Press Release April 07, 2021

<u>M.O.W. 2021 from September 19 to 23</u>

Be there!

All participants are keenly looking forward to the M.O.W. in Messezentrum Bad Salzuflen from September 19 to 23. Fairs are important for business – especially with a view to new products, marketing ideas, and concepts. Essential for commercial exchange. And in particular, elementary for the cohesion of this sector. To be there when people meet again! Besides the introduction of new exhibitors, interesting topic innovations, digital formats and networking approaches are on Bernd Schäfermeier's and Andreas Reibchen's agenda who are the fair organizers. An insight into the plans regarding the M.O.W. 2021.

After the M.O.W. team had shown with the implementation of this event in autumn 2020 that fairs can also be held in Corona times, the M.O.W. 2021 will appear in an entirely new light. The organizers will use numerous available means to present this industry event in an even more future-orientated way. The overriding goal is to bring together all relevant players of this industry in Bad Salzuflen and to enrich this event with digital formats. The news in all details:

New Marketing Package for Exhibitors
The M.O.W. catalogue gives way to an expanded virtual presentation for exhibitors. Every company will receive its own "space" on the M.O.W. Internet platform, to present itself with pictures, texts and films and to communicate offers as well as contacts all year round. The companies can update their own web presence at all times. Thus the M.O.W. exhibitor and product group index will become a digital reference book for all those who sell furniture in a professional way.

360-Degree-Plaza in Hall 12
This new concept focusses on specialists from the fields process optimization, E-commerce, omnichannel marketing, sustainability, logistics, and staff. This new service provider platform is an innovative hybrid format which connects the fair presentation in hall 12 with a digital 365-day presence and extends the M.O.W. range of exhibitors by relevant service providers of this industry.

Extended Upholstery Offer
The exhibitors offer in the so-called „upholstery board" in hall 20 and 21 a new input for assortments and advertising for all sales channels. This year not only national but also international companies such as Nicoletti, Man

Wah, Romessa, Puszman, Atlantic, and Spin will present themselves as an alternative to the proven manufacturers.

New Structure and Allocation of Hall 5 and 6
Hall 5 and 6 in Messezentrum Bad Salzuflen will be given a new profile with an interesting broadly based range of exhibitors. Besides others, companies such as D+N with upholstered furniture and MCA with an additional area will be present at the fair.

Many Interesting New Exhibitors
In addition, you will also find in the other halls and product groups new interesting exhibitors such as Van Landschoot with their speciality of box-spring beds, or Composad, House Nordic and HMW Collection who enrich the offer of flat-pack furniture and Young Living at the M.O.W. So far almost 80 % of the space in Messezentrum Bad Salzuflen is already occupied.

The Most Important Thing is Taking Part
The M.O.W. in September will be of special importance. "Be there! The anticipation for genuine meetings is tremendous," this is what the M.O.W. team hears every day. "We are working hard to offer the middle of the market with the M.O.W. the platform it currently needs: With the relevant partners for successful business, with exchange on equal terms and with the profitable added values that make a visit doubly worthwhile. For the owners of the medium-sized affiliates, studios and specialists as well as for the large chains, purchasing associations, self-service discounters, DIY stores, mail order houses, food/nonfood marketing companies, and pure Internet players."

Further information: www.mow.de