

messe frankfurt

ISH

17. – 21. 3. 2025
Frankfurt am Main



Solutions
for a
sustainable
future.

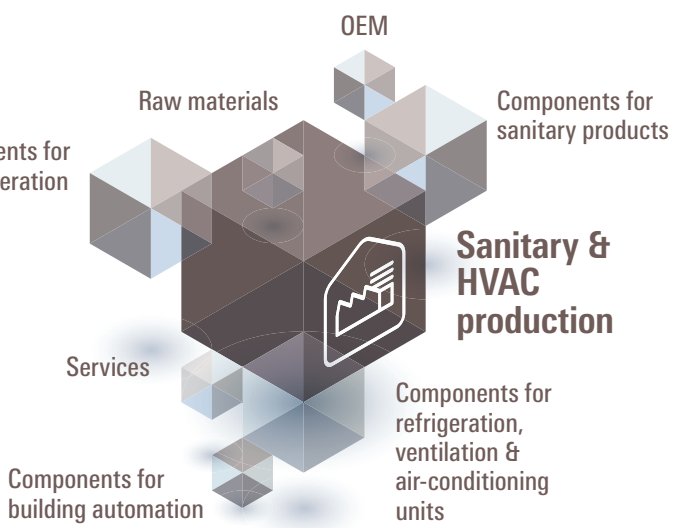
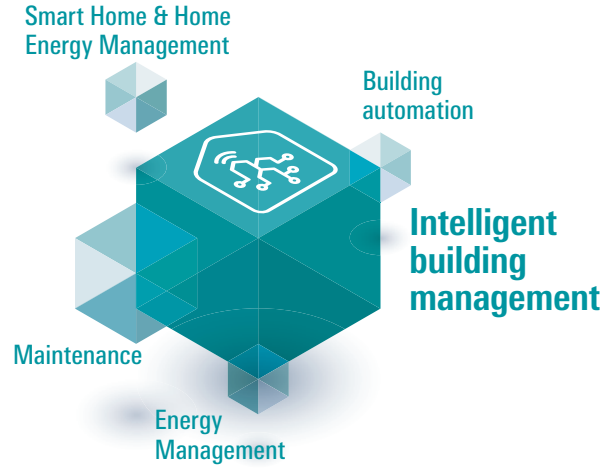
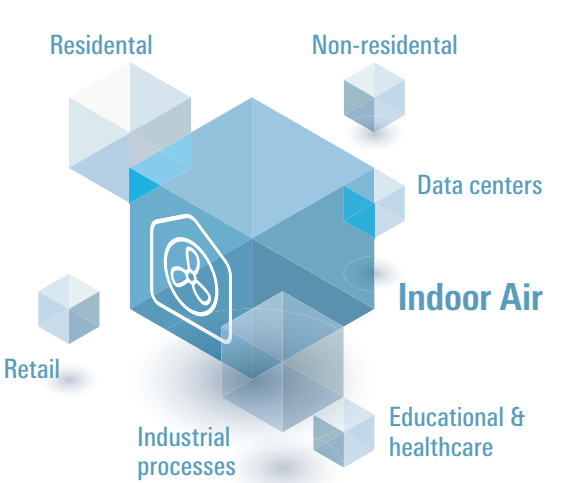
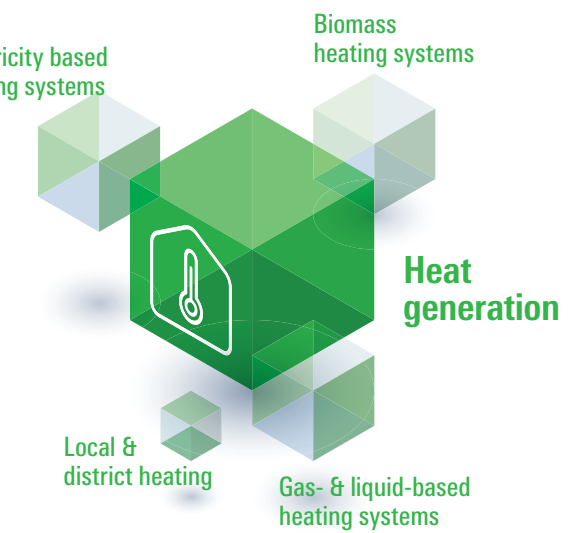
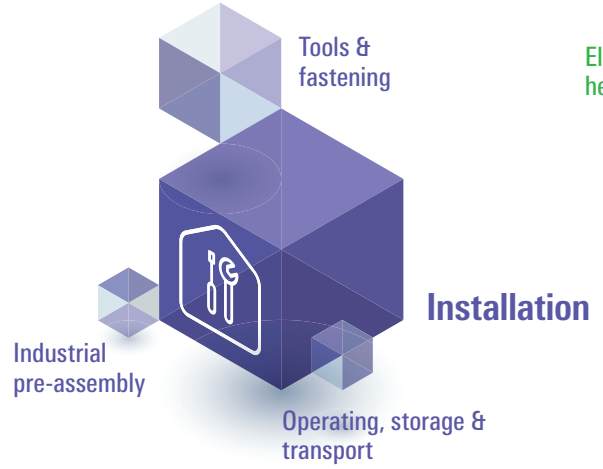
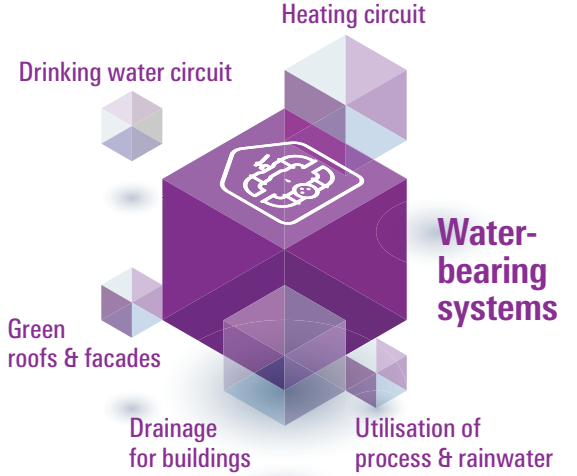
World's leading trade fair for
HVAC + Water

Join us in
shaping the
future!

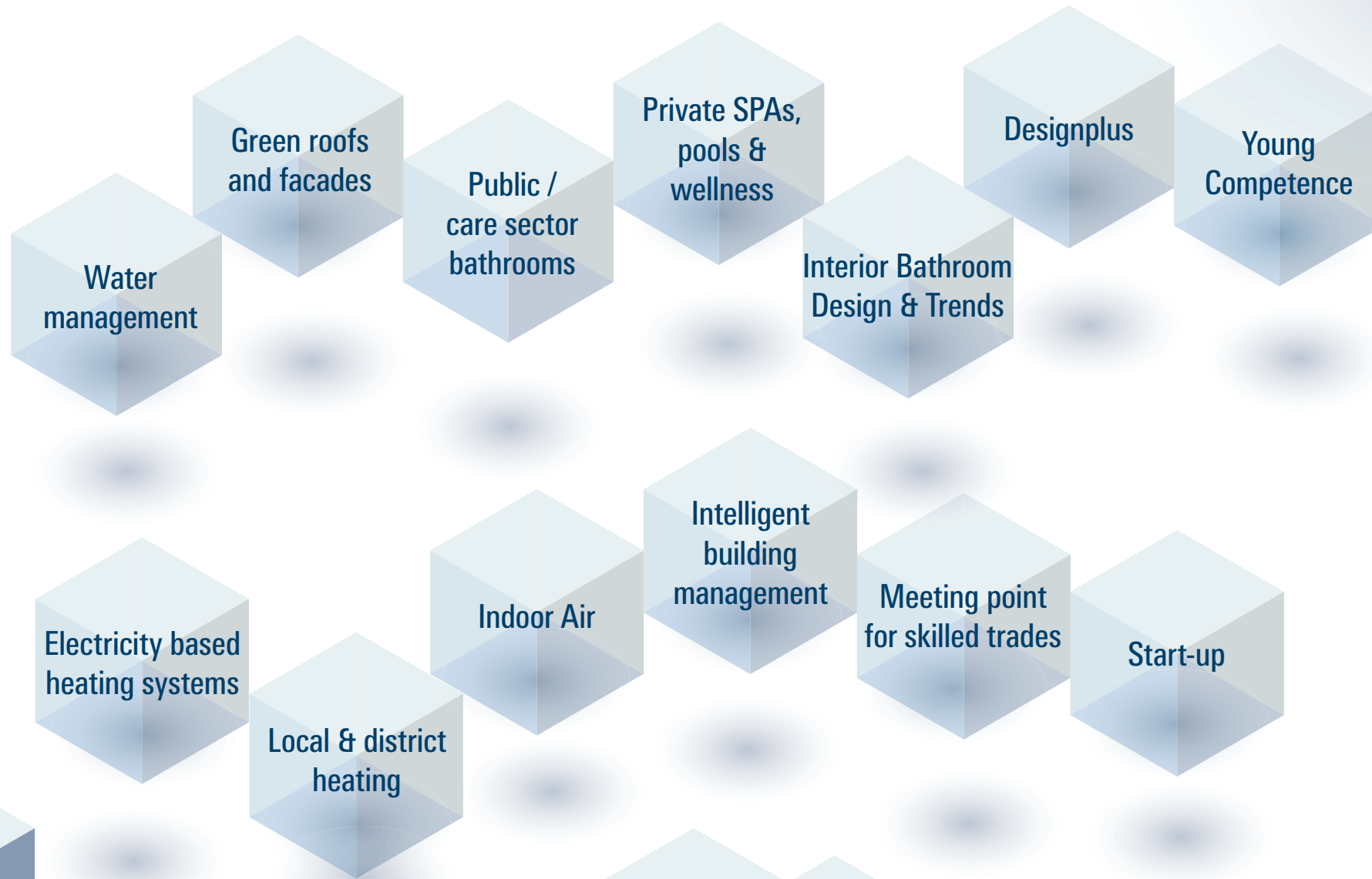
ISH 2025 on new paths

- Experience a new ISH that places the **interests and individual** trade fair **experience** of visitors much more **centre stage!**
 - We have developed a concept that is **precisely tailored** to the **different needs and interests** of our diverse target groups.
 - Instead of just presenting products, we are focussing on **solution-oriented applications**.
 - **Content and Live-Events** will be an **integral part of ISH**. We want to turn the ISH into a real event and are gearing the content more towards an international audience.
- Under the motto "**Solutions for a sustainable future**", all participants can expect a new, **clear and modern** trade fair **structure**.
- By defining 8 solution fields and their areas of application, we are addressing the relevant interests of the various visitor target groups.
- The topics of sustainability and digitalisation run through all solution fields and are the focus of our communication.

ISH 2025 – The new solution fields



ISH 2025 – Highlight topics and live events



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DWV
;E: \$" \$%


ISH 2023 – Number of visitors and exhibitors




 **85,128** 56%
Visitors Germany

 **67,340** 44%
Visitors international

152,468 TOTAL

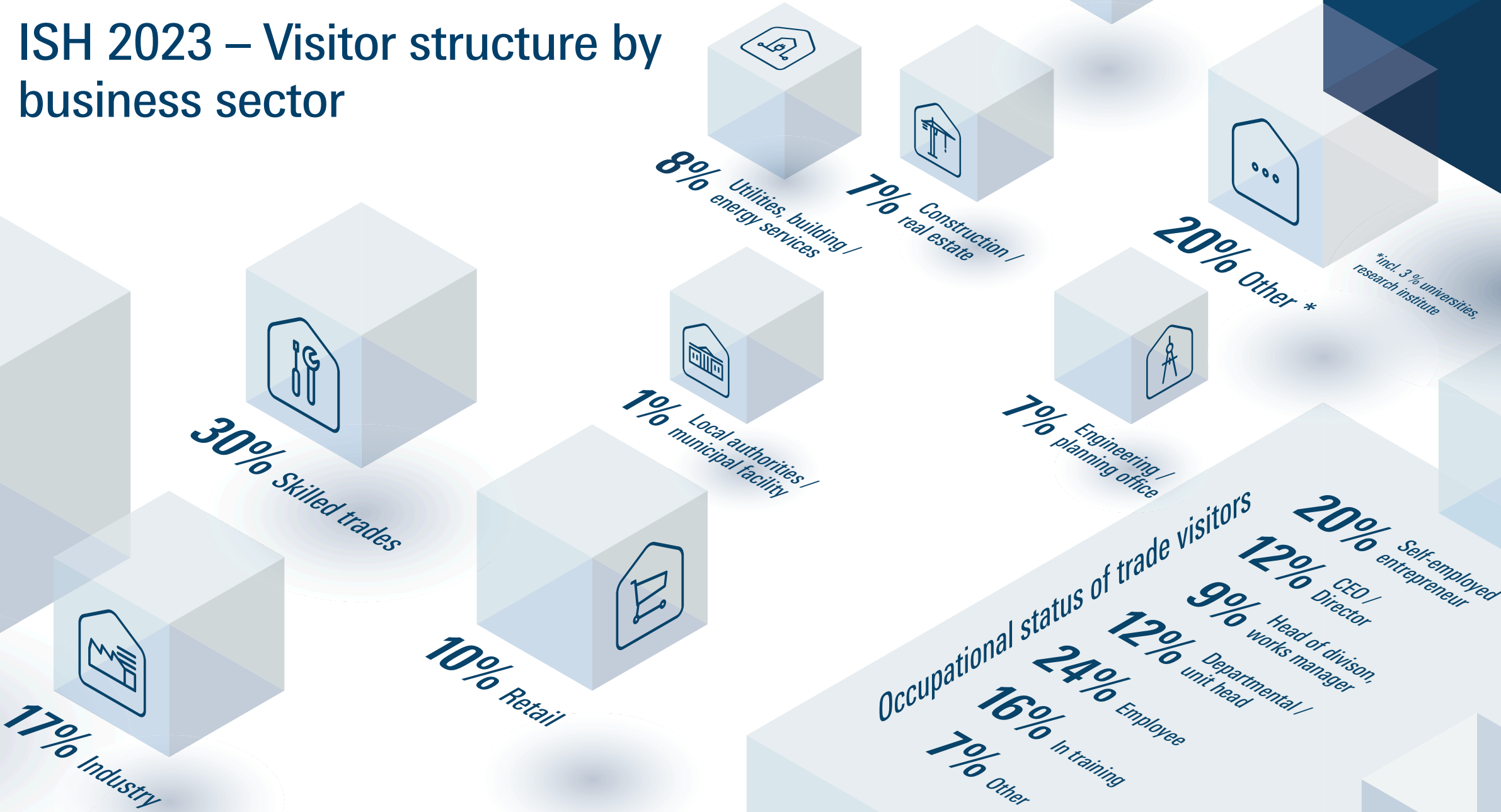
 **566** 28%
Exhibitors Germany

 **1,476** 72%
Exhibitors international

2,042 TOTAL

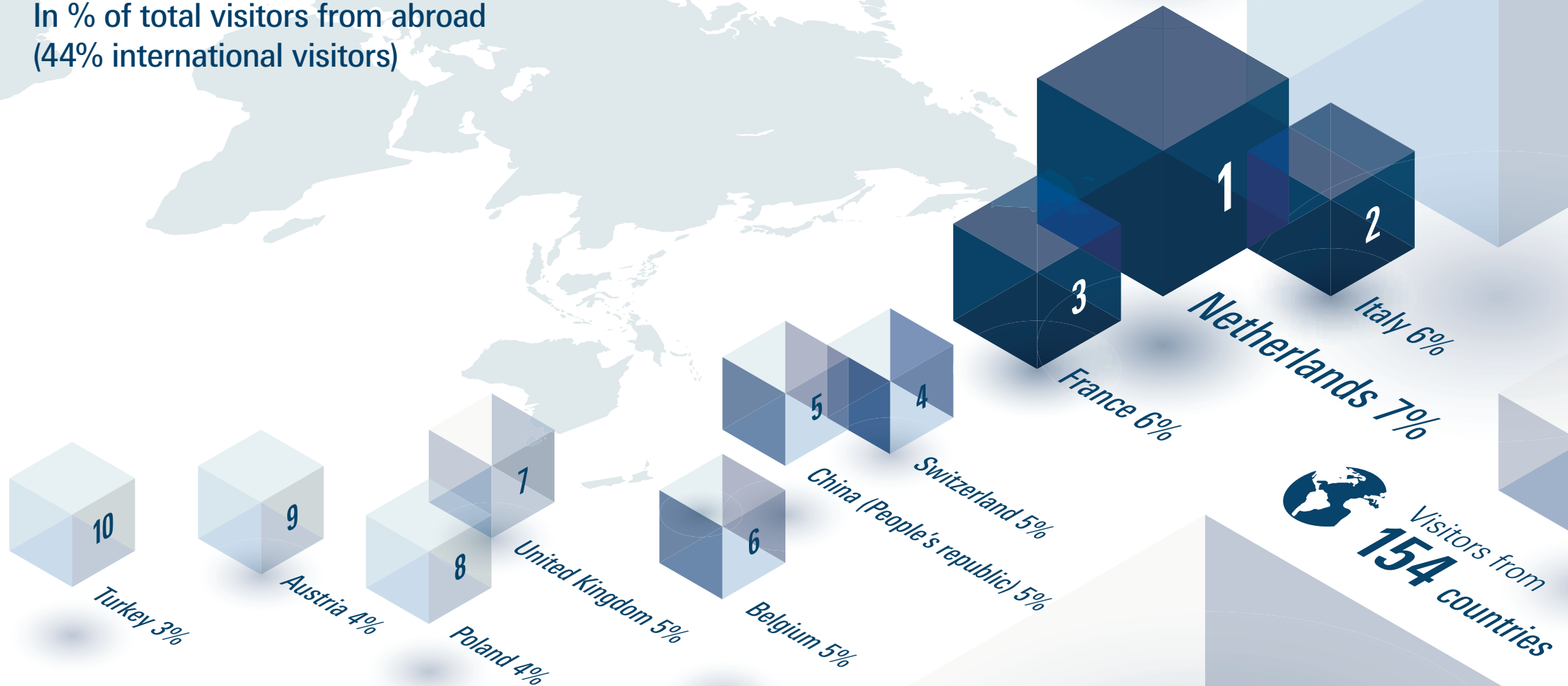
 **93%**
Overall satisfaction
level among visitors

ISH 2023 – Visitor structure by business sector

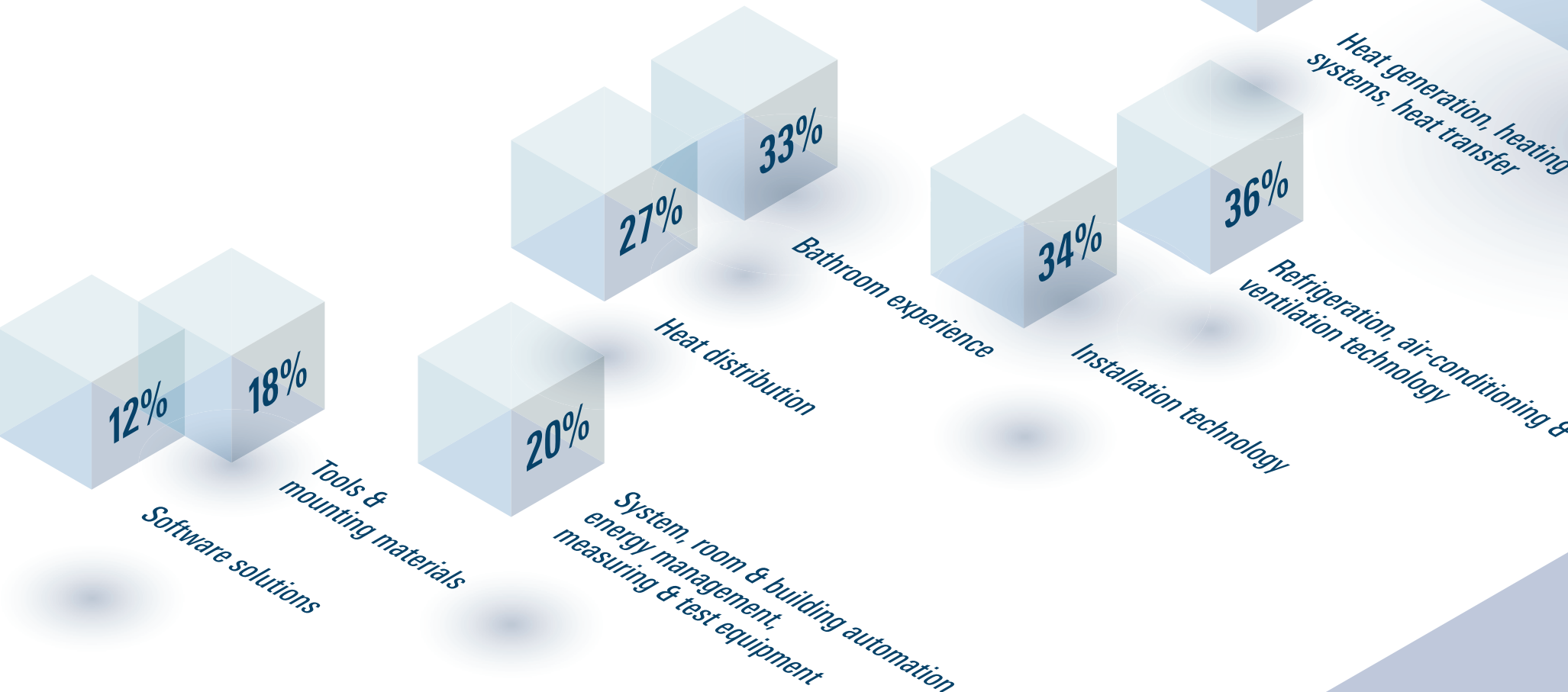


ISH 2023 – Top 10 origin of international visitors

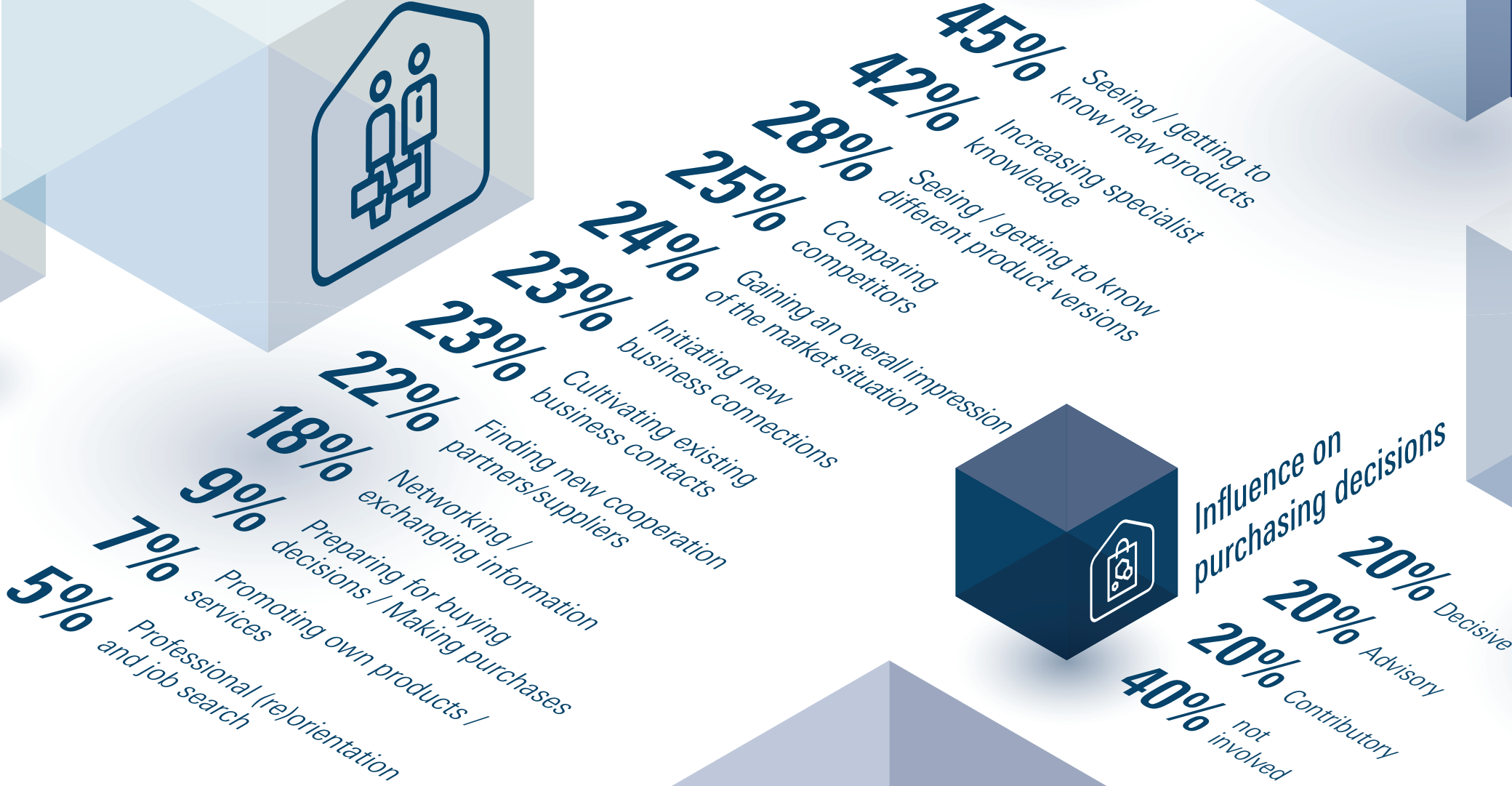
In % of total visitors from abroad
(44% international visitors)



ISH 2023 – Areas of interest of visitors



ISH 2023 – Trade fair visit objectives of visitors



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We put you
in the spotlight

ISH 2025 – We support your marketing activities

Your benefits at a glance

- ✓ **Free voucher codes for your customers**
(NEW: For the first time, redeemed vouchers are free of charge for you as an exhibitor)
- ✓ **Digital extension** - in addition to the physical event, we offer you digital features in the form of matchmaking, streaming, chat functions, video calls, exhibitor profiles/product information etc.
- ✓ **Promotion Material** - Free digital advertising materials for individualization (countdown banners, banners, short films, e-mail signatures, e-cards, social media templates and much more)
- ✓ **Promotion of the ISH on all Messe Frankfurt channels**
 - ✓ Media cooperations with national and international trade media
 - ✓ Trade- and international press conferences
 - ✓ Global network - print/digital mailings (national/international)
 - ✓ Social media marketing + national/international search engine marketing
 - ✓ Exhibitor campaigns
 - ✓ Target group-specific visitor newsletters

ISH 2025 – Bring your company into spotlight

Let yourself be seen! Our media package makes your company more visible. The media package is obligatory for exhibitors and an essential component for your successful trade fair appearance. The following services are included in the media package:

Online exhibitor search and app

- Company name, address and contact details, stand number(s)
- Mention of your company under two product groups
- Mention of your company under two solution/application fields
- 1 Company page
- 5 Product pages
- 5 Search terms of 60 characters each
- 5 Direct links to your products
- 10 Social media Links
- 6 documents per language (DE+EN) as PDF download

Digital extension - we provide you with additional digital features in the form of matchmaking, streaming, chat functions, video calls, exhibitor profiles/product information and much more.

Print

- Company name, address and contact details, stand number(s)
- Mention of your company under two product groups

Entry in the visitor information system on the exhibition grounds

- Interactive hall and site plan

NEW: Content Hub Building. Technology. Solutions.
Additional presence of your company entry in the international provider directory



Our reach for your trade fair success

Social media channels, followers, subscribers



Coming soon: our Content Hub Building. Technology. Solutions. Benefit from the advantages

Building. Technology. Solutions. combines fascinating articles, amazing facts and the experts of the built world. In addition to podcasts, dialogs and videos, you will find unique content exclusively from and for the community of all trades in the life cycle of a building. The future of building technology starts now!

As an exhibitor at ISH 2025, you will automatically enjoy all the benefits of the Content Hub Building. Technology. Solutions. You will receive further information on this in the course of the preparations for ISH 2025. A small foretaste:

- ✓ **Additional presence** of your company entry/product information in the international supplier directory at **no additional cost**
- ✓ We **increase the reach** of your company profile through **year-round global marketing** and a **new content context** - the Content Hub Building. Technology. Solutions. stands for the entire spectrum of intelligent building technology
- ✓ This comprehensive Building Technologies industry communication offers you **new potential for lead generation through access to new customer groups** via interest-based content
- ✓ The information offered on the Content Hub can be **customized** - thematic links lead users with a corresponding interest directly to your profile and/or targeted content that you can make available on the Content Hub

24 hours/
365 days

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Your way to
participation

ISH 2025 – The stand rental prices at a glance

	Stand space up to 399 sqm	400 to 799 sqm	> 800 sqm
Row stand (open on 1 side)	440.00 €	375.00 €	390.00 €
Corner stand (open on 2 sides)	+10 € per sqm	+10 € per sqm	
Main stand (open on 3 sides)	+20 € per sqm	+20 € per sqm	
Block stand (open on 4 sides)	+25 € per sqm	+25 € per sqm	

Find out more: ish.messefrankfurt.com/stand-space-rentals

Try our stand price calculator: ish.messefrankfurt.com/stand-price-calculator

All prices plus
Media Package **985 €**
AUMA contribution **0.60 €** per sqm
Environmental contribution **4.20 €** per sqm
VAT

Join us and register today!



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Bathrooms



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**Water-bearing systems
Installation**



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Heat generation



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**Indoor Air
Intelligent building management
Software**

Your way to participate:

→ Non-binding registration [here](#).

More informationen about the new concept [here](#).

Auf Wiedersehen
See you again

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17. – 21. 03. 2025

Ausgang
City
Exit

