

Press release

May 2020

## Wide-ranging services and package offers for exhibitors at Paperworld 2021

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**Paperworld (30 Jan - 2 Feb 2021) has prepared packages with 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.**

The Paperworld team has developed a range of different concepts and packages for exhibitors. "The economically difficult year 2020 in particular confronts the industry both with the challenge of conserving resources and planning for the future. We would like to offer support in this respect and provide exhibitors with a variety of packages that are both cost-effective and, at the same time, connect them with new target groups", says Julia Uherek, Group Show Director Consumer Goods Fairs.



Paperworld Office Village celebrated a successful premiere in Hall 3.0 in 2020.

Foto: Messe Frankfurt

The stand packages for exhibitors are designed for different target groups: On the one hand, there are offers for new producers and suppliers who have not yet exhibited at Paperworld but are definitely positioned in the office environment. This applies, for example, to providers of office catering concepts, or of products relating to work safety and hygiene. On the other hand, Messe Frankfurt is also keen to promote start-ups and offer them an easy market entry on the international Paperworld trade platform. Other offers are aimed at manufacturers interested in returning to Paperworld or designers who are placed more prominently in the spotlight.

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### **Newcomer Package for an easy start**

The Newcomer Package, which is being offered for the first time at Paperworld and Creativeworld 2020, will be continued next year. It includes a 9 m<sup>2</sup> stand with all the necessary equipment and a media package. "This all-round carefree package is ideal for new exhibitors because we take care of the stand construction and equipment. Manufacturers are provided with a fully assembled stand where they can arrange and present their products attractively. The preparation for the trade fair appearance is therefore straightforward and involves a minimum of time and effort", says Michael Reichhold, Director of Paperworld.

### **NEW: Designer@Paperworld: The complete package for designers**

The Designer@Paperworld exhibition area is geared to designers with collections for paper and stationery products, and is located in Hall 3.1. The complete package, including floor space, booth construction and additional services, is particularly attractive for newcomers and first-time exhibitors, enabling them to launch their presence at the fair with a minimum of organisation. It is also possible, however, to book individual stands in the area.

### **Future Office: Innovation area with exhibition spaces**

"Future Office" in Hall 3.0 is the first port of call when it comes to sustainable office solutions. With expert lectures, a themed show and exhibitor presentations, a specially constructed office landscape will give dealers, architects and facility managers an interesting overview of the possibilities for furnishing and running offices sustainably." In this context, we are offering manufacturers a presentation area for their office solutions directly in the area: with uniform stands designed to match the overall concept," says Michael Reichhold. The advantage: Manufacturers get to meet new visitor groups in a targeted way, who also stay longer in the area because of the expert talks.



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Open stands that are ideally integrated into the Future Office concept invite exhibitor and visitor to talk.

Foto: Messe Frankfurt

## **Paperworld Office Village to continue in 2021**

The Paperworld Office Village was offered for the first time at Paperworld 2020 and was very well received by both participating exhibitors and visitors. For this reason, the area will once again be located in Hall 3.0 at Paperworld 2021 - some exhibitors have already registered their participation.

Companies can rent a 30 or 60 m<sup>2</sup> stand in the specially designed area: fully equipped, easy to customise, and at a fixed price. This guarantees a professional presence with minimal planning effort. The area with the exhibition stands also includes an info point, lounges, meeting rooms and a catering area - ideal for conducting business meetings and making new customer contacts.

For an overview of all the available packages please see:

[paperworld.messefrankfurt.com/stand-package](http://paperworld.messefrankfurt.com/stand-package)

The respective contacts and more detailed background information can also be found there.

Paperworld 2021 will take place from 30 January to 2 February.

## **Press releases and images:**

[paperworld.messefrankfurt.com/press](http://paperworld.messefrankfurt.com/press)

## **Published online:**

[www.facebook.com/paperworld](https://www.facebook.com/paperworld)

## **Paperworld - The visionary office. The stationery trends.**

Next fair: 30 January – 2 February 2021 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). 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.

In 2020, Paperworld welcomed 1,591 exhibitors from 69 countries and 30,723 trade visitors from 141 countries.

More information at [paperworld.messefrankfurt.com](http://paperworld.messefrankfurt.com)

## **Conzoom Solutions – the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers. [www.conzoom.solutions](http://www.conzoom.solutions)

## **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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services –

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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. Headquartered 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](http://www.messefrankfurt.com)

\* preliminary figures 2019

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