

DIY '10

garden & building materials



Show Guide

The most inclusive guide
to all the DIY, garden and building
materials trade fairs worldwide

**Show your fair
in its true light**

- Clearly presented
- Cost-effective advertising
- For all trade fairs in the DIY, garden and building materials sectors
- In 3 specialist magazines with a circulation of 22 000 in November/December 2009

diy

DIY
International

HOLZ
FORUM

Dähne Verlag



Your choice of three versions:

Name Index

E

Elmia Garden

23 Sep. – 24 Sep.
Sweden – Jönköping
info@elmia.se
www.elmia.se

Frequency: annual

Expo Build China

31 Mar. – 3 Apr.
China – Shanghai
michellexia@cmpsinoexpo.com
www.expo-build.cn

Int. exhibition for the building industry
Frequency: annual
Number of exhibitors: 500
Number of visitors: 23 400

ExpoFerretera

3 Sep. – 6 Sep.
Argentina – Buenos Aires
expoferretera@indexport.com.ar
www.expoferretera.ixmf.com

International hardware, bathroom fittings, paint stores and material yard supplying companies trade fair
Frequency: biannual
Number of exhibitors: 275
Number of visitors: 18 500

Export Home

3 Mar. – 7 Mar.
Portugal – Leca da Palmeira
info@exponor.pt
www.exponor.pt

Furniture, lighting and household goods for export

Frequency: annual
Number of exhibitors: 290
Number of visitors: 30 100

F

Fastener Fair

7 Oct. – 8 Oct.
Germany – Stuttgart
jamie@fastfair.net
www.fastenerfair.co.uk

Dedicated to the European fastener + fixing industry
Frequency: biannual
Number of exhibitors: 1 500
Number of visitors: 5 000



Ferroforma – Bricoforma

25 Mar. – 28 Mar.
Spain – Bilbao
ferroforma@bilbaoexhibitioncentre.com
www.ferroforma.eu

International hardware and DIY exhibition
Frequency: biannual
Number of exhibitors: 1 310
Number of visitors: 24 080

- DIY products
- Garden products
- Building materials

Flormart – Miflor

19 Feb. – 21 Feb.
Italy – Padua
dario.rota@fieramilano.it
www.flormart.it

International nursery gardening and gardening exhibition
Frequency: twice a year
Number of exhibitors: 1 200
Number of visitors: 26 000

Flormart – Miflor

10 Sep. – 12 Sep.
Italy – Padua
dario.rota@fieramilano.it
www.flormart.it

International nursery gardening and gardening exhibition
Frequency: twice a year
Number of exhibitors: 1 200
Number of visitors: 26 000

G

Garden & Landscaping

17 May – 19 May
United Arab Emirates – Dubai
gavin.moriini@epocmessefrankfurt.com
www.gardeningexpo.com

Trade event for landscaping architecture, garden artwork and outdoor living
Frequency: annual
Number of exhibitors: 180
Number of visitors: 10 000

www.intertool-kiev.com

intertool
KIEV

10th International exhibition for Hardware, Tools and DIY

31 March - 3 April 2009
Kiev (Ukraine)

Product categories:

- CHEMICAL PRODUCTS
- ELECTRICAL SUPPLIES
- GARDEN AND HAND TOOLS
- HARDWARE, FASTENING TECHNOLOGY
- POWER AND PNEUMATIC TOOLS
- TOOLS ACCESSORIES
- WORKING CLOTHES AND PERSONAL PROTECTION
- WORKSHOP TOOLS
- SERVICES

Organizer

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info@fin-mark.com

The **DIY Show Guide** contains three different indexes: listings of the fairs according to their name, the country of location, and the month of their staging.

Name Index
Calendar Index
Country Index

Each entry is colour-coded to indicate the ranges exhibited:

- DIY products
- Garden products
- Building materials

Advertisements:

Why not book a full-colour advertisement to complement your entry? You can highlight your events for as little as **€ 245.-**.

Fair organisers who have booked advertising space will also have a page reference to their ad included in the show entry.

Formats and rates:

Format A5	Size (width x height)	Rate 4c
1/8 page	61 x 43 mm	€ 245.-
1/4 page	61 x 89 mm vertical 129 x 43 mm horiz.	€ 487.-
1/2 page	61 x 181 mm vertical 129 x 89 mm horiz.	€ 975.-
1/1 page	148 x 210 mm	€ 1950.-

* Trim size, plus 3 mm bleed on each side.

Your free show entry:

Simply return the completed form to us. It will ensure that your trade fair appears in the listing.

Entry with logo:

How to make the most of your entry: just € 95.- will ensure that your entry appears complete with your special fair logo as well.*

* Max. logo size: 25 mm vertical and/or 50 mm horizontal. Please supply the logo in jpg, tif, eps or pdf file format, 300 dpi resolution and CMYK. Copy should be e-mailed to copy@daehne.de

Order form

Please fax back to us on
+49/7243/575-200 by 11 August 2009

Free entry

We wish the following free entry in issue 2010

Fair name

Date of fair

Venue

Country

E-Mail contact

Internet

Description of the fair (max. 60 keystrokes)

Number of exhibitors

Number of visitors

Frequency of the fair

The fair will include the following ranges:

DIY products

Garden

Building materials

How to make the most of your entry:

Order logo and advertisement to your entry. Get more attention for your fair.

In addition to our free show entry in the 2010 edition, we should like to book the following:

Logo € 95,-

An advertisement in the format: _____

The following details will not appear in the Show Guide:

Organiser

Contact person

Street/P.O. Box

Postal code

Town

Country

Phone

Fax

E-mail contact

Date, Signature

For several entries, duplicate
the form sheet, please.

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