

Press release August 21, 2020

M.O.W. 2020 from September 20 to 24

## **Registration now on-line**

**The countdown is on: The sector gets ready. On September 20, 2020 the M.O.W. is going to start. 313 exhibitors, all halls open and over 80 % of the total area occupied – that is how the furniture offer for the middle of the market presents itself in the Messezentrum Bad Salzuflen. Health protection is ensured by an approved safety and hygiene concept which includes the visitors' registration prior to visiting the exhibition. A registration portal is available for this on the web site [www.mow.de](http://www.mow.de). Furthermore, from now on visitors can use the exhibitor and product group search.**

All starts on September 20. The organizer and exhibitors are joining forces and are looking forward to safely launch the M.O.W. 2020. The high attractiveness and scope of the offer has been secured with over 300 national and international exhibitors and the exclusivity of the M.O.W. for the middle of the market has again been successfully strengthened. As usual the companies present all furnishing fields for all distribution forms, not only stationary but also on-line, and this year they are showcasing in particular many innovations for more sales and frequency. The high service quality with personal touch which typically characterises the M.O.W. has also been maintained. Newly added in 2020 – taking the pandemic situation into account – a protection and hygiene concept which the team of Messe Ostwestfalen has worked out in close cooperation with the authorities and which, besides others, requires a previous visitor registration.

### **Visitor registration required**

All visitors have to personally register prior to visiting the exhibition to comply with the official requirements. The fastest and easiest way to do so is on-line. A registration portal is available for this on the web site [www.mow.de](http://www.mow.de). Registration on site is also possible, however, this can cause waiting times.

The exhibitor and product group search can now also be found on-line to make preparations for the exhibition. A catalogue is not available this year, but instead of it an extensive guide which is available on-line as a flip catalogue and in a printed version at the entrances to the single halls.



In the Messezentrum Bad Salzuflen the participants of the M.O.W. 2020 are offered an advantageous combination of much space, 17 individual hall areas, different entrances, an extensive outdoor area, and a manageable group of professional visitors far below the number of persons that are officially permitted.

By the way, for all public areas the known regulations such as compulsory mask, hand-washing and social distancing are to be observed. Disinfectants are available at all relevant points.

### **Change as a unique opportunity**

The framework has been created. Business can start. “The current situation demands solidarity and cohesion from all of us. Every dealer should take advantage of the dedicated range of the M.O.W. for the benefit of his/her own business”, emphasize the exhibitors and the organizer. “Together we have now the unique opportunity to successfully shape the furniture business of the future.”

### **Further information: [www.mow.de](http://www.mow.de)**

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