



INOVA
— COLLECTION —

INOVA-COLLECTION.DE



HOME OF JEWELLERY

TRADE FAIR FOR
JEWELLERY, GEMSTONES,
PEARLS AND WATCHES

SAVE THE DATE

30.08. – 01.09.2024
INOVA COLLECTION
MESSECENTER HOFHEIM RHEIN-MAIN
Robert-Bosch-Str. 5–7
65719 Hofheim-Wallau
Germany

IDEAL LOCATION!

IDEAL LOCATION

The Messecenter Hofheim Rhein-Main is situated at the heart of the Rhein-Main region, close to the financial and commercial metropolis of Frankfurt, with excellent transport connections. With its proximity to Frankfurt Airport, international connections to the fair are also good.

FACTS & FIGURES:

Next trade fair:

30.08. – 01.09. 2024

Admission for:

TRADE VISITORS

Admission price:

FREE ADMISSION

Car parks:

FREE PARKING CLOSE TO LOCATION

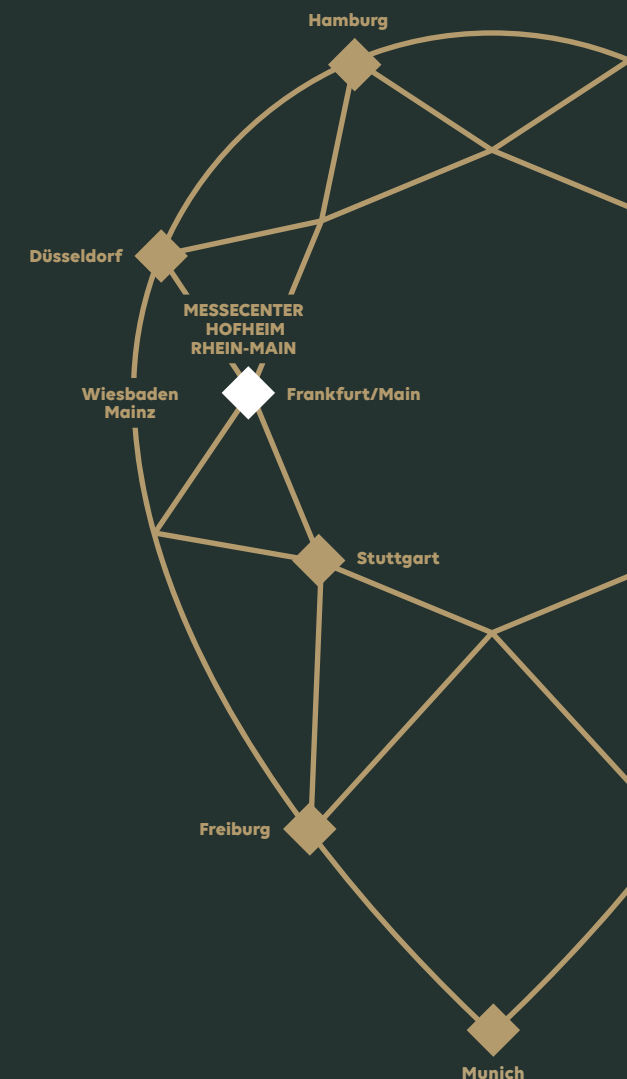
Location:

MESSECENTER HOFHEIM RHEIN-MAIN

Robert-Bosch-Str. 5–7

65719 Hofheim-Wallau

Germany



THE RIGHT PLATFORM FOR YOU

ARE YOU A SUPPLIER OF GENUINE JEWELLERY, GEMSTONES, PEARLS OR WATCHES?

In the INOVA COLLECTION you are choosing a targeted and high quality industry platform. Regardless of whether you are participating primarily for ordering, information or networking purposes, the INOVA COLLECTION offers an innovative and contemporary concept and a distinctive supporting programme.

VISITORS RELEVANT TO YOU:

- ◇ Jewellers
- ◇ Gold and silversmiths
- ◇ Jewellery designers
- ◇ Watchmakers
- ◇ Concept stores
- ◇ Chain stores, Wholesalers
- ◇ Warehouses, (online) mail-order businesses



THE INOVA COLLECTION IS A TRADE FAIR WITH A CURATED PORTFOLIO OF BRANDS FROM THE FOLLOWING AREAS:

- ◇ **INOVA Premium & Selection** | genuine high quality jewellery, exclusive and unique pieces
- ◇ **INOVA Design & Manufacture** | designer jewellery, unique pieces, limited production
- ◇ **INOVA Watch & Watches** | watches, smart watches
- ◇ **INOVA Gems & Pearls** | gemstones, pearls, strung jewellery
- ◇ **INOVA Toolbox & Technology** | tools, POS products, packaging
- ◇ **INOVA Lounge & Connect** | for dialogue, networking and inspiration



BACK TO THE ROOTS: STATEMENTS FROM THE ORGANISERS

“For me personally, being able to support the INOVA COLLECTION right from the initial concept onwards is not simply about ‘being the boss’ but has been about pure passion and a great challenge right from the start. Terrific brands, wonderful people and an inspiring environment – it delights us every day and the way the fair has developed in recent years has made us happy fair organisers! We aim to be a reliable partner to the industry into the future and thus to make all our decisions on the basis of the needs of this particular sector.”

**JENS
FREY**
**Managind Director
of organisers
MUVEO GmbH**

“For the sake of the customer...! That has been and remains our philosophy and the focus of all our decisions. When we launched the fair, we and the industry together designed ‘our’ format and have continued to develop it ever since. We value highly the trust that is placed in us, which is why we shall continue to treat it with care and a sense of responsibility. Holding the event last year has shown us very clearly, amongst other things, that the ‘INOVA feeling’ is not infinitely scalable. But we seek to remain true to our brand values and hence to let our DNA express itself more clearly again.”

**MARTIN
WESKAMP**
**Exhibitor Services
and Sales
INOVA COLLECTION**

THE INDUSTRY SAYS

EXHIBITORS

“We are very satisfied with how the fair has developed and we remain convinced that this is a very important format for us. The ‘little gem’ of trade fairs – the INOVA COLLECTION has succeeded in establishing itself in the sector as a hitherto unique community event, for which we consistently receive positive feedback from our customers.”

**SEBASTIAN
FISCHER**
FISCHER Trauringe

“For us, the INOVA COLLECTION is currently one of the most important trade fairs in the German-speaking region and internationally and has quite justifiably established itself as a permanent element. Short distances, terrific flair and a top class trade audience makes the event one of the ‘places to be’ for the industry. We get consistently positive feedback from our customers and as a result, everyone looks forward to the fair every year.”

**HEIKE & MARKUS
HEERMANN**
**Rolf Cremer
GmbH & Co. KG**

“The INOVA COLLECTION is, for us and our customers, an important and fixed date in our trade fair planning! Its compact size, friendly character and terrific package of services makes it a truly popular event and everyone in the industry identifies very closely with the fair. We are looking forward to the next edition!”

**JOHANNES
WEEGE**
**MANU
Schmuckwerkstatt GmbH**

“To us, the INOVA COLLECTION is THE trade fair for the watch and jewellery sector! The organisers are taking great care to continue growing the concept as the industry develops, without losing sight of the friendly family atmosphere and fair value for money. Together with our customers, we are looking forward to 2024 and have every confidence that the fair can continue to pull its weight in the market. From our point of view, the INOVA COLLECTION simply cannot be ignored.”

**DIETMAR
BUTZLAFF**
**VARELL – Gold &
Schmuckhandels-GmbH**

“For the DiamondGroup, in recent years the INOVA COLLECTION has become one of the most important trade fairs in Germany. The organisers have succeeded in establishing on the market a truly terrific event for the industry. We are delighted at this and right from the start have supported and been part of the concept. For us, the fair is a fixed element in our annual plans and we hope that in the future the fair continues to establish itself as a permanent element!”

**FRANK
HERINGER**
DiamondGroup

THE GOLDENE NOVA

THE COMPETITION FOR THE TALENTED NEXT GENERATION

It is already firmly embedded in the INOVA COLLECTION: our competition for the next generation, whatever their background, including young designers, graduates, new entrants and those starting afresh from other fields.

The GOLDENE NOVA is awarded in collaboration with a trade magazine and offers innovative young talents a ground-breaking platform at which to present their creations.

Valuable prizes from sponsors, first-class advertising opportunities and countless industry contacts await the top three award winners.

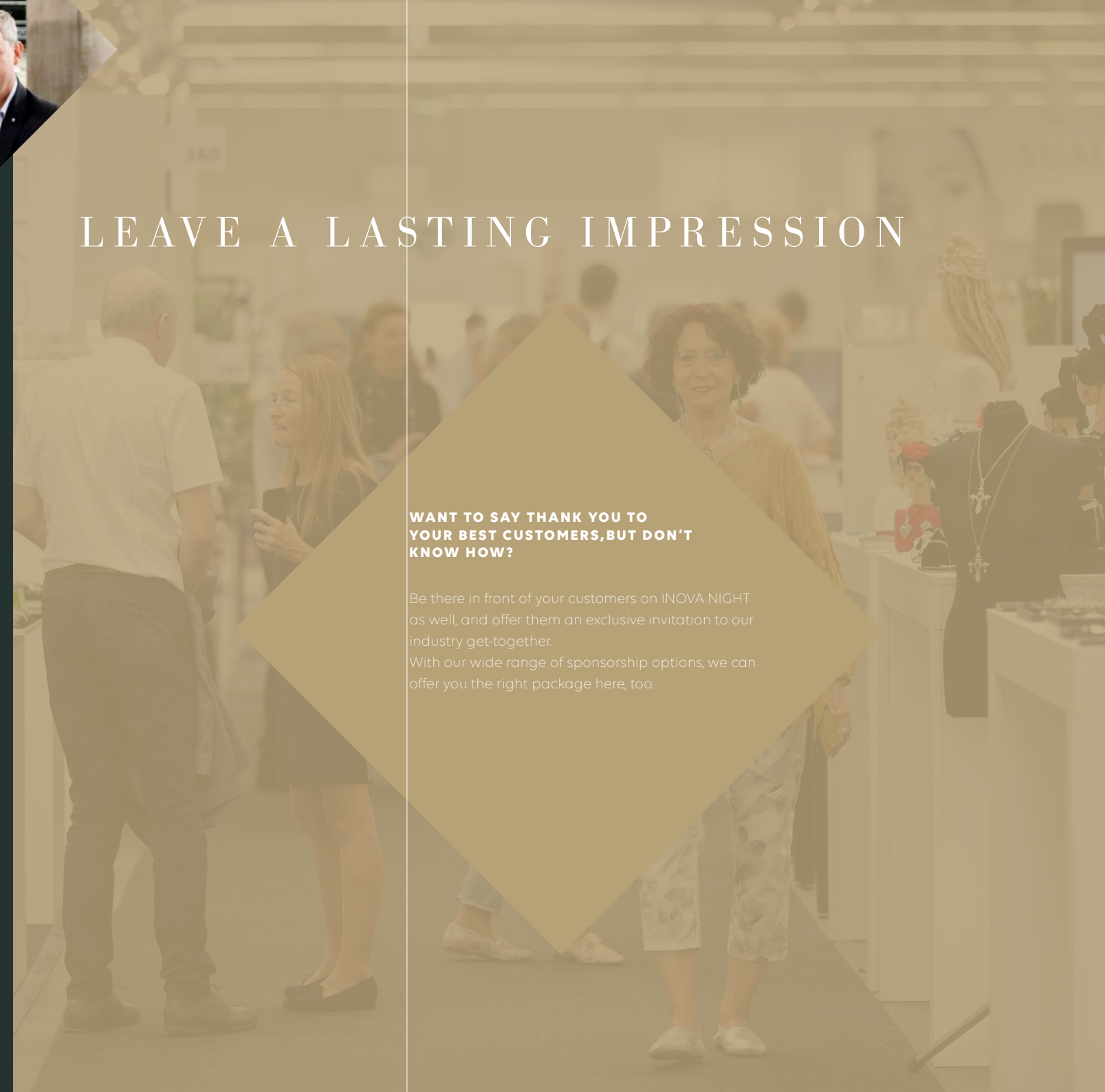


LEAVE A LASTING IMPRESSION

**WANT TO SAY THANK YOU TO
YOUR BEST CUSTOMERS, BUT DON'T
KNOW HOW?**

Be there in front of your customers on INOVA NIGHT as well, and offer them an exclusive invitation to our industry get-together.

With our wide range of sponsorship options, we can offer you the right package here, too.





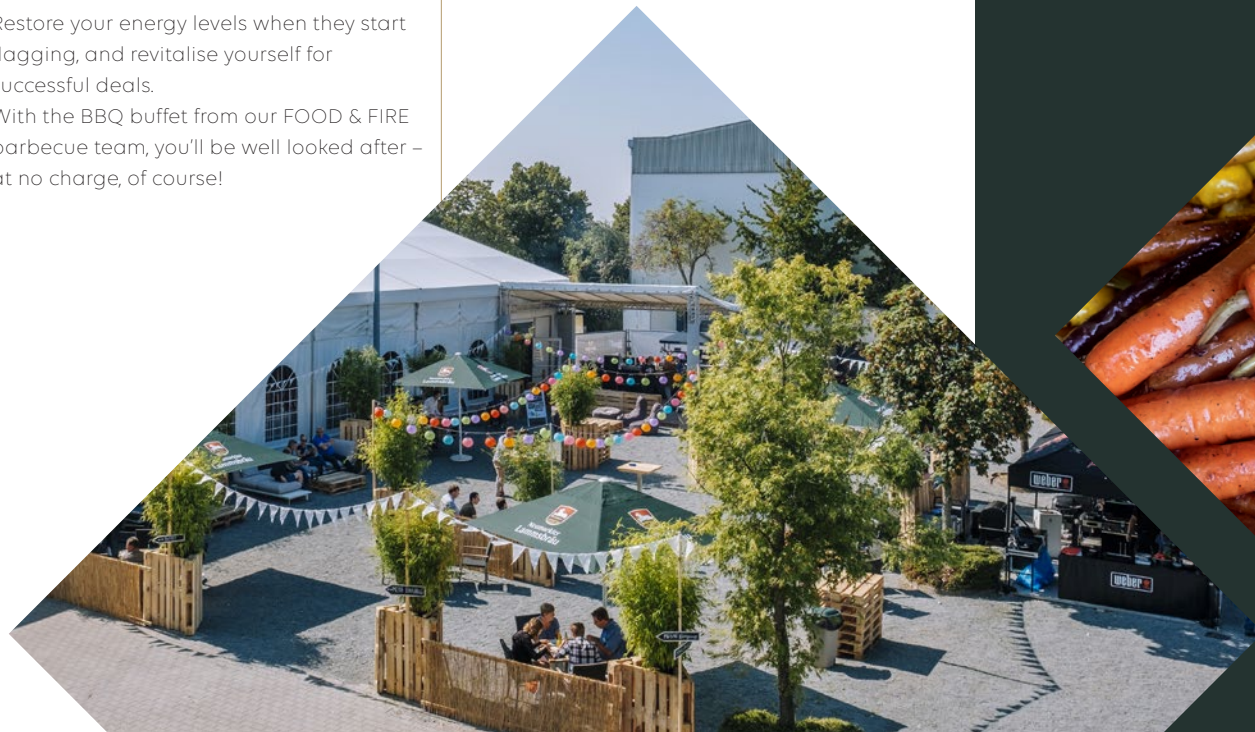
OUR SPECIALS

WHAT TO EXPECT AT THE FAIR

MARKETPLACE FOR THE SENSES

Restore your energy levels when they start flagging, and revitalise yourself for successful deals.

With the BBQ buffet from our FOOD & FIRE barbecue team, you'll be well looked after – at no charge, of course!



THE INOVA NIGHT

GET-TOGETHER WITH EXTRA CLASS

Take a break from the daily routines of the fair and look forward to a relaxed evening with first class food, cool drinks and good music. At our get-together, the guest list reads like a 'Who's Who' of the industry, where you can make valuable business contacts in enjoyable company.



OUR SERVICE PACKAGES FOR EXHIBITORS

**INOVA COLLECTION –
A REFRESHING CONCEPT AT THE RIGHT TIME,
ON ATTRACTIVE TERMS.**

BASIC

**WE PROVIDE YOU WITH THE EMPTY
STAND SPACE WHICH YOU DESIGN
JUST AS YOU WISH.**

- ◆ Provision of stand space
- ◆ incl. grey carpet
- ◆ Neither partitions and screens nor basic lighting for the stand are included.

105 €
per m²

EXTENDED OCTANORM

**YOUR ALL-ROUND CAREFREE PACKAGE
WITH THE CLASSIC 'OCTANORM'
ARRANGEMENT OF PARTITIONS:**

- ◆ Provision of stand space
- ◆ incl. grey carpet
- ◆ Octanorm partition and screen system in white with metal base and a ceiling grid bearing the suspended lighting.
- ◆ Basic lighting for the stand area with HQI lamps.

132 €
per m²

EXTENDED PREMIUM*

GIVING A HIGH CLASS IMAGE TO YOUR STAND:

- ◆ Provision of stand space
- ◆ incl. grey carpet
- ◆ Simple stand structure (e.g. Syma, Octanorm without ceiling grid) with white composite walls
- ◆ Stand lighting from traversing bars (hanging or standing)
- ◆ Back wall height 2.50 m, side wall height 1.60 m

*Subject to availability.

146 €
per m²

*SINGLE CHARGE:

Registration and catering fee (inc. marketing services, online catalogue entry with logo)

- Stand size up to 24 m²: €460
- Stand size 25 to 49 m²: €520
- Stand size over 50 m²: €585

Each of the specified service packages includes a flat rate service charge for electricity consumption (hall lighting, air conditioning). Also included are hall security by a security firm, and attractive lounges and special areas.

All prices are net and subject to VAT.

Our service for you:

Power supply (our service packages do not include stand power): We will automatically add a fee for power connection (220 V with 3-way socket for €98.00) to every order for a stand space. If no stand plan/sketch is provided, we will position your power socket on the back wall of the stand. As long as this is all your stand design requires, you do not need to do anything else.

DESIGN AREA

**ARE YOU A GOLDSMITH OR DESIGNER SEEKING TO PRESENT YOUR
SMALL RANGE OR INNOVATIVE COLLECTION? THEN THE DESIGN AREA
IS JUST THE RIGHT PLACE FOR YOU.**

BECOME A PART OF A HOLISTICALLY DESIGNED EXHIBITION SPACE:

◆ Includes stand construction and stand spaces on the 'Design Mile', carpeting, furniture (small table, 3 chairs), board with logo, and lighting (traversing bars)

1.597 €
12 m²

*SINGLE CHARGE:

Registration and catering fee (inc. marketing services, online catalogue entry with logo): €460



Sample illustration of a stand design

BE VISUAL – MORE ATTENTION FOR YOUR BRAND

GENERATE EVEN MORE AWARENESS AMONG YOUR CUSTOMERS WITH A SECOND PLACEMENT FOR YOUR BRAND:

- ◇ Use the promotional space in the entrance areas.
- ◇ Present your brand even at the airport, on the exclusive shuttles.
- ◇ Draw attention with the many different placement options for your logo (Fair Guide, menus and drinks lists, bistro table displays).
- ◇ Place your online advertisement in our communication media.
- ◇ Surprise your customers and create your goody-bags with our help.
- ◇ Display your exhibits in the entrance area.

A VICTORY FOR ‘WE’!

INVITE YOUR CUSTOMERS TO THE FAIR.

We'd be delighted to support your marketing to visitors with our free communications package, comprising online banners and flyers. Just get in touch!

AT THE HEART OF INOVA – YOUR ORGANISERS

OPENNESS, FLEXIBILITY AND FAIRNESS ARE THE VALUES BY WHICH WE LIVE.

What we do, we do with a passion and in a spirit of enjoyment. Not only that – as a 100% subsidiary of CDH Mitte (the wholesale and retail industry association for the German states of Hessen, Thuringia and Rhineland Palatinate), MUVEO GmbH can draw on over 60 years' experience in the trade fair business. And since 1997, with the founding of INNATEX, Europe's leading trade fair for sustainable textiles, we have been committed to sustainability in events organisation.

A VICTORY FOR ‘WE’!

Our trade fair formats – which we arrange meticulously for many different industries – are always designed with sector-specific requirements in mind. Dialogue and a relationship of equals with all stakeholders are the foundation stones for successful trade fairs!

Any questions or suggestions?

Feel free to get in touch – we keep an open ear.

MUVEO GMBH

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— COLLECTION —



BE PART OF IT

EXPERIENCE THE INOVA COLLECTION
FROM CLOSE UP!
[INOVA-COLLECTION.DE](https://inova-collection.de)

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