

Product groups at EUNIQUE

Interior design (furniture / lighting / receptacles / textiles...), **Jewellery and utensils** (mixed media / clocks / tableware...), **Fashion** (clothing / bags / accessories...), **Outdoor** (furniture / sculptures...), **Toys**.

Additional information at www.eunique.eu.

EUNIQUE highlights:

- **WCC EUROPE EUNIQUE Award** This award, conferred by the World Crafts Council – Europe, reflects the development of applied arts and design and is awarded among exhibiting designers.
- **Gallery area** Selected galleries showcase various repertoires of applied arts and design.
- **Innovation area** Universities and colleges for design, newcomers and talents.
- **Partner country** In 2013 too, in a curated exhibition, the partner country will be presenting traditional and modern products from well-known designers in the country.
- **Special show ... / Materials in focus** The special show, which focuses on one particular material, is different each year. The curated special show displays examples of outstanding contemporary design.
- **Fashion show** On all three days, models present fashion and items from exhibitors, showcasing them in striking manner.
- **Additional presentation areas** Alongside a trade fair stand, presentation areas can be booked at clearly visible points in the public display area and in the outside exhibition area.
- **Press service** You can leave press information for us to include in our press work at the on-site press area and on the website.
- **EUNIQUE Innovation & Design Award** The award is given to outstanding, innovative designers from among the exhibitors.

EUNIQUE – At a glance

Date: 7 – 9 June 2013
Venue: Karlsruhe Trade Fair Center
Messeallee 1
76287 Rheinstetten, Germany
Opening times: daily from 11 a.m. to 7 p.m.

Application deadline for registering and submitting the form and images:

PLEASE NOTE: Application deadline for early bird discount of almost 10%: 28.09.2012

General application deadline: 28.12.2012

In cooperation with:

BW Craftworker Association
German Crafts Association,
Rheinland-Pfalz
Hessian Professional Association
of Applied Arts

Patron

Dr. Philipp Rösler
Federal Minister of Economy and
Technology

Non-material sponsors

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Subject to change | Dated: 07/12



CONNECTING IDEAS.
Karlsruhe –
Messen und Kongresse

EUNIQUE

International Fair for Applied Arts & Design

7. – 9. Juni 2013 Messe Karlsruhe

www.eunique.eu

Welcome to EUNIQUE 2013 as an exhibitor!

Next year, **EUNIQUE** – International Fair for Applied Arts and Design – will be taking place for the fifth time in Karlsruhe. The exceptional atmosphere at **EUNIQUE**, in the column-free exhibition hall with natural light, professional exhibition stands and a clear, generous layout, offers you the perfect conditions for presenting your work to a specialist public.



Exhibitors

In 2012, over 350 international exhibitors from the areas of applied arts and design, hand-picked by a panel of judges, presented and sold their innovative products. Renowned individual exhibitors, studios, innovative labels, international galleries, colleges and universities, newcomers and talents used **EUNIQUE** as a platform.

Visitors

Almost 13,000 visitors attended **EUNIQUE** in 2012. The typical visitors at **EUNIQUE** are a mixture of buyers made up of craftspeople, private individuals, retail buyers, trade representatives, trend scouts, journalists and resellers.

- **83% of visitors in 2012 came to Karlsruhe with a clear intention to buy.**

- **94% of visitors are happy to recommend EUNIQUE to others.**

Our service – Press and marketing for EUNIQUE

- Important retail buyers are contacted individually
- Online campaigns
- Advertisements in trade journals and the lifestyle & design press
- Trade fair catalogue circulated and displayed at top locations 4 weeks before the event
- Networking with industry associations and media
- Advertising posters put up in affluent residential areas
- Radio advertising on selected broadcasters
- Flyers distributed in exclusive leisure and cultural facilities

Free advertising material and guest tickets

With **free** advertising material, we give you the opportunity to contact your customers and partners and to invite them to attend **EUNIQUE** free of charge.

- Guest tickets to invite your customers and partners to attend for free
- Visitor flyers
- Posters
- Promotional stickers for your business post
- **EUNIQUE** banner advertising / logo to download at www.eunique.eu
- Customised postcards



Exhibitor statements

Anne Wagner, *jewellery*:

"I was able to make a lot of new contacts for my up-market portfolio. In this environment, value is recognised, well displayed and appreciated!"

Jacob Schenk, *LINIE 58, interior design*:

"I have already been able to close some deals. The energy and atmosphere are really great and it's a good place to make contacts."

Chynara Makastrova, *Tumar Art Group, textiles and accessories*:

"This is our first time at **EUNIQUE** and we love this fair. We were able to gather so much vital information about arts and craft in Europe and this is really a great platform for us. We were also able to make good sales."

In order to ensure a high standard of quality at **EUNIQUE**, participants are selected by an **international panel of judges**.

Application documents

Application documents are available to download from our website, www.eunique.eu. You can also request application documents by sending an e-mail to info@eunique.eu.

Application procedure

- 1) You send us the registration form, completed in full.
- 2) Once the registration form has been received, you will be e-mailed a confirmation of receipt together with a form for providing details about yourself and your work, pictures to be submitted, etc.
- 3) After the judging session, you will be notified as soon as possible about whether or not you have been accepted to take part in **EUNIQUE** 2013.

Deadlines: see reverse