut**
8.0
- Modern Kitchen & Baking**
9.0, 9.1
- Clean Home & Storage Solutions**
9.2, 9.3
- Top Deals & Collections**
9.3
- HoReCa**
11.0
- Table**
12.0, 12.1
- Table Select**
12.1

Living

- Interiors & Decoration**
3.0
- Interior Design**
3.1

Giving

- Urban Gifts, Stationery & School**
4.2

Working

- Office Design & Solutions, Future of Work**
3.1
- Office**
Festhalle 2.0, Forum 0
- Remanexpo**
Congress Center, Forum 1

christmasworld

- Visual Merchandising & Light, Christmas & Seasonal Decoration**
4.0
- Christmas Delights**
Foyer 4.0
- Christmas & Seasonal Decoration**
4.1, 5.0
- Christmas & Seasonal Decoration, Florists' Requisites & Garden Decoration**
5.1
- Christmas & Seasonal Decoration, Florists' Requisites & Garden Decoration, Candles, Ribbons & Wrapping**
6.0, 6.1

creativeworld

- Hobby & handicrafts**
1.1, 1.2
- Graphic & artists' supplies**
1.1, 1.2
- Graffiti & Street Art**
1.1, 1.2
- Handiwork & textile design**
1.1, 1.2

TAKE PART

For numerous trade visitors from retail and manufacturing, Ambiente provides the opportunity to discover a wealth of information around digital tools and solutions. Take part and acquire new potential customers. The "Digital Retail presented by nmedia" special area is exclusively for digital solution providers to showcase their offer.

You benefit from a common networking and lounge area for discussions and meetings. Thanks to eye-catching branding and communication for the area and your brand, you are in the spotlight before and during the trade fair. Our package is specifically tailored to your needs as a digital player – from your brand logo presence at the area, social media activities and specific PR campaigns to inclusion in newsletters and on the Ambiente website.



The offer.

- ▶ Selection and design of your space at the Digital Retail area
- ▶ Shared use of reception desk and lounge
- ▶ Branding of your company on site
- ▶ Inclusion of the area and brand in Ambiente communications
- ▶ Leadsuccess app for scanning, managing and analysing visitor data

1 side open €289.00/sqm*

2 sides open €346.00/sqm*

3 sides open €358.00/sqm*

4 sides open €362.00/sqm*

MEDIA PACKAGE (OBLIGATORY)

Entry in trade fair information media. €985.00**

* Plus € 4.20/sqm environmental levy, € 0.60/sqm AUMA fees + VAT.

** Plus VAT.

Plus Area Communication Package €5,000.00

Plus expert lecture as part of the €3,500.00

Conzoom Solutions Academy
(optional, limited number)

We look forward to welcoming you.

Be an exhibitor at the Digital Retail area at Ambiente 2024. Contact us without obligation for more information.

YOUR CONTACT PERSON

Fady Fahim

Tel.: +49 69 75 75-54 26

fady.fahim@messefrankfurt.com

OUR PARTNER: NIMEDIA.HUB

Retail is gearing up for the future and requires additional digital solutions, for example for multichanneling. The nmedia.hub order and content platform for the Home & Living segment is a specialist Ambiente partner. It can create bespoke solutions for your company and also offers a range of standardised processes, including interfaces to online marketplaces. Thanks to the array of high-quality brand content at nmedia.hub, including item, article and image data, you can showcase your products optimally online.

nmedia.hub has already successfully presented a wide-ranging portfolio for online retail in 2023. Due to the positive response, the area and offering is being significantly expanded in 2024. In combination with the "Digital Retail presented by nmedia" area, the show will exhibit a broad, trendsetting spectrum. Don't miss out.

