

Essen, April 20, 2017

Trade Fair for Sanitation, Heating, Air Conditioning and Renewable Energies

## Become an Exhibitor at SHK ESSEN 2018 Now

### Visitor Magnet Congregates the Whole Sector Under One Roof

As the most visited national trade fair for the HVAC industry in Germany, SHK ESSEN from March 6 to 9, 2018 will open the year. Most recently with 48,000 visitors and 556 exhibitors, it offers a high contact potential and congregates nearly all the market leaders in the sanitation and heating sectors under the roof of Messe Essen. The range offered by the manufacturers will be formed by sanitation technology, heating technology, air conditioning and ventilation systems as well as building control technology. The other fields will include pipes and pipe network components, refrigeration technology as well as tools, operating equipment and EDP solutions. Thus, the fair will encompass all the relevant fields in the sector.

The following will apply to any interested companies: The closing date for registration will be May 31 and registration will be possible via the [www.shkessen.de](http://www.shkessen.de) website. In Europe's construction region with the strongest demand, SHK ESSEN is the first meeting place of the year where the sector presents innovations ready for the market. The ideal sponsor of the fair is the North Rhine-Westphalia Trade Association for Sanitation, Heating and Air Conditioning (SHK NRW) which organises the Planning Forum. At the request of many exhibitors and visitors, SHK ESSEN will be open during the week from Tuesday to Friday for the first time in 2018, instead of from Wednesday to Saturday as before.

### Exhibitors Profit from a New Digital Infrastructure

On the occasion of the coming SHK ESSEN, Messe Essen will offer new digital services to its exhibitors: On the redesigned [www.shkessen.de](http://www.shkessen.de) website, they will be able to inform their potential customers and media representatives about fair innovations, booth events and company news in a targeted way - even between the appointments at the fair and with links to the social web. A matchmaking tool will also serve to provide exhibitors with qualified visitor inquiries with contact possibilities and appointment administration. The new features will include not only a hall plan which will be optimised for mobile terminals and will indicate individual



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routes for visitors but also the new MEDIA CENTER of Messe Essen. Exhibitors at SHK ESSEN will be able to make all the entries in a convenient and central manner in the closed exhibitor area of Messe Essen. In addition, an app will round off the digital appearance of the trade fair.

The transformation to the New Messe Essen is progressing not only digitally: On the occasion of SHK ESSEN 2018, the new face of Messe Essen will await exhibitors and visitors at the East Fair Building: the glass foyer with an area of 2,000 square metres and a distinctive canopy. Thus, a total of three prestigious entrances will be open during the coming period. Moreover, the northern part of the first new single-storey hall with a lot of daylight will already be available. By the time of SHK ESSEN 2020, the conversion of Messe Essen into one of the technically most modern fair sites in Germany will have been concluded completely. Then, short paths, eight spacious, single-storey halls and a lot of daylight will offer perfect exhibition conditions.

Further information and registration at: [www.shkessen.de](http://www.shkessen.de)

Messe Essen on Facebook: [www.facebook.com/messe.essen](https://www.facebook.com/messe.essen)