lebensraum

küchenwohntrends

möbel austria kochen wohnen schlafen

outlook

küchenwohntrends | 28 to 30 April 2027 | Salzburg

Information on participating in the special show ‘lebensraum’



www.kuechenwohntrends.at

special show 'lebensraum'

In the special show 'lebensraum' (living space), the rooms 'kitchen, dining and living' merge into a coordinated overall presentation. The focus is on the live experience, immersing visitors in real living environments. In addition to creative input for the trade, the special show 'lebensraum' also offers enormous opportunities and additional sales prospects for exhibitors. We present unique living spaces in a variety of designs and styles, put together with products from participating exhibitors and brought together by a renowned design agency. Open-plan living spaces are now the basis for most residential architecture. Private customers, retailers and commercial interior designers no longer focus on separate rooms for the kitchen, dining room, lounge or living room. Modern furnishing means everything from a single source and designed for one or two large rooms. küchenwohntrends picks up on precisely this future-oriented theme of open-plan living.





your potential – special show 'lebensraum'

- Specialist retailers, planners and designers can view the wide range of furnishings in a coherent context
- The special show 'lebensraum' (living space) brings all of its furnishings to life in a well-thought-out, harmonious and functional context
- The special show 'lebensraum' can be an opportunity for future planning of exhibitions and showrooms
- This creates an opportunity for exhibitors to attract new retailers or expand their business

Your brand will become visible with minimal effort. You will reach a new customer group and have the opportunity to increase sales.





Further information on the special show 'lebensraum'

You can find the video for the special show 'lebensraum' here:

Video special show 'lebensraum'

How does participation as an exhibitor in the special show 'lebensraum' work?

With the special show 'lebensraum' at küchenwohntrends 2027, companies can choose to participate with one or more product worlds in a completely curated area with **minimal effort on their part**. Participation in the special show 'lebensraum' can be booked in addition to a trade fair stand or independently.

After registering, the exhibitor submits their product or product world. An experienced team of designers coordinates the products with each other, bringing the worlds together to create a living space.







Statements on küchenwohntrends



Hans Winkler,
Owner, Hans Winkler Design
'The special show 'lebensraum' is a curation of high-quality brands, with the aim of being perfectly coordinated and excellently presented in several living spaces, where they can be experienced. [...] We avoid anything that distracts from the furnishings and use sensitive arrangements to draw attention to the high quality of the interior design, without the limitations of room walls. It is an exciting and challenging concept with a clear opportunity to be a highlight.'"



Monika Eder
Managing Director,
Miele Austria
'2025 was the first küchenwohntrends in my new role, and I was very impressed by the high quality of the trade fair. For us, it is the perfect opportunity to engage in dialogue with our retail partners.
Our new products – such as the built-in appliances in Pearl Beige from the VitroLine design range [...]. We look forward to presenting our innovations to industry professionals again in 2027.'



Wolfgang Maureder
Sales Management,
Schachermayer GmbH
‚With its location in Salzburg, the trade fair is very centrally located for Austria. For the furniture trade and related industries, küchenwohntrends and möbel austria are very likely the most important industry gathering in Austria. A perfect platform for presenting new products [...]. Due to its great success, we are already looking forward to the trade fair in 2027!'

to online registration

Further statements can be found here:

Industry statements

You can get a preview of küchenwohntrends here:

Outlook for kitchen and living trends in 2027

lebensraum

küchenwohntrends

möbel austria kochen wohnen schlafen



Participation fees for the special show 'lebensraum'

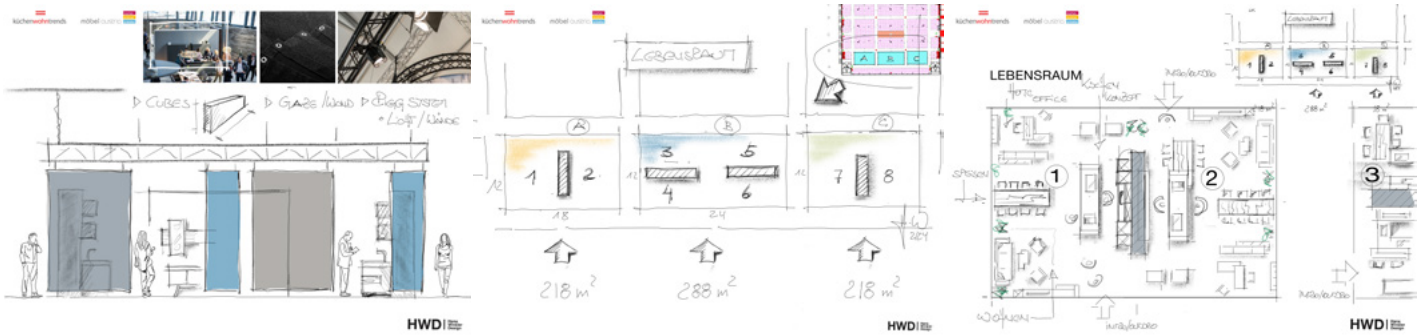
For exhibitors of

Kitchen:	EUR 11,900
Table / chair / bench:	EUR 5,900
Upholstered furniture / lounge:	EUR 5,900
Living room furniture:	EUR 5,900
Lighting:	EUR 1,450
Carpet / decoration:	EUR 850

Additional costs (only for individual bookings Special show 'lebensraum')

Marketing contribution	EUR 395
Exhibitor liability insurance	EUR 30

*Special show 'lebensraum' can be booked as a single booking or as additional space to a stand.



trendfairs – the premium organiser of specialised trade fairs

We are a trade fair organiser with excellent event know-how and a keen sense of the market.
Our objective is to make our trade fairs a success for exhibitors and visitors alike. Our passion is valid for the fascination of the unique, the extraordinary – for the establishment of outstanding events with high attraction. This is how we make trade fairs better and exhibitors more successful. We love inspiration and live perfection.

We are committed to you.



Christopher Boss

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Silke Ludwig

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wir sehen uns.

1.0 application documents

küchenwohntrends

Application to participate in küchenwohntrends from 28 to 30 April 2027.
We hereby submit a binding application to participate on the basis of the 'Exhibition Regulations / Conditions of Participation'.

Exhibitor / Company name

Main contact person (First name / Last name)

Street

VAT reg. no.

Postcode / Town / Country

Mobile

Phone

E-Mail

Website www.

Email (invoice recipient)

Different billing address

Additional contact persons who are involved in the organisation of the trade fair

Organisation / Technical

First name / Last name

Phone

E-Mail

Mobile

Marketing

First name / Last name

Phone

E-Mail

Mobile

Contact person on site during trade fair

First name / Last name

Mobile

E-Mail

For co-exhibitor

At the stand of (main exhibitor) _____ for EUR 785,- incl. Marketing contribution and Exhibitor's liability insurance

The contract is concluded upon written confirmation by the organiser and the legally binding signature of this application. A binding confirmation of participation is only given upon confirmation of participation by trendfairs GmbH. There is no entitlement to the desired stand type and position. Rights of withdrawal remain unaffected by this. We will endeavour to fulfil your stand request. All prices listed are subject to statutory value added tax.

In the course of organising the event and processing your personal data, this data may be passed on to third parties for the purpose of fulfilling the contract.
For more information, please contact www.kuechenwohntrends.at/data-protection/.

Place / Date

Signature

By signing, you confirm that you have read the exhibition rules / conditions of participation.

2.0 application documents

küchenwohntrends

Exhibition stand

We are booking the following stand size category:

- ☐ 20 - 49 m² EUR 219/m²
- ☐ 50 - 99 m² EUR 217/m²
- ☐ to 100 m² EUR 212/m²

We would like the following stand space:

Stand space ☐ m² (min. 20 m²)

We would like the following stand type:

- ☐ **Row stand** open on one side
- ☐ **Corner stand** open on two sides + 8 % per m²
- ☐ **Head stand** open on three sides + 12 % per m²
- ☐ **Island stand** open on four sides + 16 % per m²

The organiser will consider stand requests as far as possible.
A deviating allocated area +/- 10 % of the stand request does not require any enquiry with the applicant.

Special show „lebensraum“

We would like to book participation in the following product group:

- ☐ Kitchen EUR 11,900
- ☐ Table / Chair / Bench EUR 5,900
- ☐ Upholstered furniture / Lounge EUR 5,900
- ☐ Home furniture EUR 5,900
- ☐ Light EUR 1,450
- ☐ Carpet / Decoration EUR 850

Special show 'lebensraum' can be booked as a single booking or as additional space to a stand.
'Mandatory services' only apply to single bookings of the special show 'lebensraum'.

Mandatory services

- Energy contribution EUR 15/m² (for exhibition stand only)
- Marketing contribution EUR 595
- Exhibitor liability insurance EUR 30

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Place / Date

Signature

By signing, you confirm that you have read the exhibition rules / conditions of participation.

3.0 application documents brand registration

küchenwohntrends

In addition to your company name, you can register additional brands

In addition, we ask you to **send us your brand logos** as vector graphics (.eps file in 4c, black and white and negative) and **one image per brand** (.jpg file, min. 800 x 440 px, one image / no collages or text montages). Please send your data immediately after submitting your application to: info@trendfairs.de

1	Exhibitor brand (Company name)	www.
2	other brand	www.
3	other brand	www.
4	other brand	www.
5	other brand	www.
6	other brand	www.

Please tick all product groups of this brand (multiple selection possible).	1	2	3	4	5	6
Waste systems	☐	☐	☐	☐	☐	☐
Accessories	☐	☐	☐	☐	☐	☐
Acoustics	☐	☐	☐	☐	☐	☐
Worktops	☐	☐	☐	☐	☐	☐
Fittings	☐	☐	☐	☐	☐	☐
Bathroom furniture	☐	☐	☐	☐	☐	☐
Benches	☐	☐	☐	☐	☐	☐
Fittings	☐	☐	☐	☐	☐	☐
Services	☐	☐	☐	☐	☐	☐
Extractor hoods	☐	☐	☐	☐	☐	☐
Electrical appliances	☐	☐	☐	☐	☐	☐
Dining room furniture	☐	☐	☐	☐	☐	☐
Trade press / media / publishers	☐	☐	☐	☐	☐	☐
Flooring / floor coverings	☐	☐	☐	☐	☐	☐
Glass / Porcelain / Ceramics	☐	☐	☐	☐	☐	☐
Utility room	☐	☐	☐	☐	☐	☐
Home textiles	☐	☐	☐	☐	☐	☐
Interior design	☐	☐	☐	☐	☐	☐
Interior shading	☐	☐	☐	☐	☐	☐
Institutions / Associations	☐	☐	☐	☐	☐	☐
Children's / Youth furniture	☐	☐	☐	☐	☐	☐
Small / Individual furniture	☐	☐	☐	☐	☐	☐
Cooperation partners	☐	☐	☐	☐	☐	☐
Kitchen furniture	☐	☐	☐	☐	☐	☐
Lighting	☐	☐	☐	☐	☐	☐
Air purification	☐	☐	☐	☐	☐	☐
Furniture / Upholstery fabrics	☐	☐	☐	☐	☐	☐
Niche rear panels	☐	☐	☐	☐	☐	☐
Outdoor fire pits	☐	☐	☐	☐	☐	☐
Outdoor kitchens	☐	☐	☐	☐	☐	☐
Outdoor furniture	☐	☐	☐	☐	☐	☐
Upholstered furniture	☐	☐	☐	☐	☐	☐
Bedrooms	☐	☐	☐	☐	☐	☐
Smart homes	☐	☐	☐	☐	☐	☐
Software / IT	☐	☐	☐	☐	☐	☐
Miscellaneous	☐	☐	☐	☐	☐	☐
Sinks	☐	☐	☐	☐	☐	☐
Chairs	☐	☐	☐	☐	☐	☐
Carpets	☐	☐	☐	☐	☐	☐
Tables	☐	☐	☐	☐	☐	☐
Doors	☐	☐	☐	☐	☐	☐
Tools	☐	☐	☐	☐	☐	☐
Home furniture	☐	☐	☐	☐	☐	☐
Flat-pack furniture	☐	☐	☐	☐	☐	☐
Accessories	☐	☐	☐	☐	☐	☐
Suppliers	☐	☐	☐	☐	☐	☐

4.0 application documents

küchenwohntrends

Information about küchenwohntrends

Your küchenwohntrends trade fair package includes the following:

- 3-day trade fair participation (trade fair dates: 28 to 30 April 2027, 9 am to 6 pm each day)
- Set-up and dismantling days
- Online check-in (visitor registration)
- Free ticket codes to invite your trade visitors (unlimited)
- Staff for reception and trade fair organisation
- Exhibitor passes
- Security service at and around the exhibition grounds (excluding exhibition stands)
- Cleaning of the exhibition grounds (excluding exhibition stands)
- Signage to, at and within the exhibition grounds
- Basic lighting
- Wi-Fi use on the exhibition grounds
- Heating / air conditioning / ventilation
- Toilet service / toilet cleaning
- Spacious catering areas
- Stand catering for exhibitors (for a fee)
- Stand security (for a fee)
- Lead tracking via visitor scans with evaluation (for a fee)
- Attractive, sometimes unique advertising media to increase your trade fair success (for a fee)

Your marketing package includes the following items:

- Online entry in the exhibitor directory with company and brand names (including links)
- Entry in the trade fair magazine
- Promotion in trade media (online and print)
- Multiple promotion to trade visitors via e-mail (directly and via third-party providers) and via social media networks
- E-mail advertising to the address database of trendfairs GmbH
- Newsletter advertising to the address database of trendfairs GmbH and via third-party providers
- National and international press and public relations work
- Provision of advertising banners for your website / emails for advertising / advertisements / social media for küchenwohntrrends
- Production and distribution of the trade fair magazine
- Search engine optimisation
- Online campaigns
- Social media campaigns
- **New for 2027:** the Conteo digital content package on the exhibition website
- Listing on the digital and printed hall plan; hall signage with stand numbers

Set-up time:
Saturday, 24 April to Monday, 26 April 2027 from 8 am to 8 pm,
Tuesday, 27 April 2027 from 8 am to 12 noon.
After this, only dirt-free decoration works are permitted at the stand.
Early stand construction and night work after 5 pm are possible on request and for a fee.

Set-up time special shows:
Different set-up time: Tuesday, 27 April 2027, from 8 am to 12 noon.
After this, only dirt-free decoration works are permitted at the stand.

Dismantling time:
Friday, 30 April 2027 from 6:30 pm to 10 pm
Saturday, 1 May 2027 from 7 am to 10 pm
Sunday, 2 May 2027 from 7 am to 6 pm

Exhibition time:
28 to 30 April 2027, daily from 9 am to 6 pm

Further information

- You can use the Aussteller Management System (AMS) to place your order for rental furniture, rental equipment, separate power supply, separate water connection, advertising media, traverse systems, light systems etc. easily and conveniently online. Login credentials will be provided upon receipt of your application, or approx. three months before the trade fair start date.

5.0 application documents exhibition rules / conditions of participation

küchenwohntrends

5.1 Event
5.1.1 The organiser of the trade fair is trendfairs GmbH, Gebhardtstraße 41, 90762 Fürth, represented by the managing director Christopher Boss.

5.1.2 Participation in the event requires a corresponding agreement between the organiser and the exhibitor. This agreement is concluded when the exhibitor registers and the organiser confirms participation.

5.2 Registration
5.2.1 The exhibitor's application to participate must be submitted via a communication channel provided by the organiser. A binding application can be submitted using the online portal provided by the organiser for this purpose. In this case, the exhibitor is obliged to enter the requested participation data truthfully and to transmit it to the organiser using the corresponding button. By submitting the application to participate in the trade fair, the exhibitor accepts the exhibition regulations/conditions of participation and the special event conditions (published in the AMS) as part of the contract. The contract is concluded and binding for both parties when the organiser sends the confirmation of participation to the exhibitor by email.

5.2.2 Reservations and conditions are not permitted during registration. If such reservations or conditions are included in the registration forms, they shall be deemed legally invalid unless confirmed in writing by the organiser.

5.2.3 The decision on whether to accept the application for participation and the allocation of stands shall be made by the organiser with the diligence of a prudent businessman and within the limits of the available space. In the event of overbooking, the order in which applications are received shall generally be decisive. There is no entitlement to participation.

5.2.4 The organiser may, for objectively justified reasons, in particular if the available stand space is insufficient, exclude individual applicants from participation and/or, if necessary to achieve the purpose of the event, restrict the event to certain groups of exhibitors or suppliers or reduce the desired stand size.

5.2.5 Upon acceptance of the application to participate, the exhibitor will receive written confirmation of participation by email. The stand number, stand size and further details of the stand allocation will be provided in a separate written notification.

5.2.6 The allocation of stands is carried out by the organiser according to criteria specified by the exhibition theme. The exhibitor has no right to be allocated a specific stand area and cannot obtain such an allocation on the basis of having occupied the same area at a previous event organised by the organiser. However, the organiser will take special stand requests into account as far as possible. Any deviation in the allocated area of +/- 10% and in the stand type is within the tolerance range and does not require consultation with the applicant.

5.3 Stand design
5.3.1 The design of the stand and the necessary construction are the responsibility of the exhibitor. The exhibitor must take into account the character and appearance of the event. The organiser is entitled to prescribe certain designs in this context. The exhibitor is responsible for compliance with safety regulations. Stands that detract from the overall appearance of the event will not be accepted by the organiser. The same applies to inadmissible advertising statements.

5.3.2 The allocated stand dimensions must not be exceeded. The maximum stand height is 350 cm. Any deviation from this height requires the approval of the exhibition management. Suspensions from the hall ceiling also require the approval of the exhibition management. The rear sides of the stand boundaries must have a white or black surface that is visually flawless from a height of 2.50 metres. In particular, they must not feature any text or graphics. Backstage areas and cabins may not be used for storing paper, cardboard, packaging material and flammable liquids.

We recommend an open stand design for head and island stands. The stand owner is responsible for checking the structural stability.

5.3.3 **Operating obligation**
The exhibitor is obliged to keep the stand manned during the entire duration of the event during opening hours. There is an obligation to operate. The exhibition stands must be staffed throughout the entire duration of the küchenwohntrends event. It is not permitted to remove exhibition goods or dismantle stands before the official end of the küchenwohntrends trade fair. In the event of a breach of the obligation to operate, the organiser is entitled to charge a contractual penalty of 20% of the basic rent.

5.3.4 Subletting of stand space or other transfer to third parties is not permitted. In the event of a violation, the organiser is entitled to terminate the participation agreement extraordinarily and without notice. In this case, the exhibitor remains obliged to pay the agreed stand rental and other costs. Co-exhibitors with their own registration are exempt from this rule.

5.3.5 Special requirements for setting up and dismantling exhibition stands: The exhibitor is obliged to complete the stand within the period specified in the exhibitor information. The participant shall bear any costs incurred by the organiser as a result of late completion or, for whatever reason, failure to construct the stand.

5.4 Early termination of the contract
5.4.1 The exhibitor is bound by their registration until 3 months before the start of the exhibition. Ordinary termination of the participation agreement is not provided for. The right to extraordinary termination remains unaffected.

5.4.2 If the exhibitor cancels their participation after confirmation of participation up to 3 months before the start of the event, they shall owe 40% of the agreed stand rental fee as lump-sum compensation. If the cancellation occurs after this date (and after confirmation of participation), the exhibitor shall owe 100% of the agreed stand rental fee as lump-sum compensation. Cancellation must be made in writing. The exhibitor's right to prove that no damage has been incurred or that the damage incurred is significantly lower than the agreed lump sum compensation remains unaffected. In the event of cancellation or other unjustified withdrawal from the contract, the organiser is entitled, but not obliged, to dispose of the stand space elsewhere.

5.4.3 The organiser is entitled to withdraw from the contract or to terminate it extraordinarily and without notice if there is good cause in the person of the exhibitor. Such good cause shall be deemed to exist in particular if an application for the opening of insolvency proceedings has been filed against the exhibitor, if such an application has been rejected for lack of assets, or if insolvency proceedings have been opened.

5.5 Invoicing / Payment
5.5.1 Invoices for participation and other costs incurred will be issued approximately 10 weeks before the start of the event. Upon receipt of the invoice, payment is due immediately without any deductions. The organiser will send invoices by email.

5.5.2 As long as all payments due to trendfairs GmbH have not been settled, there is no right to participate. The organiser is entitled to terminate the participation contract extraordinarily and without notice if the exhibitor has not made payments due to trendfairs GmbH despite a reminder.

5.5.3 The organiser reserves the right to assert the statutory landlord's lien. The organiser reserves the right to assert the statutory landlord's lien.

5.6 Force majeure
5.6.1 The organiser is entitled to postpone, shorten, extend or cancel the event if there are compelling reasons beyond its control or in the event of force majeure.

5.6.2 In such exceptional cases, the exhibitor shall not be entitled to withdraw from the contract or claim damages.

5.6.3 If the event does not take place for reasons beyond the organiser's control, the organiser may demand up to 25% of the agreed participation fee from the exhibitor as general compensation for expenses.

5.6.4 If an event that has already commenced has to be cancelled for reasons beyond the organiser's control, the participation fee and other payments will not be refunded.

5.6.5 The organiser shall not be liable to the exhibitor for any damage or other disadvantages incurred by the latter as a result of the cancellation or termination of the event for reasons for which the organiser is not responsible.

5.7 Jurisdiction
5.7.1 The place of jurisdiction is Fürth. The organiser is entitled to sue the exhibitor before the court responsible for its registered office.

5.7.2 German law applies exclusively.