

EUNIQUE

Angewandte Kunst & Design
Applied Arts & Design

19 – 21 May 2017

Karlsruhe Trade Fair Center

Exhibitor Information

This is EUNIQUE

Europe's only exhibition with a panel

EUNIQUE is the only International Fair for Applied Arts and Design in Europe where a panel of experts decide on the participation. This unique quality requirement that EUNIQUE sets for itself and its exhibitors has made the exhibition a crowd pleaser for private and trade visitors for the past eight years. 350 domestic and foreign exhibitors are expected again at EUNIQUE 2017. The overall concept of EUNIQUE was rated "good" by its exhibitors. They were especially convinced of the quality of the visitors, the interest in their products, and the modern concept of EUNIQUE.

We know them all – and will bring them to your stand.

About 15,000 private and trade visitors make EUNIQUE a popular and lively trend and purchasing fair.

95 % visitor satisfaction

93 % intent to visit again



The visitors here show a great deal of interest and are well-informed. My porcelain receptacles are made with up to nine layers. That's what's unique about the objects and the visitors appreciate the fact. That says a lot about the quality of EUNIQUE. I've already had many good talks here.

Lisa Elze
Porzellanatelier Elze





Is this your **TARGET AUDIENCE?**

Well-funded private audience and trade visitors from retail, designers, architects, interior decorators, and galleries. A large part of the visitors come from a well-funded region: Baden-Wuerttemberg leads the list of the federal states when it comes to the highest net income in Germany. This also shows in numbers. Exhibitors were able to achieve or prepare turnovers more than 10,000 € at EUNIQUE 2016.

Well-funded audience
& trade visitors

And you are?

Applied artist/designer/newcomer

or own a gallery in the area of:

Interior Design

Glass/Ceramic/Porcelain

Furniture

Lighting

Jewellery

Fashion

Bags

Sculptures

Living accessories

Then you fit to EUNIQUE perfectly –
Face our expert panel!



Visitors here have an **affinity for applied art**. Many of them are very savvy about the subject and there's not much left that exhibitors have to explain. The **visitors come from all over Germany**. I've already had on my stand customers from North-Rhine Westphalia, Bavaria, Lower Saxony, Hessen – and of course great numbers from places in Baden-Wuerttemberg such as Stuttgart and Freiburg.

Michael Schwarzmüller
Schwarzmüller Glas





Here, you will **BE FOUND**

At EUNIQUE, you present yourself in a perfect environment – together with other outstanding artists and designers. Do not let the opportunity to get to know your clients personally slip by.

EUNIQUE has made itself a very good name in the scene for applied arts and design in the past eight years. The press reports about EUNIQUE and, with that, also about you as an exhibitor.

Media partner of EUNIQUE 2016



Perfect environment
for outstanding artists
and designers



There's **huge interest in our writing utensils** and we're happy with the sales. Our greatest successes have so far been on the Asian market. Our classic models are very popular particularly with young people and students there. So-called writing clubs where they meet up and try out and then discuss writing utensils are a big trend in Asia. The **great response here at EUNIQUE** encourages us to stay on the ball in Germany too. **We'll certainly be back next year.**

Marco Frei
Etra Weber





Your glamorous **APPEARANCE**

We create
the necessary
attention for it

Exhibiting at EUNIQUE is easy, plannable, and appealing:
As a single exhibitor you simply choose your desired stand area. We take care of the rest! The exhibition package already includes the high-quality stand construction as well as planning and organization, all at clear calculated prices without any hidden additional costs.

For Universities and Newcomer that want to get started, we offer a possibility to present themselves with **special conditions**.

More attention desired?

Just book an additional presence within our **exclusive special areas** or in the **outdoor area**.

Or participate in the **EUNIQUE Fashion Show**.



I was generally **highly satisfied** with the fair and achieved another **sharp increase in my turnover** this year.

Martina Gottwald
izMi.fashion





Your advertisement **YOUR TRADE FAIR SUCCESS**

Invite your customers – with our free guest cards.

Inform visitors with the help of visitor flyers, posters, or advertisement stickers.

Advertise yourself – on your website or on Facebook with a EUNIQUE banner or logo.

Use our press service and publish your notification online and locally.

Working together for your trade fair success!

We have **connections** to institutions, industry associations, and press. In this way, we can multiply the advertisement effect and the popularity of EUNIQUE:

A goal-oriented online and print **media campaign** in life-style & design media creates even more attention for you.

We carry **out** the message – with mailings, inlays in glossy magazines, radio advertisement, and attention-driven poster campaigns.

The **website** of EUNIQUE becomes your platform – publish your profile here!



Your application for **EUNIQUE**



Apply to our expert panel
in three simple steps.

Step 1

Simply fill out the attached registration form.

Step 2

You will receive a confirmation email with an
application form.

Step 3

Send us the filled out form plus five photos of
your objects/pieces.

The first review takes place in October 2016,
the second one in January 2017.

After the decision of the jury, we will inform
you as soon as possible.

Any questions?
We have the answers.

Contact



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Do not miss:

Application deadline for early booking prices: **30 September 2016**

Final application deadline: **15 January 2017**

Now it is up to you to thrill the visitors of EUNIQUE 2017.

LOFT – The Design Shopping
Center takes place at the same
time as EUNIQUE.



Organiser

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