



# SHOES &MORE DUSSELDORF

SEE & ORDER AREAL BÖHLER SHOES-DUESSELDORF.COM

1|2|3  
September 2024

Düsseldorf –  
the place to be!

The industry in Germany needs an order platform with relevance! Beyond the order, **SHOES DÜSSELDORF** is „the place to be!“ for information and inspiration as well as innovative networking. Mainly it offers a wide range of high-quality collections.

With its spring and autumn dates, **SHOES DÜSSELDORF** is proving to be an important milestone in the order round. With consistency and quality awareness we create a solid basis for all players in the footwear industry.

We are actively involved in driving continuous growth, acting in line with market activities and continuing to develop our trade show. Above all, we focus on appreciation and open communication, because a trade show is always a joint project involving all stakeholders!

The product range structure in retail is constantly improving; in the fashionable total look the shoe gets a new relevance.

Therefore, we offer you the additional option to present your collections at **FASHN ROOMS** or **Neonyt Düsseldorf** in July. Give the fashion & shoe trade, at an early stage orientation and the possibility to place an initial order.

With four dates a year, we are ready for you at the fashion location Düsseldorf with concentrated competence! Take advantage of these opportunities for presence and order appointments for your brand!

# OUR FOCUS



“Our aim is  
for everyone to be satisfied.”

*U. Kähler*

Ulrike Kähler, Managing Director

**FASHN  
ROOMS**  
SEE & ORDER BY IGEDO EXHIBITIONS

**NEONYT  
DÜSSELDORF**  
licensed by  
Messe Frankfurt Exhibition GmbH  
organized by Igedo Exhibitions

**SHOES  
DÜSSELDORF**  
SEE & ORDER BY IGEDO EXHIBITIONS



# CONCEPT

**SHOES DÜSSELDORF** – the platform for business, information, inspiration, ordering, networking and much more at Areal Böhler!

Our order show stands for a mix of brands with collection-specific segmentation: **Premium, Contemporary, Modern Comfort, Sustainability** & complementing **accessories** for women, men and kids.

- A carefully curated, varied mix of individual, high-quality brands with a concentration on the mid to upper price segments with a focus on the European Market

- An **open trade show** design for inspiration and discovery of new products, ideas and networking

- Various talks, trend presentations and awards at **THE STAGE** create a perfect balance between new impulses and order business

- **Start-up area** for newcomer brands

- **Pop-Up-concepts** and **digitalization topics**

- **After-work party** for the entire industry

Whether shoes, accessories or fashion, we present your brand in a contemporary way to optimally convey your individual image and further develop your business.





## PREMIUM

Brands with unmistakable signature and genuine value, trendsetting. Models in the finest materials and perfect craftsmanship.



## CONTEMPORARY

International trends of today and tomorrow and those that never go out of fashion. An inspiring selection of collections that cover the entire spectrum of the footwear industry.



## MODERN COMFORT

Innovative shoe models with the highest quality standards that focus on the foot. Comfort features and the latest technologies ensure good wearing comfort – shoes to feel good all around.



## ACCESSORIES

As a perfect complement to the shoe collections, brands present their matching accessories with great attention to detail.



## SUSTAINABILITY

Shoe collections with an especially careful selection of environmentally friendly materials and a sustainable as well as fair and responsible manufacturing process. Vegetable tanned leather, organic cotton and natural rubber as well as recycled synthetic leather and canvas.



## KIDS

Highest standards of quality and function from the very first step. Careful manufacturing and sustainable materials for shoes that not only give pleasure, but are reliable companions.



# START UP AREA

To all start-ups  
in the shoe  
industry:  
we want you

We offer the ideal setting for fashion & lifestyle, so that you can tell your stories about your innovative brand.

## REQUIREMENTS:

- Newcomer
- Innovative business idea
- Your brand has never had a presence at **SHOES DÜSSELDORF** before

## Our offer includes:

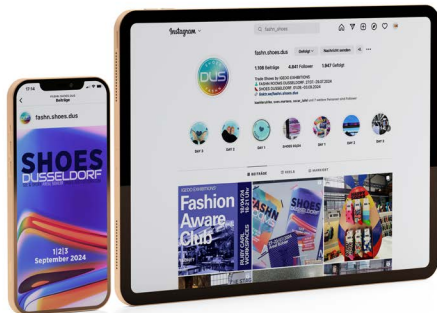
- 4 sqm of stand space in the area (freely designable)
- Branding on community pylon
- Shelf or collection rack
- Participation at the integrated networking area (with tables and chairs)
- Basic lighting
- Power supply incl. consumption
- Stand cleaning
- WIFI
- Announcement on the website, in newsletters and social media channels
- Regular integration in press relations



# SERVICES

Our service is supposed to make our visitors' stay as pleasant as possible. Targeted marketing and PR measures are essential for your successful trade fair presence at **SHOES DÜSSELDORF**. We support you and provide a variety of tools to optimize your presence:

- High-quality visitor acquisition
- Social media posts on all relevant channels & META campaigns to acquire new customers
- Target group-oriented newsletter mailing
- Trade press cooperations
- Free press box
- Presentation of your label via our Brandbox
- Entry in the Trade Show Guide
- Invitation cards for online invitations to your customers
- Clips for your social media content
- [Travel arrangements/partner hotels](#)
- "Helping Hands" for the set-up and dismantling time
- Free admission for visitors with uncomplicated online registration
- Shuttle service for exhibitors and visitors
- Parking on the Areal Böhler
- Free WiFi
- Catering service & networking areas
- Events on THE STAGE





# WORK, TALK & NETWORKING

**Competent information for brands, retailers, media & movers and shakers from the fashion trade:**

Exciting and informative talks as part of the conference format THE STAGE invite to discussion, interaction and networking in the atmospheric halls of Areal Böhler.

Personal invitations and stand campaigns by you are important and support customer acquisition.



**You need support in implementing a specific marketing idea?**

Do you, for example, initiate small workshops, invite your customer to a happy hour or present innovations at your booth? We would be happy to include your event and activities in our timetable and communicate them via our various channels. Take part in our network and use our contacts and know-how.

**Go advertising!**

Targeted marketing tools on site\*:

- Truss at outdoor area
- Video/logo presentation on screens and/or LED screens
- Shuttle branding
- Newsletter advertising



# COOPERATIONS

## Content Partner Talk – presented by you



### SERVICE PARTNER:

Organization of a panel talk on a topic of your choice on stage, in consultation with Igedo Exhibitions. The content partner talk should offer added value for the participants and provide impulses for the industry.

### SERVICE IGEDO EXHIBITIONS:

We offer the platform with moderation and optional discussion partners (after consultation with the partner). As a presenting partner for the talk, you will be named in the program and integrated via social media.

**2,500 €\*** Package price net

## Host Special Event



### SERVICE PARTNER:

During our trade shows your company organizes an event on its own responsibility and with the support of Igedo Exhibitions, at which your company is presented, and an action area is used. Examples of this are product presentations or product launches.

### SERVICE IGEDO EXHIBITIONS:

Provision of the platform/action area, mention in the program and mention via social media.

**1,500 €\*** Package price net

\*Special prices for exhibitors



## The global metropolis on the Rhine.

Düsseldorf has been an important center for art, culture, design and fashion for many decades. Hardly any other city in Germany is so characterized by creativity and inventiveness.

- Here you will find the globally recognized art academy, renowned museums, well-known architectural firms, leading media and advertising agencies as well as a vibrant fashion scene.
- Global flair meets short distances, that's what makes Düsseldorf so unique. Especially the shoe industry takes advantage of this. It's only a few minutes from the world-famous Königsallee with its high-fashion boutiques to the showrooms of established brands.
- In between there is a variety of gastronomy, from international star cuisine to authentic Rhenish delights. Düsseldorf is not only the leading meeting point, but also a pulsating culinary metropolis that is always worth discovering.
- In 2007, the city was awarded the national title of "Capital of Fair Trade". Düsseldorf has also been a Fairtrade Town since 2011.

## Order place no. 1

Düsseldorf is and remains the order place for the shoe & fashion business in Germany, enjoys an international reputation and is existentially important as a business location.

### Business with a network factor

The city scores with short distances and concentrated order options. As a unique association of different actors in shoe and fashion industry, "Fashion Net" offers a mix of expertise that utilises synergies, proactively promotes Düsseldorf as a fashion location and positions it strongly in national and international comparison.

# DÜSSELDORF





# AREAL

**Inspiring, overwhelming and simply different: Areal Böhler inspires Europe's fashion people!**

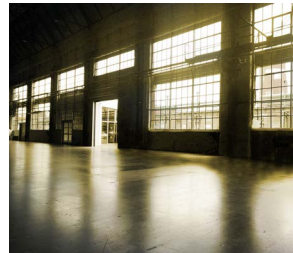
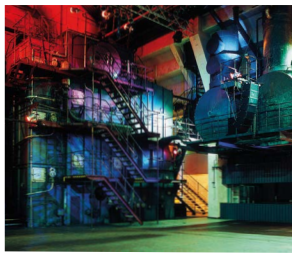
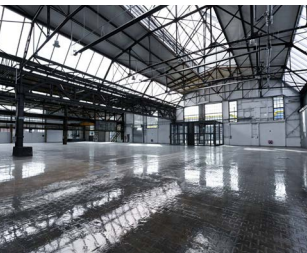
The former steelworks has now become the lively innovation and trade fair location Areal Böhler. The imposing industrial backdrop with its indoor crane, boiler plant, concrete pillars and huge steel girders provides the setting for the **SHOES DÜSSELDORF**.

Since its continuous construction and expansion, the Areal Böhler has matured into a highly authentic event location with contemporary industrial charm that is unique in Germany.

# BÖHLER

**The very good transport connections, coupled with the industrial character and the mixed use of the site make up the Areal Böhler:**

- Only 15 minutes to the city center, the main train station and the airport
- Direct transport links to all highways
- Parking for exhibitors and visitors
- Good public transport connections – tram stop directly in front of the location



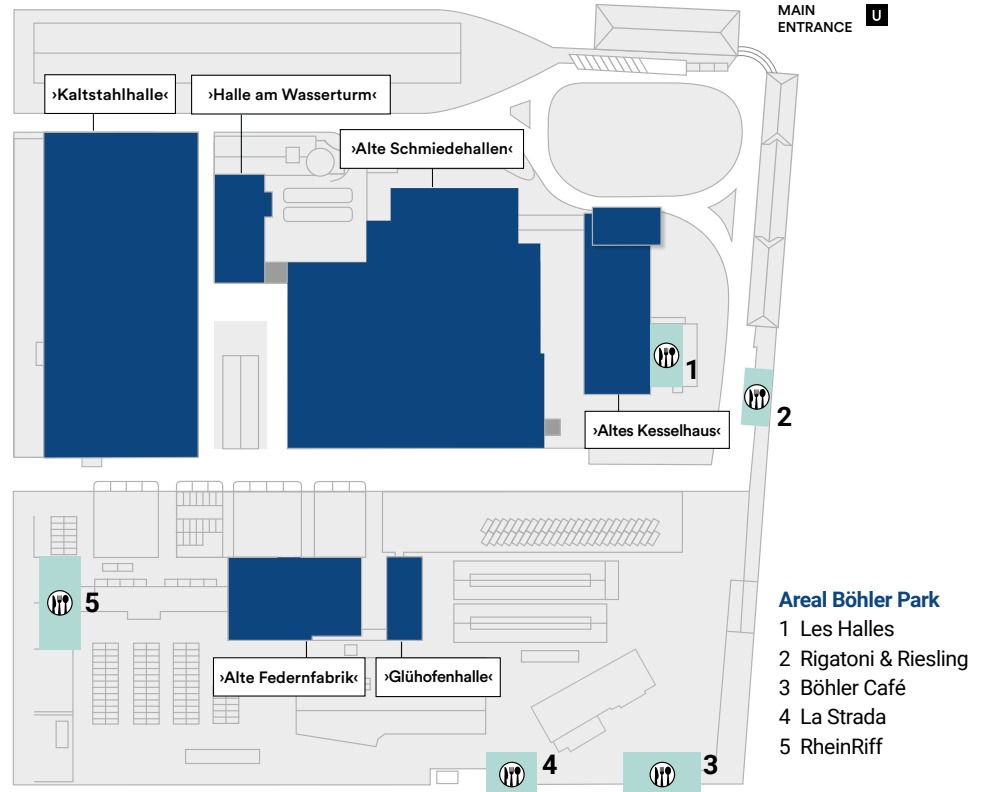


## Gastronomy District

The Areal Böhler has established itself as a scene magnet with cool gastronomic locations: 'Les Halles', 'Rigatoni & Riesling', 'Böhler Café', 'Rhein-Riff' and 'La Strada' characterize the lifestyle in the AREAL BÖHLER PARK. This city oasis, with an authentic industrial feel, attracts people from far beyond Düsseldorf and invites you to breakfast, lunch and dinner.



# LOCATION





# CONTACT

## THE ADDRESS FOR A PERFECT FAIR



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In Belgium, Denmark, the Netherlands, Portugal, Spain and Turkey you can also contact our Foreign Representatives at any time. Find the corresponding contact details [here!](#)

You might be interested to be part of the next event?

Here you will find the application:

**SHOES DÜSSELDORF: [shoes-duesseldorf.com](http://shoes-duesseldorf.com)**

## ORGANIZER

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