

messe frankfurt

creativeworld

27.–30.1.2024  
FRANKFURT/MAIN

# BUSINESS AS UNUSUAL

Exhibit and enjoy success  
at Creativeworld 2024!





**HERE MORE THAN  
ANYWHERE ELSE –  
BUSINESS DEPENDS  
ON IDEAS**

## **IDEA NO. 1: SHOWCASE YOUR COMPANY AND YOUR PRODUCTS GLOBALLY**

In January 2024, the whole world will once again be coming to Creativeworld in Frankfurt, the world's largest and most important trade fair for the creative DIY sector. Present your latest product ideas, techniques and materials in the following product groups: Hobby & Handicrafts, Graphic & Artists' Supplies, Handiwork & Textile Design and Graffiti & Street Art.

Benefit from outstanding synergy effects with the concurrent Ambiente and Christmasworld fairs, which offer access to the consumer goods industry in addition to the global hobby, handicrafts and artists' supplies sector. You benefit from new target groups, numerous contact opportunities and even greater visibility to an international trade audience of buyers and retailers.

With its location at the heart of Europe, you can benefit from new international business right at the start of the year and develop contacts with new and existing customers. Taking part has always been the best idea!





# PRODUCTS, TRENDS AND VISIBILITY

Here is where the industry comes to find products for painting, crafting, sewing, gluing, modelling, pottery making and decorating, plus materials, paints and tools. Enthuse your visitors, inspire the craft world and benefit from a host of opportunities – it's the perfect venue for **Business as unusual!**



## FOUR MAJOR PRODUCT GROUPS:

### HOBBY & HANDICRAFTS

Handicraft materials and sets, batik dyes, gemstones, felt, glass paints, hobby and handicraft books, sequins, beads, porcelain painting supplies, scissors, face paints, wax crayons, silk paints, ribbons, edging, decorative articles, florists' materials, gift wrapping materials, mosaics, packing and binding materials, polystyrene articles and tools.



### HANDIWORK & TEXTILE DESIGN

Wool, yarns, fabrics for embroidery, knitting, sewing and crocheting

### GRAPHIC AND ARTISTS' SUPPLIES

Easels, canvas, drawing paper, brushes, paints



### GRAFFITI & STREET ART

Airbrush kits, primers and fixers, spray cans, acrylic markers, paint crayons, Aqua Brush pens

Plus, an array of creative writing and drawing products to enhance the Creativeworld range. Numerous traditional writing instrument manufacturers are also expanding their portfolio in the direction of creative materials. What about you? Come and exhibit your latest ideas!



# TRENDS & EVENTS

## All trends. One location.

Creativeworld is the annual hotspot for the international DIY sector: The industry's top buyers come to Frankfurt to experience a comprehensive preview of the coming season – from inspiring worlds of colour to new materials and innovative creative techniques. They'll want to check out your creative products, materials and tools in person. Present your new products – and come closer to your target groups than at any other event.



## Events – an audience magnet.

Creativeworld 2024 once again offers an exceptional programme of events that attracts and inspires a high-quality industry audience. Are you looking to be a trendsetter for the coming season? If so, exhibit your products in the eye-catching Trend Area at **Creativeworld Trends 2024!** Are you innovative when it comes to sustainability? If so, the **Ethical Style by Creativeworld special interest programme** is the ideal platform for presenting your sustainable products. Do you want to offer creative workshops with your products? If so, register for the **Creative Academy**. Are your ideas potential prizewinners? If so, enter them for the **Creative Impulse Award**.





8,840

VISITORS

65 %

VISITORS FROM OUTSIDE GERMANY

93 %

VISITOR SATISFACTION

17,649

SQM GROSS EXHIBITION AREA

249

EXHIBITORS

92 %

EXHIBITOR SATISFACTION

132

PARTICIPATING NATIONS

# THE FACTS & FIGURES

for Creativeworld 2023 speak for themselves –  
and for your presence in 2024!

\*Status 7.2.2023, subject to FKM check

## BE INSPIRED – 365 DAYS A YEAR

You can use the **Digital Extension online platform** before, during and after the event to network, present your products virtually and enjoy numerous online events. Use of the platform is included in your Media Package. The online exhibitor search engine and the **nmedia.hub** digital order platform are available all year round. In addition, Creativeworld social media channels and the Conzoom Solutions website offer information, ideas and inspiration throughout the year.

creativeworld  
ambiente  
christmasworld

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### DIGITAL EXTENSION

Exhibitor and product presentation | Networking | Live streaming | 1-to-1 video calls | and more

JANUARY 2024

FEBRUARY 2024

### ONLINE EXHIBITOR SEARCH ENGINE

All exhibitors with contact details  
and presentations

### NMEDIA.HUB

Digital order and content  
management

### CONZOOM SOLUTIONS

Practically oriented online  
platform for the retail sector

### SOCIAL MEDIA

Instagram, Facebook, Twitter,  
Youtube, LinkedIn

365 DAYS A YEAR





# JUST BEING HERE MAKES YOU VISIBLE

**Showcase your offer to the international DIY world!**

Make sure you book your place at the world’s largest creative DIY fair in good time. Take part and benefit from your presence at Creativeworld 2024!

**Creativeworld offers a wider range of opportunities than any comparable event:**

- Forge valuable contacts with national and international decision makers.
- Meet new and existing target groups.
- Benefit from numerous opinion leaders from the press and social media.
- Experience at first hand which trends and innovations are particularly positively received.
- Negotiate deals at the fair itself with high-quality buyers from the whole-sale, import/export and retail sectors.
- Take advantage of the unique infrastructure and our comprehensive range of services in Frankfurt – including our Exhibitor Media Package.
- Benefit from outstanding synergy effects with the concurrent Ambiente and Christmasworld fairs.

**Don’t miss out!**

## SITE PLAN

Would you like to know now the location and setting at the exhibition centre where you’ll be inspiring your visitors? Simply check out the current Creativeworld site plan on our website.

**TAKE A LOOK  
AROUND!**



TYPE OF STAND	STAND RENTAL PRICES
1 side open	€ 217.00/sqm *
2 sides open	€ 245.00/sqm *
3 sides open	€ 261.00/sqm *
4 sides open	€ 271.00/sqm *
Upper storey	€ 150.00/sqm **

\* All prices exclude € 4.20/sqm environmental levy, € 0.60/sqm AUMA charge + VAT. Obligatory Media Package € 985.00 (plus VAT). \*\* Plus VAT.

**WE LOOK FORWARD TO HELPING  
YOU IN PERSON.**

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**Scan here for all the  
latest information.**



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