

Innovation area

„FUTURE OF WORK“

All-inclusive package
18 sqm



paperworld

29.1. – 1.2.2022
FRANKFURT / MAIN

messe frankfurt

RE-ESTABLISHING CONTACTS COST-EFFECTIVELY AND SAFELY

Since 2017, the Paperworld **“Future Office”** has attracted architects, interior designers, office planners and facility managers as well as high-volume buyers of commercial office supplies for companies with > 500 employees and buyers from the retail sector. As a result of our **experiences** over the past two years, we are expanding the range of themes at the innovation area in 2022 to include all types of hybrid office and desk work. The name of the area thus has been changed to **“Future of Work”**. Top experts will be here reporting on and discussing **future forms** of office and desk work as well as presenting **examples of best practice** and optimal conditions for collaboration, individual working and home working. There will also be a specific focus on **sustainability**.

Come and exhibit your latest products for the new world of work to **interested buyers, retailers and decision makers** in the directly adjacent **“Best Products – Future of Work”** area.

PEACE OF MIND FOR YOUR PLANNING: COMPLETE PACKAGE INCLUDING STAND AREA, STAND CONSTRUCTION AND MARKETING

Official regulations governing Paperworld currently stipulate a minimum stand size as well as various safety and hygiene measures. With our **All-inclusive Package**, we offer a solution that allows you to concentrate on your product presentation and on making contact with customers. The package is modified on an on-going basis to ensure conformity with currently applicable health guidelines and includes: stand area, stand construction and marketing services.

The complete stand package offers numerous benefits:

- Fully equipped 18 sqm stand area
- Choice of row or corner stand
- Conformity with currently applicable safety and hygiene standards
- Financial security thanks to a comprehensive range of included services
- Time savings thanks to turnkey stand design
- Last-minute arrival and quick departure possible
- Comprehensive marketing package

YOUR CONTACTS

Contact our trade fair team today for a consultation and reserve an exhibition stand at Paperworld 2022! Other individual opportunities to participate in the “Future of Work” area also available on request.

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ALL-INCLUSIVE PACKAGE 18 sqm PAPERWORLD "FUTURE OF WORK" 2022

STAND AREA

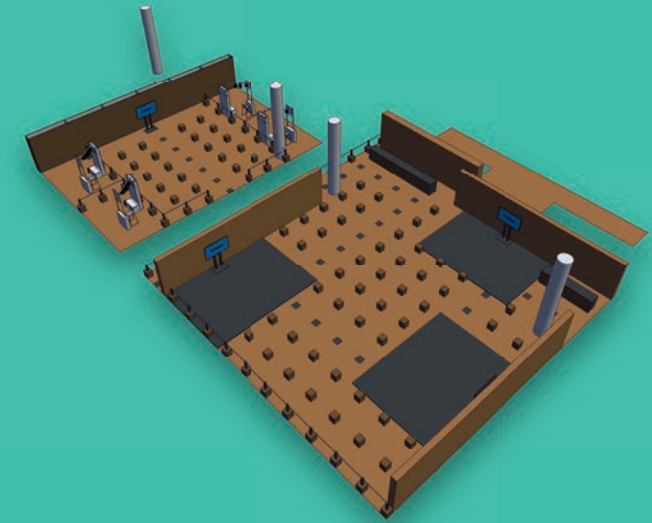
- 18 sqm stand area

STAND CONSTRUCTION

- Stand walls white, H=2.60 m + skirtings
- Carpeting as for "Future of Work" lecture area
- Slatted partition
- 2 shelves
- 4 LED SOL spotlights
- 3-way socket
- 1 Concept Plus counter, lockable
- 1 'Z' bar stool
- Waste paper basket
- Company sign with standard lettering
- Acrylic hygiene guard for counter and table
- 1 table and 2 chairs
- Disinfectant dispenser, including stand
- Pre-cleaning and daily cleaning
- 3 kW mains power, renewable energy

MARKETING

- **Print presence** (catalogue)
 - Company name, address, phone no., fax, website, e-mail, hall/stand number
 - Entry in 2 product groups
- **Online presence** (exhibitor and product search engine)
 - Entry in the matchmaking/networking application
 - Opportunity to address leads directly
 - 1 company page with company name, address, website, e-mail, hall/stand number
 - 5 product pages with text and photos
 - 1 contact page with contact person
 - 5 keywords for full text search
 - Numerous digital publicity materials to download
- **On-site presence**
 - Entry in visitor information system at the exhibition centre during the event
 - Navigator app (mobile app for Apple and Android)



Exemplary illustration



ALL-INCLUSIVE PRICE: € 6,900.00

For 18 sqm stand area, incl. equipment/stand construction, Media Package, environmental fee, excl. AUMA charge and plus VAT.

If you are interested in a 12 sqm stand (price: € 4,600), please contact us. We're here to provide personalised help.

