



## CREATIVA

Europe's largest exhibition for creative design

|                                                           |                                                                                                                                                                                                                                                                                                                                                                             |
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| <b><u>Type of Exhibition:</u></b>                         | Specialist exhibition open to the general public                                                                                                                                                                                                                                                                                                                            |
| <b><u>Brief features:</u></b>                             | Europe's largest exhibition exclusively devoted to creative design. Business firms and private individuals will be presenting their current products. Furthermore a fundamental part of the exhibition will be devoted to creative courses, workshops and special shows. In this way the theme of the exhibition will not merely be presented but put into active practice. |
| <b><u>Main areas covered:</u></b>                         | Materials, equipment, tools and accessories for the wide variety of different creative techniques. Over and above that ready-made creative items from own production.                                                                                                                                                                                                       |
| <b><u>Side programme /<br/>Special presentations:</u></b> | Participatory workshops on current creative techniques and new materials.                                                                                                                                                                                                                                                                                                   |
| <b><u>Visitor target groups:</u></b>                      | Everyone active in leisure time and professional design (teachers, educators, special educationists) and anyone wishing to purchase individually designed items.                                                                                                                                                                                                            |

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| <b><u>Visitors:</u></b>                        | <u>2010</u> = 75,699; <u>2011</u> = 77.757; <u>2012</u> = 78,300    |
| <b><u>Exhibitors:</u></b>                      | <u>2010</u> = 491; <u>2011</u> = 548; <u>2012</u> = 665             |
| <b><u>Percentage of foreign exhibitors</u></b> | <u>2010</u> = 15.38 %; <u>2011</u> = 10.75 %; <u>2012</u> = 12,48 % |
| <b><u>Halls:</u></b>                           | 4 to 8                                                              |
| <b><u>Gross area:</u></b>                      | 39,000 m <sup>2</sup>                                               |

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| <b><u>Time of year:</u></b>     | March                       |
| <b><u>Rotation:</u></b>         | annual                      |
| <b><u>Next date:</u></b>        | 13/03/2013 - 17/03/2013     |
| <b><u>Opening hours:</u></b>    | 09 a.m. - 06 p.m.           |
| <b><u>Admission prices:</u></b> | 9,90 €                      |
| <b><u>Stand hire:</u></b>       | from 90,50 €/m <sup>2</sup> |

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|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| <b><u>Promoter:</u></b>  | Messe Westfalenhallen Dortmund GmbH                                                                                                          |
| <b><u>Your team:</u></b> | Nikolas Wiese (Tel.: +49 (0)231 / 12 04-521)<br>Karin Lauerwald (Tel.: +49 (0)231 / 12 04-515)<br>Sabine Otto (Tel.: +49 (0)231 / 12 04-527) |

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