



INOVA
— COLLECTION —

INOVA-COLLECTION.DE




HOME OF JEWELLERY

TRADE FAIR
FOR JEWELLERY, GEMSTONES,
PEARLS AND WATCHES

29–31 AUGUST 2020

MESSECENTER RHEIN-MAIN

Robert-Bosch-Str. 5–7
65719 Hofheim-Wallau
Germany






THE PERFECT PLATFORM FOR YOUR BUSINESS



**ARE YOU A SUPPLIER OF GENUINE
OR COSTUME JEWELLERY, WATCHES,
FASHION JEWELLERY OR ACCESSORIES?**

FOCAL AREAS:

By choosing INOVA COLLECTION you are opting for a target-led, high-quality business platform. Whether your interest in participating lies in taking orders, disseminating information or forging new contacts, INOVA COLLECTION offers you an innovative and contemporary concept along with a highly relevant supporting programme.

- ◇ Diamonds & Diamond Jewellery
 - ◇ Gemstone objects & Gemstone Jewellery
 - ◇ Color gemstones & Colorstone Jewellery
 - ◇ Minerals
 - ◇ Costume jewellery
 - ◇ Pearls
 - ◇ Technology & Tools
 - ◇ Watches & Clocks
 - ◇ Accessories
- 
- 
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VISITORS WHO FIT YOUR PROFILE

TARGET GROUP - VISITORS:

- ◇ Jewellers
- ◇ Goldsmiths and silversmiths
- ◇ Jewellery designer
- ◇ Watchmaker
- ◇ Concept stores
- ◇ Chain stores, Wholesalers,
- ◇ Department stores,
(online) mail order business



IN THE HEART OF GERMANY

A PRIME LOCATION

The exhibition centre Messecenter Rhein-Main is located in the heart of the Rhine-Main region, close to the financial and trading centre of Frankfurt, and offers excellent transport links. Its proximity to Frankfurt International Airport means that the fair can easily be accessed from abroad.

FACTS & FIGURES:

Next trade fair

29 - 31 AUGUST 2020

Admission:

TRADE ONLY

Admission cost:

FREE ADMISSION

parking spaces

OVER 600 FREE

PARKING SPACES

DIRECTLY AT THE

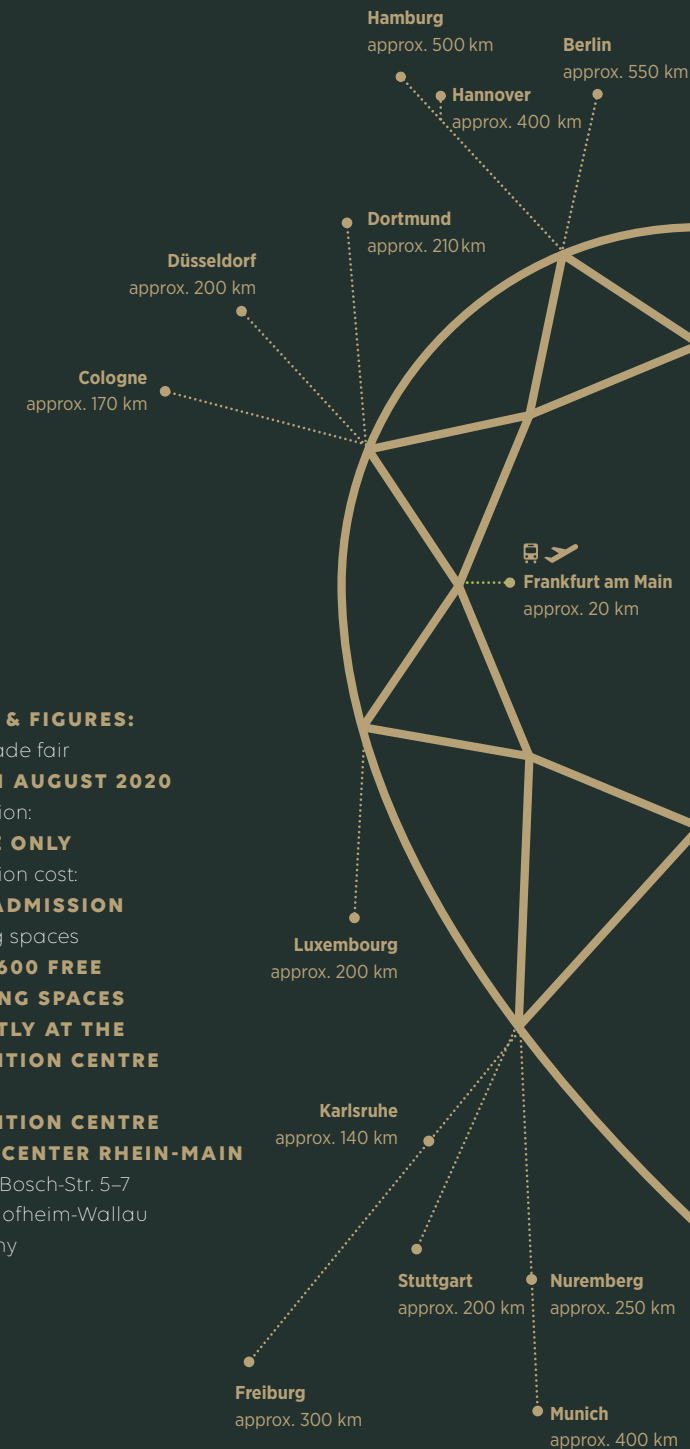
EXHIBITION CENTRE

Venue:

EXHIBITION CENTRE

MESSECENTER RHEIN-MAIN

Robert-Bosch-Str. 5-7
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Germany



OUR SERVICE PACKAGES FOR EXHIBITORS

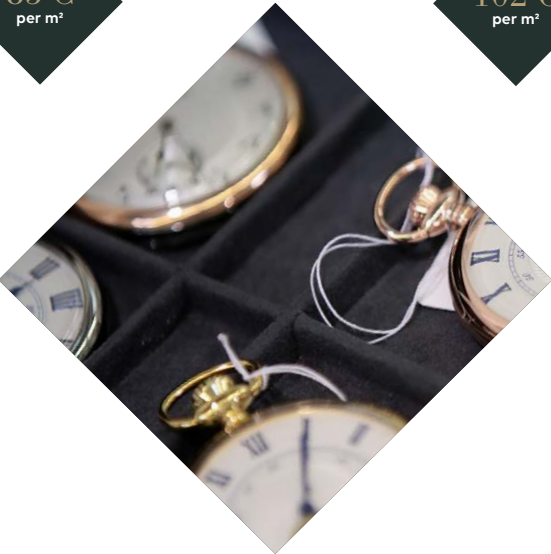
PERFECTLY TIMED,
ATTRACTIVE TERMS,
REFRESHING CONCEPT.

BASIC

WE PROVIDE THE STAND SPACE AND
YOU DESIGN IT IN LINE WITH YOUR
OWN CONCEPT:

- Provision of stand space incl. grey fitted carpet
- Partition walls and basic stand lighting are NOT included

83 €
per m²



EXTENDED OCTANORM

YOUR ALL-ROUND CAREFREE PACKAGE
WITH THE CLASSIC "OCTANORM"
PARTITION WALL ARRANGEMENT:

- Provision of stand space incl. grey fitted carpet
- "Octanorm" partition wall system in white with a metal base
- Basic lighting with HQI spots

102 €
per m²

EXTENDED PREMIUM

GIVE YOUR STAND A LUXURY FEEL:

- Provision of stand space incl. grey fitted carpet
- High-quality and exclusive stand construction system with white partition walls
- Basic lighting

109 €
per m²

*ONE-OFF FEE:

Fixed registration and marketing fee: 380€ (incl. catering, catalogue listing with logo on-/offline). The packages mentioned all include a flat rate for electricity, heating and air conditioning. A professional hall security service as well as attractive lounges and special areas are likewise provided. All prices are net, plus VAT.

*bookable according to availability

DESIGN AREA

ARE YOU A GOLDSMITH AND WANT TO PRESENT YOUR SMALL SERIES
OR YOUR INNOVATIVE COLLECTION? THEN THE DESIGN AREA FITS
PERFECT TO YOU. BE PART OF A COHERENT EXHIBITION CONCEPT.
YOU CAN CHOOSE FROM TWO OPTIONAL STAND SIZES:

- Stand construction and stand locations in the special areas within an overarching exhibition concept
- Fitted carpet, furniture, power supply and lighting are included
- Provision of space for your logo
- Optional and on request, other stand sizes are available

1298 €
12 m²

1749 €
16 m²



MORE EXPOSURE FOR YOUR BRAND

BY SHOWING YOUR BRAND IN A SECOND LOCATION, YOU WILL ATTRACT EVEN MORE ATTENTION AMONG EXISTING AND POTENTIAL CUSTOMERS:

- ◇ Use the advertising spaces in the foyer
- ◇ Present your brand at the airport on the exclusive shuttles
- ◇ Increase your visibility by advertising your logo in various ways (exhibition guide, drinks and food menus, table signs in the bistros)
- ◇ Place an online advert on our media channels
- ◇ Surprise your customers and help us design your goodie bags
- ◇ Showcase your exhibits in the entrance area



LEAVE A LASTING IMPRESSION

WANTING TO THANK YOUR MOST VALUED CUSTOMERS, BUT NOT SURE HOW?

Engage with your customers at INOVA Night – our industry event with more than 600 guests! Our various sponsoring options provide you with an appropriate backdrop for doing just that. For example, you can exclusively invite your most valued customers to INOVA Night and chauffeur them in your own personal VIP shuttle to the event location! This is a great way to make a lasting impression!



MARKETING

OUR MARKETING MEASURES – OFF – AND ONLINE:

- ◇ Display placement in selected specialised trade media
- ◇ Structured press work
- ◇ Cooperation with specialist retailers media partners
- ◇ Advertising via flyer, image- and product brochures
- ◇ Regular newsletters and mailings
- ◇ Telemarketing
- ◇ Social media marketing
- ◇ Specialist trade database with Geomarketing analyses
- ◇ Entry in the trade fair catalogue and in the brand list (on-/offline)
- ◇ Integration of your news & collection reports into the communication around the fair

OUR SPECIALS

WHAT'S ON AT THE FAIR

PROGRAMME

Visitors can already look forward to an engaging supporting programme. With talks and workshops taking place around the stands, visitors will be naturally drawn in.

**Are you interested in presenting a topic?
It's a great way to attract more
attention to your company.**

We look forward to
receiving your ideas!

CATERING

All your catering needs will be met at the BBQ Buffet prepared by one of Germany's best BBQ teams!

INOVA NIGHT

Take time out from the hustle and bustle of the trade fair and look forward to an unforgettable evening with top-class cuisine, cool drinks and entertaining music. Meet key people in the industry and forge valuable business contacts in pleasant company. Experience a networking party of a special kind and in an exceptional atmosphere. This is an event you really don't want to miss!

**Please note that
the tickets are limited!**

**Price per ticket:
34 €**

Included in the price:
Buffet incl. drinks

Your
exclusive
business
event



SPECIAL AREA & COMPLEMENTARY RANGES

Besides a curated selection of brands, INOVA COLLECTION also offers practical ideas for effectively extending product ranges – with something for every specialist retailer!



PHILIPP BECKER AREAL

The special "Philipp Becker Area" features leading and exclusively selected gemstone and jewellery designers. You can present your collections and latest pieces of jewellery in an attractive lounge area with seating, catering, a bar and a barista – the perfect setting for concluding successful business talks.



INOVA CONCEPTS WITH BLICKPUNKT JUWELIER

Concepts for the POS:

In the special area created in collaboration with our media partner Blickpunkt Juwelier, we will feature new concepts for your point of sale. What kind of ranges have high sales productivity per unit area? Which concept is the best fit for myself and my sales strategy? Are there segments that would benefit from a separate in-store presentation? Having taken a look at the market, we bring you practical ideas for your retail store.



THE GOLDEN NOVA

THE COMPETITION FOR BUDDING TALENT

After its successful launch, the new design competition is taking place for the second time: Young designers, graduates, industry entrants, lateral recruits and all other emerging talent are eligible to compete for THE GOLDEN NOVA. Designed to provide innovative talent with a platform for their jewellery, the accolades are awarded in collaboration with German jewellery publication Schmuck Magazin.

Generous sponsorship prizes await the first three placed winners. In addition to the jury-led awards, the nominees have the chance to win the GOLDEN NOVA Audience Prize and exhibit in the Special Area at INOVA COLLECTION 2021.



THE EXPERT JURY



PETRA BÄUERLE
EDITOR-IN-CHIEF OF SCHMUCK MAGAZIN



ROLAND SIMONS
DESIGNER AT GOLDSCHMIEDE SIMONS



MICHAEL JAHR
HEAD OF GOLD- UND SILBER-
SCHMIED-INNUNG UND JUWELIERE
FRANKFURT



**DR. CHRISTIANNE
WEBER-STÖBER**
HEAD OF DEUTSCHES GOLDSCHMIEDE-
HAUS, MANAGING DIRECTOR OF GESELL-
SCHAFT FÜR GOLDSCHMIEDEKUNST

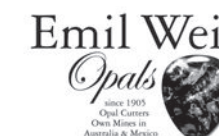


ENA CHRIST
FASHION & LIFESTYLE INFLUENCER

APPLY NOW
ONLINE!



OUR SPONSORING PARTNERS:



WHAT THE INDUSTRY SAYS

“We were more than happy with INOVA COLLECTION. More and more customers are becoming aware of INOVA. The mood here is extremely good, both among exhibitors and visitors. I really have to congratulate the INOVA team and are grateful to have a new trade fair that attracts nearly all the key exhibitors in our sector, whilst offering visitors fantastic customer care and a great range of services. We really hope that the fair will continue to grow and thrive. We'll definitely be back!”

STEPHANIE
KÖHLER **Tezer GmbH**

“This really is a great fair, it's perfect. We feel very much at home here, and the jewellers we saw were likewise blown away. The mood is upbeat and the team are really friendly – excellent service. There's a very familiar atmosphere and a wide choice of brands. I think it's a great idea to have an exhibitor evening and a good all-round offering – this is of benefit to jewellers, too, as they are encouraged to spend more time at the fair. We'll be back next year.”

CARMEN
FREY **Alexander Schmidt**



“We think it's fantastic that the INOVA COLLECTION has met with a positive response. The most important aspect for us was to see how well it is organised: be it from the point of view of security, advertising or the number of trade visitors – and I must admit we were positively surprised. The location of the fair in the Rhine-Main region is excellent and the timing is exactly right for our trade visitors to shop for the autumn season.”

FRANK
HERINGER **Director of the Diamond Group**

“I think the fair is really well done. The industry mix is excellent and the design competition and INOVA Night are an additional attraction and platform for forging contacts. The trade fair has a very personal vibe.”

MICHAEL
JAHR **Gold and silversmiths guild and jewellers Frankfurt am Main**

“We really like it and we're currently considering exhibiting here ourselves. We were even able to make new contacts. The service is a dream and for us the INOVA COLLECTION is very easy to get to.”

ALEXANDER
BECKMANN **Partner Synergia Extradition**

“The fact that the INOVA COLLECTION offers its visitors so many all-inclusive services is something we're not accustomed to at other fairs.”

ANDREA
RÖSSER **Goldsmith from Portugal**



“Well done to the organiser and the team behind INOVA COLLECTION for staging this brilliant fair. We're deeply impressed – by the brand portfolio, the atmosphere and the very friendly staff. We're from Würzburg and the transport links are excellent.”

KLAUDIJA
ROSO **Master goldsmith**

“We're very happy with the brand portfolio and we'll keep coming back. I've heard other exhibitors and customers say that the fair ticks all the boxes for them as well. I'll be recommending INOVA COLLECTION to others.”

HANNELORE &
DIETER HAYDL **Owner of Heliopolis**



SAVE THE DATE

INOVA COLLECTION SHOWROOM HAMBURG

19 – 20
SEPTEMBER
2020

MESSEHALLE HAMBURG-SCHNELSEN
INOVA-COLLECTION.DE

YOUR ORGANISER

MUVEO – ORGANISER OF INOVA COLLECTION

Muveo GmbH, the wholly owned subsidiary of the Wirtschaftsverband für Handelsvermittlung u. Vertrieb Hessen, Thüringen und Rheinland-Pfalz e.V. (CDH Mitte), has been successfully organising trade fairs for more than 50 years. The trade-fair formats – which are precisely pitched in a variety of different industries – always reflect very specific industry needs. Close collaboration and partnerships with all stakeholders are the key to a successful event!

Since the establishment in 1997 of INNATEX, Europe's leading trade fair for sustainable textiles, MUVEO GmbH has been committed to sustainability in event organisation.

MUVEO GMBH

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INOVA
— COLLECTION —



BE
PART
OF IT

EXPERIENCE THE
INOVA COLLECTION
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29 – 31
AUGUST
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