

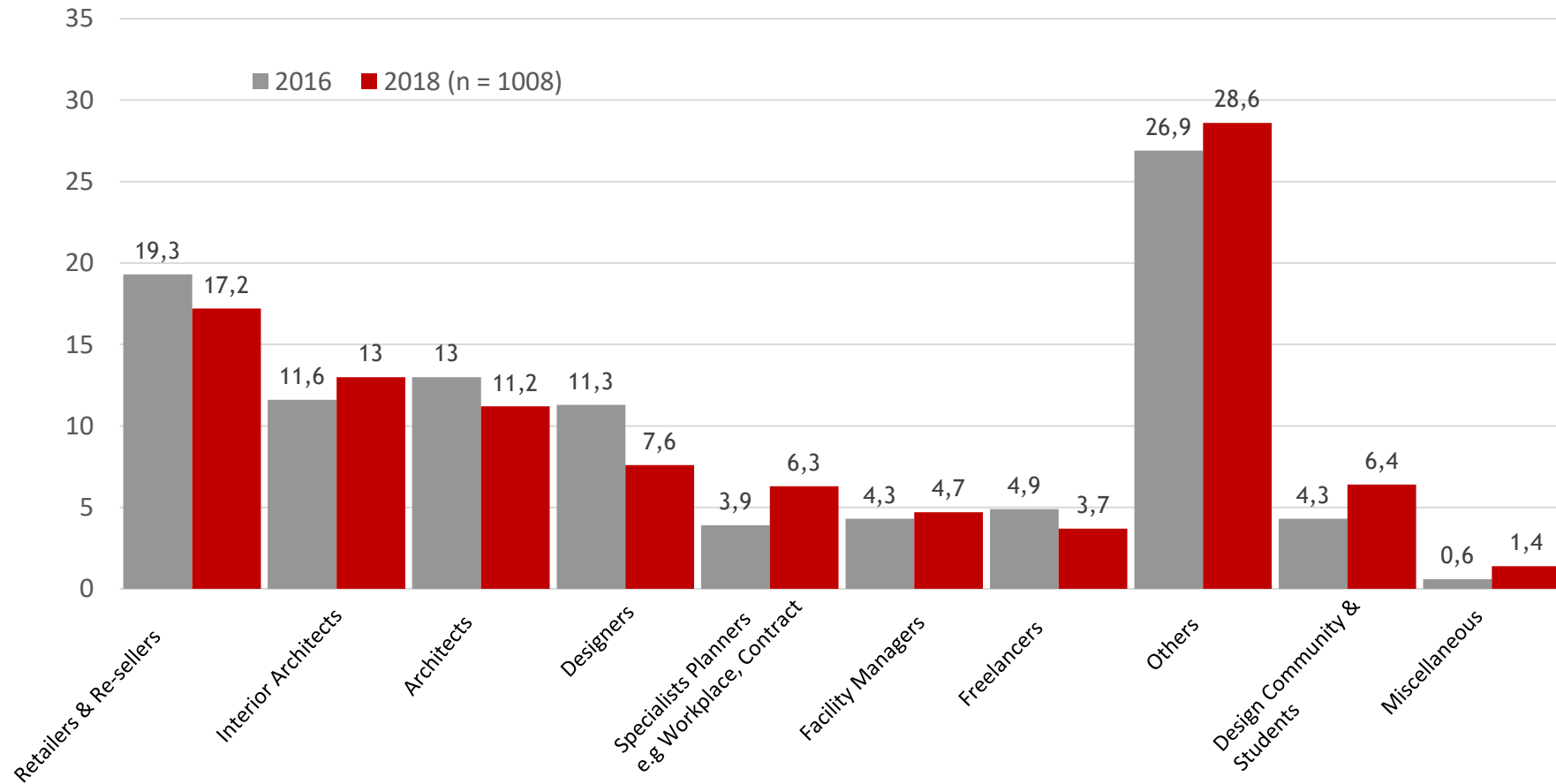


NEW VISIONS OF WORK

22.-25.10.2024
COLOGNE



ORGATEC 2024 - VISITOR FACTS- **FACTS & FIGURES** @ [ORGATEC – AUMA](#)



VISITORS ORGATEC 2022 (EXCERPT)



ORGATEC 2022 - VISITOR CLUSTERING

Architects



Corporates / Facility Manager / Workplace Planner



Retail / Office & Contract furnishing / Real Estate Management



ORGATEC reinvents itself



NEW TRADE FAIR CONCEPT

The leading international trade fair for the future of work will present itself in 2024 with a new trade fair concept that meets the changing requirements of the world of work.



From trade fair to business festival

- From the product show to the holistic trade fair experience
- Focal points: Inspiration, networking and knowledge transfer
- Attractive spaces for meeting & exchanging ideas



Efficiency through focus

- Shortened duration of ORGATEC (no Saturday 2024)
- More efficient trade fair participation



Event concept with an experiential character

- Stages, show cases, after show parties
- Digital & physical themed tours
- Design festival & Design Matchmaking upon invitation



NEW ADDED VALUE THROUGH DIGITAL SOLUTIONS

The upcoming event will see the launch of several digital solutions that will enable exhibitors to participate in the trade fair more efficiently and successfully.

Lead+Meet

- Definition of relevant visitor target groups
- Determination of the ORT & ZEIT approach (geofencing)
- Individual marketing message
- Navigation to the exhibitor's stand

Post Show Leads

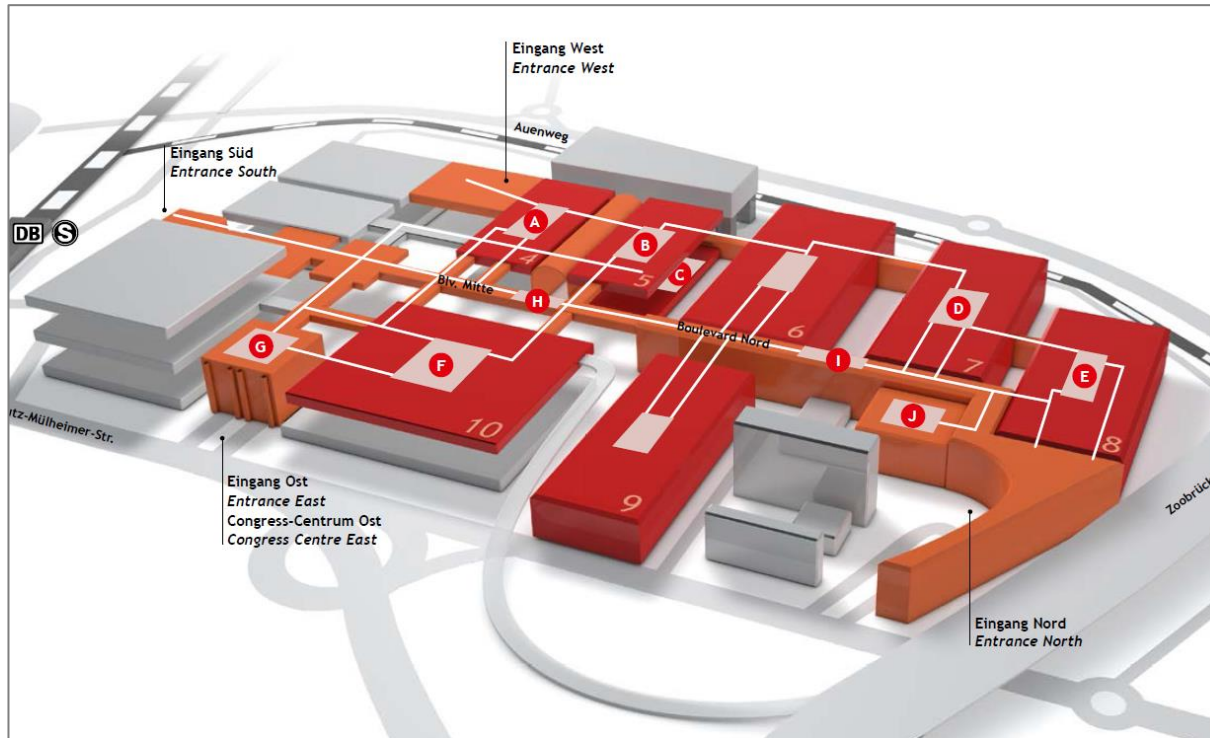
- Relevant target groups not yet reached
- Individual marketing message
- Animation to make contact

Nunav & eSlot

- Dynamic logistics management system
- Smooth processes for efficient set-up and dismantling
- Reduction of truck queues at the gates

ORGATEC 2024 - NEW HALL CONCEPT

ORGATEC 2024 is being completely redesigned. At the heart of the event are the centrally located Focus Areas in each hall with their individual focal points and worlds of experience.



FOCUS AREAS

- Network of industry-specific event themes with special forms of participation in all halls
- Network meeting points for all buyers and creative professionals in relevant contract and furnishing segments
- Optimized, theme-oriented walkways

Improved Trade Visitor experience

- Opening of all entrances to the exhibition grounds
- Use of the entire north-south boulevard
- More transparent and fast routing

ORGATEC 2024 - FOCUS AREAS

1. FOCUS AREA – „The CIRCULAR HOUSE“

Experience all aspects of the Circular Economy, Contracts Highlights
Actors, products, concepts, materials, knowledge (Sustainability)

2. FOCUS AREA - „Design Spaces“

Contract business in the healthcare sector
Hybrid Office Solutions
(Space)

4. FOCUS AREA - „Next Gen Office“

„Platform for creative agile office spaces
Inspire – Experience – Learn - Solve
Agile Space, Digitalization, BIM, Human Centricity, Back 2 office solutions
(Office , People & Planning)

3. FOCUS AREA - „#inspired virtual office“

Spatial office – Experience the value of cutting edge technology in real life scenarios
(People – Space – Technology)

5. FOCUS AREA– „IMPULS Contract Area“

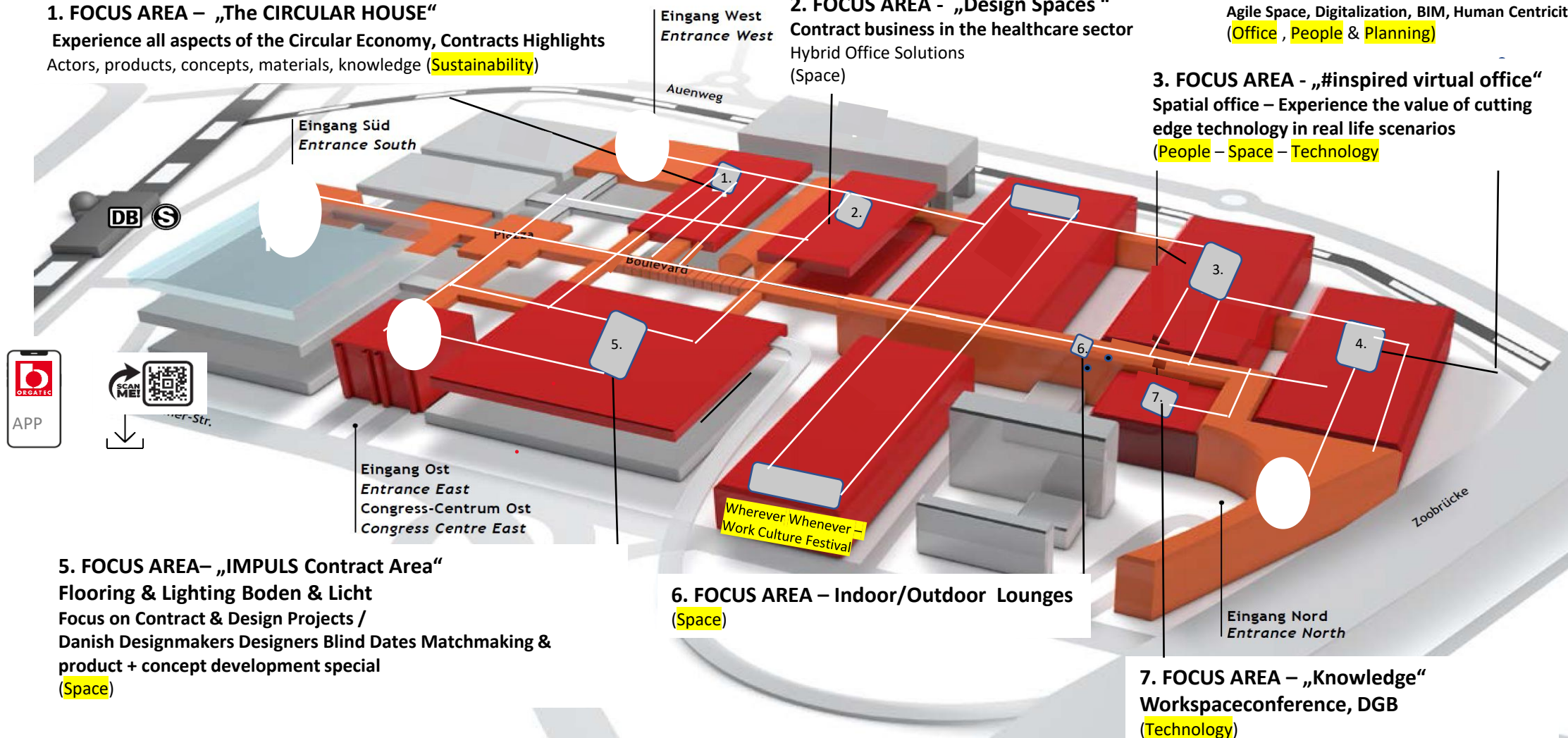
Flooring & Lighting Boden & Licht
Focus on Contract & Design Projects /
Danish Designmakers Designers Blind Dates Matchmaking &
product + concept development special
(Space)

6. FOCUS AREA – Indoor/Outdoor Lounges

(Space)

7. FOCUS AREA – „Knowledge“

Workspaceconference, DGB
(Technology)



FOCUS AREA # CO-WORKINGLIVE!

ORGATEC # 22.10. - 25.10.2024 # Köln

Live Coworking **LIVE**

200 qm
500 qm

Factsheet

ausstellerübergreifender Showcase multifunktionale Räume und Eventflächen

Community Marketing # branchenübergreifende Usecases und Services # innovative, flexible Teilnahmemöglichkeiten

Verschiedene Areas # Workcafe # Workshopareas # Meetingzones # Stage # Open Office # etc.

Rahmenprogramm # live Workshops # Panels # guided Tours # Matchmaking # Networking

Ansprache von Fokuszielgruppen # Innen/Architekt:innen # Fachplaner:innen # Immobilienwirtschaft

Facilitymanger:innen # Möbel- und Einrichtungsbranche

Konzept "is made by experts for experts"

REHUB koelnmesse CADEMI

2:50 / 3:04

[REHUB – REHUB digitale Planer – REHUB FORGE](#)

#DigitalePlaner – Pionier:innen in der Automation der Baubranche

Die Welt verändert sich durch die Globalisierung, Digitalisierung und den Klimawandel rasant – muss sich auch die Architektur verändern?

Be part of an exciting live Co-working and Network experience where you can meet the industries experts in digital planning, creators of digital twins and learn how to use it to boost your sales in international Projects!!!

FOCUS AREA # CO-WORKINGLIVE!

Das klingt nach einem sehr spannenden Ansatz. Kannst du mir beispielhaft mehr über die verschiedenen Areas auf der Coworkingfläche erzählen.

UQ

#CoworkingLive #Workshop

Schön zu hören, dass dich das Konzept interessiert. Wie schon gesagt, das Konzept wird stark von deinen Produkten und KnowHow definiert.

Konzept "is made by experts for experts"

Expert Content # BIM # Smart Building

Facilitymanagement # agil work

innovative architecture & Design

Heute konnte ich die Mehrwerte beim Thema BIM Live mit Experten testen. Ein absolutes Schlüsselerlebnisse. Danke an die Experten für diesen wertvollen Input.
#orgatec2024 #bim #hindernisseabgebaut #livetest #kollisionsprüfung

Inspirierende Workshopfläche mit vielen neuen Erkenntnissen. Wir hatten einen spannenden Tag und haben gleichzeitig Architektenkammerpunkte gesammelt. So muss Messe funktionieren.
#orgatec2024 #somussmessesein

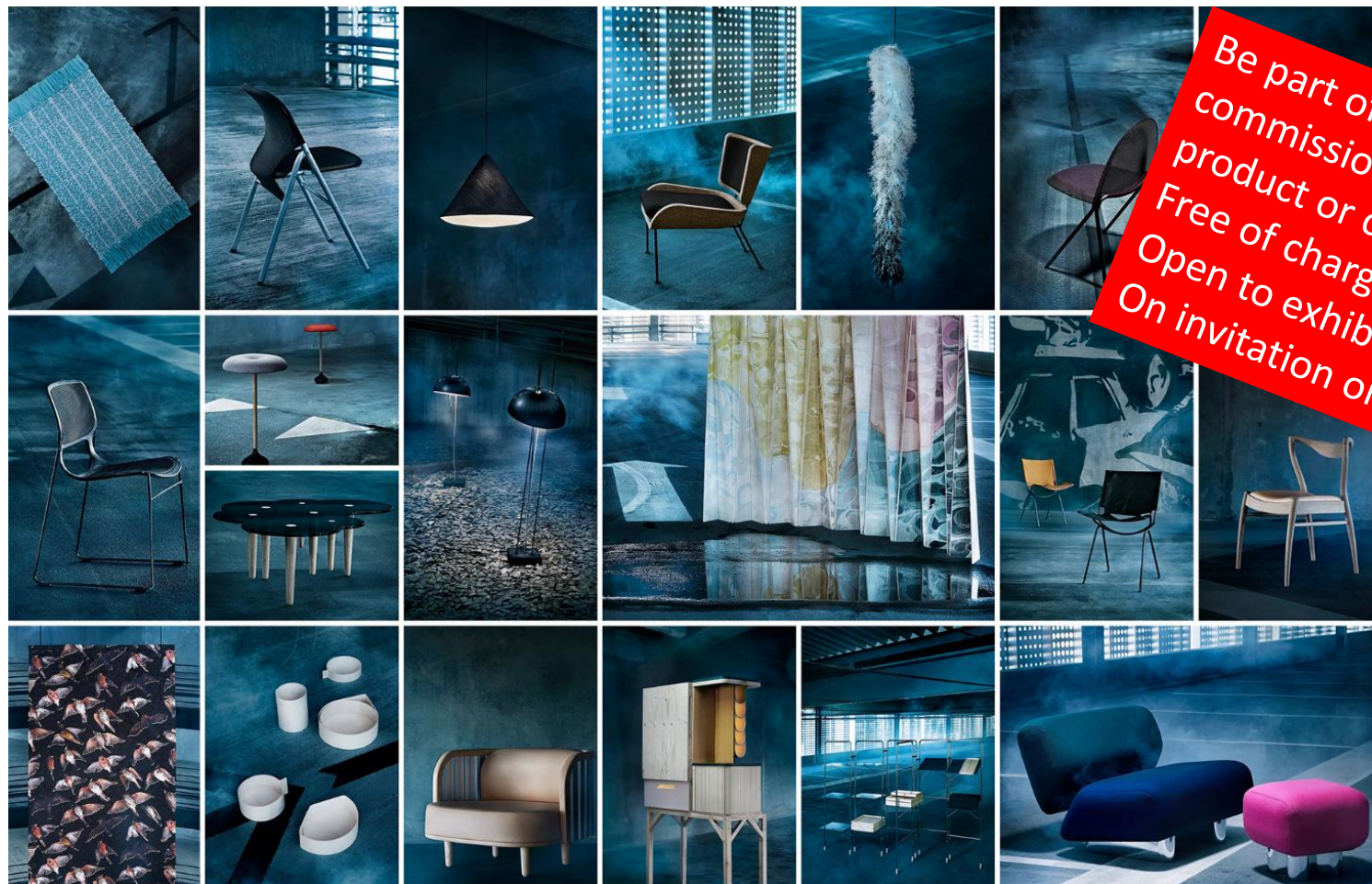


FOCUS AREA - THE CIRCULAR HOUSE



Be part of an exciting space taking you through the details of a full on circular product and project life-cycle- Learn about the benefits of mastering the art of sustainability in order to win governmental and sustainability oriented projects in EUROPE and on a global scale!

FOCUS AREA - DESIGN PROJECTS "BLIND DATE" BY



Be part of ORGATEC and get the opportunity to commission a renowned product designer to work on a product or concept briefing of your choice! Free of charge! Limited availability! Open to exhibitors only! On invitation only!

FOCUS AREA - THE CIRCULAR HOUSE

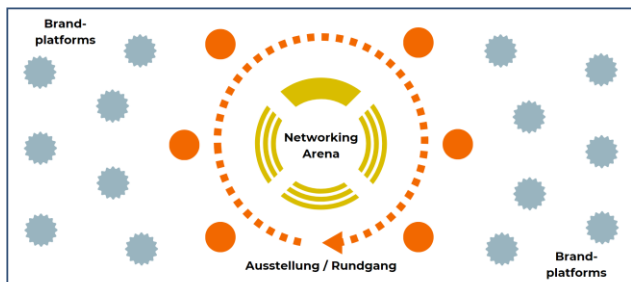


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FOCUS AREA - THE CIRCULAR HOUSE



Circular House Überblick





ORGATEC 2024



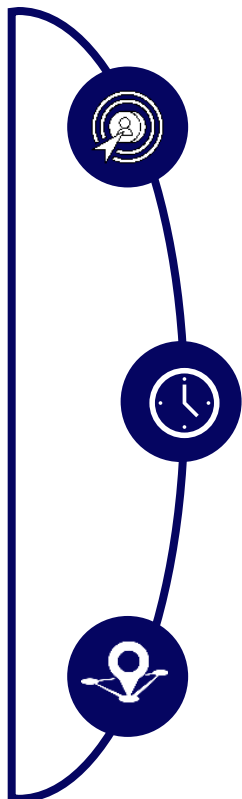
22th – 25th of October 2024

www.orgatec.com



Address relevant visitors directly at the trade fair with Lead+Meet (1/2)

We offer you an innovation with which you can increase your trade show success at ORGATEC: Lead+Meet!



1. You define the visitors that have the highest relevance for you

Via our criteria selection you determine who should receive your message

2. When and where are the visitors addressed? Your decision

You determine the time and place at which you want our visitors to receive your message

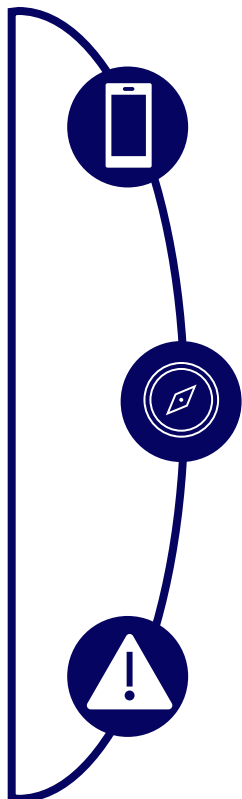
3. Use of geofencing technology

By placing geofences (digital fences) on our site, we can trigger actions on visitors' mobile devices



Address relevant visitors directly at the trade fair with Lead+Meet (2/2)

We offer you an innovation with which you can increase your trade show success at ORGATEC: Lead+Meet!



4. Sending your message to the mobile device

The trade fair visitors receive your message directly on the corresponding mobile device via the app

5. Be guided to your stand via indoor navigation

With the new indoor navigation, our trade fair visitors can be navigated directly to you after receiving your message

6. Attention for your company / product

Increase awareness of your company and invite visitors directly to your stand



ORGATEC 2024 - TEILNAHMEKOSTEN

Participation Costs

| | |
|--|--------------|
| Applications as of 16.09.2023: | € 247 /sqm |
| Flat rate energy fee: | € 22,50 /sqm |
| Down payment for service costs | € 30 / sqm |
| Marketing package for main exhibitors, group organizers and group participants | € 1.850 |
| Marketing package for co-exhibitor | € 350 |
| Co-exhibitor fee | € 800 |