

Sneak Peek

THE NEXT LEVEL



The innovative
Lifestyle & Interior
Showdays

29.6.–1.7. 2024



6th Edition!

→ HOME, DECO & FASHION

→ GIFT & PAPER

→ COOK, EAT & DRINK

→ OUTDOOR LIVING

NEW!

AREAL BÖHLER, Düsseldorf

www.trendsupwest.com





TRENDS UP WEST

THE SHOW GOES ON

Showdays:

29.6.–1.7. 2024

SA from 10–19 h

SO, MO from 10–18 h

SA, 29.6. from 19–23 h:

GET-TOGETHER-EVENING

for exhibitor colleagues and customers

Showdays-Location:

40549 Düsseldorf

AREAL BÖHLER "Kaltstahlhalle"

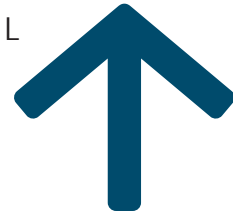
and "Alte Schmiedehallen"

Hansaallee 321



Willo Blome (*blomus*), Florian Burghard (*Sompex*) and Marco Hübecker (*fleur ami*) are the initiators of the TRENDS UP WEST

EDITORIAL



The next level

If everything had gone on as usual, TRENDS UP WEST would probably never have happened. If Corona hadn't completely shaken up the trade fair scene in the past two years, we would probably never

have had the idea of developing our own event format. As we all know, the result was a concept that, despite the circumstances, maintained direct contact between manufacturers, wholesalers and retailers in the lifestyle sector in a relaxed, collegial manner. The Trends UP WEST. The fact that we have also created a new order event, which had apparently been missing in the west of the country until now, only really became clear to us with each new edition. So far, so good.

Corona is fortunately behind us and the "old" established trade fairs have opened their doors again "as usual".

For us, this is the time to take TRENDS UP WEST to the next level. Concentrated on "only" one event, on a date that does not overlap with the other industry dates, but with 15,000m² almost twice as large as before. More lifestyle and creativity in one place!

So be there when it goes to the next level! At the sixth edition of TRENDS UP WEST! From 29 June to 1 July 2024.

See you in Düsseldorf!



Contact project management **TRENDS UP WEST:**



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T H E N E X T L E V E L



CONCEPT



The TOP event in the West, which has set new standards with fresh ideas.

Started in the heyday of the Corona Pandemic as an alternative exhibition format developed by the participants themselves, TRENDS UP WEST has developed into one of the top industry events in western Germany. The special atmosphere of partnership in particular is praised again and again by the participants! You too can discover this unique mixture of collegial industry get-togethers with lots of great new ideas and high-turnover order days for the trade.

+ SYNERGY

When portfolios complement each other, different skills mesh, tasks are mastered together and costs remain manageable, synergies are created that are noticeable for our customers. In a very special, friendly exhibition atmosphere in which good business is gladly done. We would say: a classic win-win situation!



FEATURES

+ Perfect Packages

With stand sizes starting from 20m², an open marketplace-like look, the focus is on the event character. And with our all-round carefree package, your participation will be completely relaxed.



Scan or click the the QR-CODE and experience the latest TRENDS UP WEST in 360° mode



<https://my.matterport.com/show/?m=oSo8T2Tcvtw>



www.broich.catering



+ ALL INCLUSIVE

Why complicate things when they can be simple? No extra costs here, no extra costs there. You only pay for your stand and not only receive the space you have booked, but also many services: Fresh premium catering, as much coffee as your blood pressure can stand, infused water and free parking for you and your customers. Plus a supporting marketing programme with postings on the relevant social media channels, 360° online visit option and a digital exhibitor catalogue featuring your company on a double-page spread. Even such banal, pragmatic things as electricity supply, security service or cleaning costs are - you guessed it - already covered by the stand fee.

So you can concentrate on, what you are there for: Presenting your business and do good business!





FEATURES



BUNDLED MARKETING



Advertise together, achieve more!

Whether a digital exhibitor catalogue for your own invitation emails or attention-grabbing activities in social media, a joint appearance saves costs, increases attention and thus ensures high visitor numbers!



+ ENTRY

In order to provide more planning security for catering, we have charged a small entrance for the first time at the last edition of TRENDS UP WEST. A correct decision, because significantly less leftover food had to be disposed of! In addition, we were able to cushion the cost pressure caused by the sharp rise in energy prices to some extent. Therefore, we will keep the entrance fee (season ticket) for visitors unchanged at:

10,-€ (with registration at the latest two weeks before the event)

20,-€ (if registered within the last two weeks before the event)



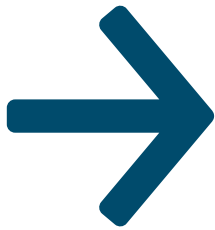
+ GET TOGETHER EVENING



The later the evening, the more fun the conversations. That's why we have again reserved the evening TRENDS UP WEST on Saturday (29.06.2024) from 7 to 11 p.m. for exhibitor colleagues and customers! In a relaxed atmosphere after the event, we would like to create the opportunity to leave business aside for a change in order to experience "networking" at its best. Catering included, of course.



Convinced? Then be part of it!
info@trendsupwest.com



LOCATION



15.000 m² in 2 halls for the ideas of tomorrow! Our joint mega event location!

The AREAL BÖHLER with the KALTSTAHLHALLE and the ALTEN SCHMIEDEHALLE offers ideal conditions for this top event in the Metropolregion West.

LOCATION: Düsseldorf-Meerbusch, 50 km from Cologne and only 45 km from the Dutch border. Easily and quickly accessible via the A57, A52 and A44 motorways.

Now in 2 halls!





29 June - 1 July 2024



AREA: The event location offers a total area of 15.000m².
The much-praised marketplace-like exhibition concept with stands from 20m² ensures an open character and a homogeneous look.
High superstructures and stand boundaries are deliberately avoided to ensure an open character. **NEW from 2024:** Experience the new concept of presentation in the KALTSTAHLHALLE and design your stand entirely according to your ideas and needs with stands from 100 m².



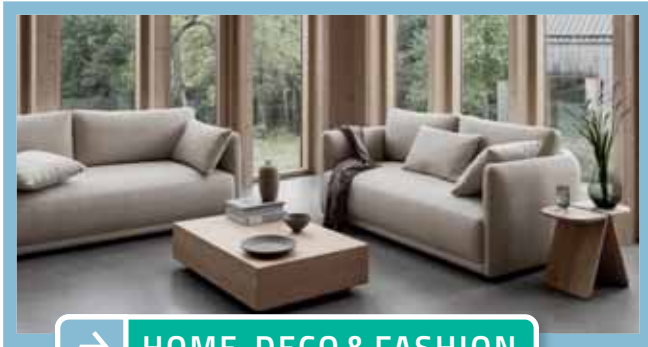
Click or scan!
Virtual tour
of the February
issue of the
TRENDS UP WEST

BRANDS



In the best company

Established brands at TRENDS UP WEST



→ HOME, DECO & FASHION



→ GIFT & PAPER

- PIFFANY COPENHAGEN
- Tre-Pini TEGERNSEE
- ppd ALWAYS CREATIVE
- LENE BIERRE DENMARK
- AGENTUR BERG
- räder
- koziol Made in Germany
- S I G I B E R G
- sander TABLE + HOME
- pad
- Cawo Home
- blomus
- HEY
- EAGLE PRODUCTS Tischmanufaktur seit 1893
- by Vivi
- THE JOOULY made by JOOULS.COM
- Philippi
- ATA
- KLEIN MORE
- Raumgestalt
- sonoro
- SINCE 1966 KROMER
- mossapour
- daniel lambers concept
- 7 sompex design for life
- EXNER KASTEN-GEMÄNNERKREISSEL
- Paul Vogel
- hofats
- soxs.co
- Marc O'Polo EST. IN STOCKHOLM
- brasibrasi the original since 2004
- reisen-thel.
- farbenfreunde toll eing - macht glücklich
- KNIFE FACTORY
- elegante ATELIER BETFWASCH SEIT 1971
- FRIDA FEELING
- CARMA
- ROHLEDER HOME COLLECTION
- artificial Jørgen J. Burk
- HI-DI-HI 100 fac. 10 year
- SUSICALA EVERYDAY JEWELRY
- le feu
- AIRPAQ
- AnderDen LUDWIG MANNFABRIK
- TOPTTEAM münchen
- EDZARD
- EVA SCHREIBER
- POWDER
- moshi
- ESSENZA
- THOMAS ALBRECHT SINCE 1978
- Goebel
- recozy
- Thielemann
- CERERIA MOLLÁ 1899™
- STOECKEL & GRIMMLER
- Cybro
- Dantfabrik
- simplehuman
- LEXINGTON CELEBRATING OUR FIRST 25 YEARS
- evelyn kahle EKKLUSIVE HEIMTEXTILIEN
- Born in Sweden.
- kooduu
- HOLZBACH 7 MANUFABRIK
- pappelina
- Griff

- TROIKA Organisiert unterwegs.
- MEA LIVING
- sigikid FIRST CLASS FOR KIDS
- DONKEY
- BELENSCHNITT
- REMEMBER®
- dfp Design
- Wunderle
- GIFTCOMPANY In color we trust
- Art à la Card LOVELY PAPER GOODS
- SAFE
- GRAFIK WERKSTATT Das Original
- SABO DESIGN!
- Good old friends.
- FBB
- moses.
- Eigenart LOVE YOUR STYLING
- ENGELS KERZEN
- wondercandle
- designimdorf Bewusst schenken.
- ihr SINCE 1977
- chic.mic
- SWEET DESIGN by Lisa
- FROHSTOFF® Siebdruck & Textilmanufaktur
- eyell
- ACTE tre
- KUNST und BILD
- pink stories
- COLLINES DE PROVENCE
- ROMANOWSKI DESIGN EMBU
- RELAXOUND Great Relax Tools
- SecWaL GERMANY
- PICKMOTION.
- ANDREWS
- LIGARTI
- agenturmicaief
- BEKKING & BLITZ
- FAIRWERK
- STERNTALER
- Hädicke Kerzen - Düfte - Dekoration
- HOPERY. ONE A PIECE OF HOPE.
- hca
- Grätz VERLAG
- FASANA
- KIKKERLAND
- Herforder Werkstätten
- MABE
- STORYTILES FAULSTÜBE KUNSTWERKE
- LILY-FLAME
- STEINFIGUREN MANUFABRIK OriginalPaul
- SHEEPWORLD DIE GESCHENKENWELT
- Pape
- WERFHAUS
- accentro cosmetics & accessories
- HERGOS GLÜCK SCHENKEN
- THE OLFACTIVE Avenue
- BRIXIES
- Geschenk für Dich :-)
- Loveria ATELIER
- TRENDAUS hier steht Freude drauf!
- la vida GmbH
- re della carta ...the joy of wrapping!



Many strong brands and innovative products ensure a positive external impact of this event. A selection of previous participants:



→ COOK, EAT & DRINK



→ OUTDOOR LIVING

NEW!

- Gewürz GURU, Berndes, AdHoc, JAHN, STÄDTER (die bunte Welt des Backens)
- daff, FLSK, wAJos, MEPAL, Gourmet Berater
- GEFU, OXO, playground, OXO
- INPETTO, magu, KOSTBAR (HANDEL & VERTRIEB), CHROMA DEUTSCHLAND
- DR. JAGLAS (apothecary), LURCH, COSTOLUTO, GREENOMIC (Delikatessen)
- Teocleste, LE CREUSET, homiez, homeXpert
- Microplane, LIEBLINGSKORB
- JUPITER (GERMANY 1921), UNOLD, F&H GROUP, albert
- brabantia, CONTINENTAL, deejo, FISKARS
- DeWi, CulinaryScouts (Falko Langhorst), S+ saltmann, BIEDEL (THE BEST GLASS COMPANY)
- JACK & LUCY, TOKYO DESIGN STUDIO, Nachtmann (FINE DINNERWARE), LOKAL BY LAGHOLE
- SPIEGELAU RÖMERTOPF (The Glass Mosaic), monkaro, VINOOS (Feeling alive)
- PROFINO, PASTERKAMP, rinama, Dream of (WOLFF)
- airtender, TOFF & ZÜRPEL (MANUFATUR), COLLINES DE PROVENCE, CHUNK'S
- LES ARTISTES, MAGS (VERTRIEBS GMBH), BELLA TAVOLA, Mille Fine
- brandlands, ja, SKEISAN, WOLL (mit Freude kochen!), ELO (mit Freude kochen!)

- fleur.ami, höfats, blomus, le feu

We have missed that so far!
The new thematic focus
OUTDOOR LIVING

Take advantage of the large overlap of interests with the already established theme worlds and present your portfolio in a relaxed atmosphere to a large, open-minded trade audience at TRENDS UP WEST in our new theme world OUTDOOR LIVING. We are sure that a lot of sales potential is waiting for you here. Book your stand at TRENDS UP WEST now and benefit from our attractive early booking discount until 31.10.2023!



ORGANISATION

29 June - 1 July 2024

"Your" participation in TRENDS UP WEST

ALTE SCHMIEDEHALLE

- OPEN MARKETPLACE
- STAND AREA FROM 20 m²
- RIGGING AND LIGHTING

KALTSTAHLHALLE

- INDIVIDUAL STAND CONSTRUCTION
- STAND AREA FROM 100 m²
- OWN LIGHTING

% EARLY BIRD

If you book early, you not only save a lot on stand fees, but also secure your space at TUW!

until 31.10.2023 120 €/m²

until 31.10.2023 95 €/m²

✓ REGULAR BIRD

Good things come to those who wait?

No problem. Here are the regular stand prices and the registration deadline:

from 01.11.2023 130 €/m²

from 01.11.2023 105 €/m²

REGISTRATION DEADLINE

31.01.2024

Your TRENDS UP WEST stand One price, all inclusive!

• PREMIUM-CATERING

Changing snacks, lunch, cake, coffee drinks, infused water. All other drinks are available for a fee.

• LOCATION ADDITIONAL COSTS

Cleaning, technology, security)

• POWER CONNECTION/10A

• GENERAL ORGANISATIONAL COSTS

Administration, tech. inspections, parking guidance system, etc.

• MARKETING BUNDLE

Digital catalogue, website, social media 360° view online

• FREE PARKING

for exhibitors and visitors

Joint stands (i.e. several exhibitors on one stand) **are not permitted**

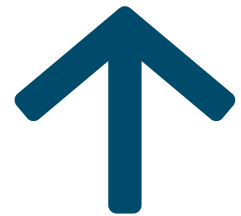
(see points 5 and 6.4 of the General Terms and Conditions), as it is **not** a question of **pure space rental**, but a **total package with some included services**. Trade agencies that have several brands and exhibit under agency names are permitted.

* Due to the location, slight deviations are possible for individual stand areas.

We will point out these deviations directly when selecting the individual space!

A good idea has already found many friends. And there should more, of course ...

The fifth edition of TRENDS UP WEST was also a complete success and exhibitors and visitors alike have confirmed to the organising team that an important gap has been closed in the West region. Here are a few statements from participants of Trends Up West.



LINE UP



"TRENDS UP WEST convinced us right from the start and with each new issue we were able to present our portfolio even more comprehensively. An absolute success story for us. We will definitely be there again!"

Nicola Hoffmann, räder GmbH



"This is shopping experience as one wishes and imagines it. And an event that could not be more up-to-date. Therefore thumbs up!"

Dimitrios Aptidis,
Good old friends GmbH

"Rarely have we experienced a trade fair in such a relaxed and positive mood. Just the right atmosphere for good business."

Daniel Probst, The Sales Agency



„Once again, GIFT COMPANY will be present at TRENDS UP WEST. There is no more direct and pleasant contact to our customers in the West."

Christian Schmidt, Gift Company



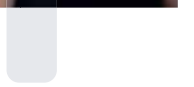
"TRENDS UP WEST is a must in our trade fair calendar. But one that you really look forward to! Because thanks to the unique flair, the mood among exhibitors and customers is extraordinarily good and we can also see that in the number of orders."

Tim Schuberth, Grafik Werkstatt

THE NEXT LEVEL



IMPRESSIONS FROM THE
TRENDS UP WEST IN FEBRUARY 2023





29 June - 1 July 2024

On Saturday 29.6. from 19-23 hrs:
Get together-Evening for exhibitor colleagues and customers



<https://vimeo.com/809054068>

See you in Düsseldorf!



→ Christian Kasch

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