

Press release

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Wide-ranging services for exhibitors at Paperworld 2020

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In the coming year Paperworld will be introducing a number of additional services for (new) exhibitors. Whether for start-ups or manufacturers looking to reach new target groups - the trade fair for stationery, office supplies, and writing materials in Frankfurt am Main offers a wide range of opportunities for participation that go far beyond just a stand presence.



Julia Uherek, Group Show Director Consumer Goods Fairs, and Michael Reichhold, Director Paperworld, have developed a range of different concepts for this purpose. These experts in the Paperworld team are responsible for exhibitor support and the design of the exhibition areas.



"Our new concepts are aimed at different exhibitor target groups: On the one hand, we would like to attract new producers and suppliers with our offers who have not yet exhibited at Paperworld but are definitely positioned in the office environment. Here I am thinking, for example, of

providers of office catering concepts, or products relating to work safety. On the other hand, we want to offer a convenient package to manufacturers who are interested in returning to Paperworld, providing them with a well thought-out and easy introduction into the trade fair.

> Julia Uherek, Group Show Director Consumer Goods Fairs

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main



"For the first time, we are offering a Newcomer Package for new exhibitors at Paperworld and Creativeworld 2020. It includes a 9 m² stand with all the necessary equipment and a media package. This all-round carefree package is ideal for new exhibitors as we take care

of the stand construction and equipment. Manufacturers are welcomed by a fully assembled stand where they can arrange their products attractively. The preparation for the trade fair appearance is therefore straightforward and involves a minimum of time and effort".

> Michael Reichhold, Director Paperworld



"Celebrating its debut in 2020 is the Paperworld Office Village in Hall 3.0. Here, companies can easily rent a 30 or 60-square-metre stand in a purpose-built area: fully equipped, easy to customise, and at a fixed price. This guarantees a professional appearance combined with

minimal planning effort. The area with the exhibition stands also has an info point, lounges, meeting rooms and a catering area."

> Andrea Müller, Sales Paperworld



"Future Office in Hall 3.0 is the first port of call when it comes to smart office solutions. With expert lectures and exhibitor presentations, it provides dealers, architects, and facility managers with an insight into the networked office. We offer manufacturers a presentation space for their office solutions

directly in the area: with fully equipped and uniform stands that match the overall concept".

> Christiane Walter, Coordinator Consumer Goods Fairs

Note for journalists:

You are welcome to request images by e-mail.

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Paperworld - The visionary office and the stationery trends
International Frankfurt fair for stationery, office supplies, and writing materials
Frankfurt am Main, 25-28 Jan 2020

Paperworld - The visionary office. The stationery trends.

Next fair: 25 - 28 January 2020 in Frankfurt am Main

The leading international trade fair presents the latest products and trends in the paper, office supplies, and stationery sector every year in Frankfurt am Main. Paperworld offers the world's widest range of products in commercial office supplies (visionary office) and the private stationery sector (stationery trends). In 2019, 1,665 exhibitors from 64 countries presented their products to 32,340 trade visitors from 143 countries*. This makes Paperworld the highlight of the year for the industry, and a source of innovative business ideas for wholesalers and retailers, booksellers, the Internet and mail order sector, and commercial consumers. In addition, the wide-ranging event and congress programme provides inspiration and knowledge transfer for retailers, architects, planners, facility managers, as well as heads of educational and seminar facilities who are interested in the latest office trends and interior design concepts.

paperworld.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018

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