



LEIPZIGER MESSE



# denkmal

Europe's Leading Trade Fair for Conservation  
Restoration and Old Building Renovation

November 8 – 10, 2018

OUR CULTURAL  
HERITAGE.  
OUR LEADING  
TRADE FAIR.

Simultaneous with

**MU  
TEC**

International Trade Fair for  
Museum and Exhibition Technology

EUROPEAN CULTURAL  
HERITAGE YEAR 2018  
SHARING  
HERITAGE



Under the patronage of  
**UNESCO**

United Nations  
Educational, Scientific and  
Cultural Organization

[www.denkmal-leipzig.com](http://www.denkmal-leipzig.com)

# A UNIQUE CONCEPT – EUROPE'S LEADING TRADE FAIR SETS THE TONE.

As Europe's leading trade fair for historic monument conservation, restoration and the refurbishing of old buildings, denkmal has become the industry's focal point around preserving our cultural heritage.

Since 1994 denkmal has been staged at the Leipzig fairground every two years as an international meeting point for the industry. denkmal's success can be attributed to a wide range of exhibitors, vivid presentations and a complex specialist programme. The members of the Advisory Board and the International Committee provide expert advice to denkmal.

The high quality on offer covering all segments, the distinct specialised nature of the fair, the wide range of offers and topics, as well as the array of exhibitor presentations and practical demonstrations have made denkmal a mandatory date for all those involved in monument conservation and restoration.

Professionals meet professionals, decision makers meet decision makers.

As an exhibitor, you can get in touch with just the right target group: craftsmen, restorers, architects, industrial companies, specialised historic heritage conservation operations, planners, heritage conservators, official authorities, scientists, aspiring professionals, historic building owners, investors, building contractors, historic heritage conservation volunteers and enthusiasts. Use those three fair days for an intensive exchange of ideas and for networking.

denkmal is for everyone involved in this industry, from market leaders to small, niche market operators and providers of "exotic" products and services. Take advantage of this wonderful chance to meet new contacts and develop new business opportunities. Present your crafts and restoration products and services, individual solutions, exhibits, conservation products, technologies and innovations at the denkmal 2018.

A warm welcome to denkmal 2018 in Leipzig!

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*denkmal has yet again seen an increase in quality and intensity. Everybody who is anybody internationally was represented at the fair.*

*Dr. Markus Harzenetter  
Chairman of the Association of Conservators in the Federal Republic of Germany*

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# THE SPECTRUM OF EUROPE'S LEADING TRADE FAIR.



# A REVIEW OF denkmal 2016

## SATISFIED EXHIBITORS AND VISITORS

The numbers of Europe's leading trade fair speak for themselves. 435 exhibitors from 17 countries were represented at an exhibition area covering 20,500 m<sup>2</sup>, i.e.

**16 %** international exhibitors

## THE TOP-QUALITY CONTACTS MADE WERE LAUDED BY

**94 %** of exhibitors

## THE TARGETS SET FOR THE FAIR WERE ACHIEVED BY

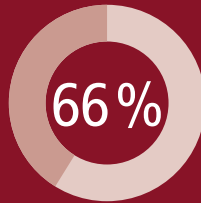
**78 %** of exhibitors

## MAIN TARGETS FOR THE FAIR

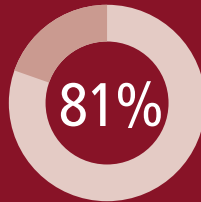
- initial contact with new target groups
- raising the profile of the company/institution
- image building
- raising the profile of the products/services offered

## THE MOST IMPORTANT VISITOR GROUPS TARGETED

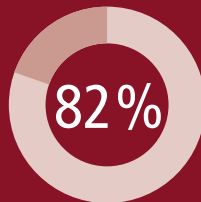
- for 86 % of exhibitors architects/planners/engineers
- for 79 % craftsmen/building trade
- for 77 % restorers of crafts
- for 75 % restorers



66% of exhibitors reached those target groups



81% of exhibitors responded positively in regard to participating in denkmal 2018



82% of exhibitors would recommend denkmal

*Planners and craftsmen visiting denkmal for the first time following our recommendation were enthusiastic about the fair.*

Christian Hecker

Planner/Project Manager for Monument Conservation, Remmers Fachplanung GmbH

# FACTS AND FIGURES.\*

## VISITOR PATTERN

13,900 visitors  
(including MUTEK 2016) came  
from 57 countries, i.e.

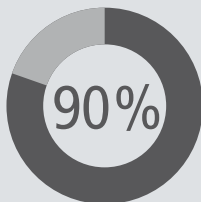
**11%** international  
visitors

## TOP COUNTRIES (excl. Germany)

- Poland
- Sweden
- Russia
- Austria
- Czech Republic
- Hungary
- Belgium



**33%** of  
visitors  
came from places  
300 km afar



of visitors  
would  
recommend  
denkmal

## THE MOST IMPORTANT VISITOR TARGETS

- advanced training/knowledge base expansion/new ideas for one's own profession
- becoming acquainted with new products and services
- obtaining information on specific products/techniques/performances

## THE VISITORS OF denkmal ARE HIGHLY QUALIFIED

**88%** are  
trade visitors  
**63%** are  
decision makers

## denkmal 2016 ALSO STOOD FOR THE FOLLOWING:

- **5.355 visitors** obtained information at the **172 events** of the accompanying **specialist programme**
- top-class **award ceremonies**, such as the Bernhard Remmers Prize, the 12<sup>th</sup> Monument Conservation Prize, the 9<sup>th</sup> Fair Academy and Gold Medals for Monument Conservation Services in Europe.

\*Survey of denkmal 2016 visitors and exhibitors conducted by FGM MARKET INSIGHTS.

*As a manufacturer of brick products, we use denkmal  
in particular for a constructive exchange of ideas.*

Heidrun Keul  
Manager Marketing and Communication, Wienerberger GmbH

# denkmal 2018 – IDEAS GAINED IN PRACTICE TO BE IMPLEMENTED IN PRACTICE.

Europe's leading trade fair is much more than just a fair. It is an indispensable business and information platform for all players, promoting an international exchange of ideas and serving as a place to gain further knowledge and meet professionals.

## **B2B – TRANSNATIONAL CONTACTS.**

This will be the sixth time that the Leipzig Chamber of Skilled Crafts and Trades and the Leipzig Chamber of Commerce jointly present the CONTACT "denkmal" International Business Meetings Exchange.

This is where supply and demand are gathered and firm appointments are made for you in advance. All exhibitors are admitted free of charge. The registration portal will be activated in the summer of 2018.

## **"LIVING CRAFTS" FASCINATE AND INSPIRE.**

Passion is palpable at the "living crafts" and promotion areas. Vintage arts, traditional crafts and restoration techniques can be experienced up close and come alive at denkmal.

## **YOUNG TALENTS ARE NEEDED!**

It is a challenge and a major task for all those who feel very strongly about our cultural heritage to get the young generation interested in monument conservation and restoration and to train them as specialists in these fields.

## **CROSS-GENERATIONAL KNOWLEDGE TRANSFER.**

As an exhibitor, you can make denkmal even more attractive by giving specialist company lectures and vivid presentations at your exhibition stand. Provide visitors with valuable ideas, tips and fascinating insights into your profession.

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*We have been a very satisfied partner of denkmal for well over 20 years. We attach great importance to the high standard of visitors and the international nature of the fair.*

*Irina Müller  
National / International Sales, Noris Blattgold GmbH*

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## AN UNSURPASSED RANGE – THE INTERDISCIPLINARY PROFILE.

denkmal offers representative and excellent insights into the many facets of conservation, restoration and old building renovation, covering the full range of our industry's many specialised fields.

.....  
Skilled crafts for building conservation and restoration  
.....

Construction and renovation materials  
.....

Construction equipment, tools and machines  
.....

Conservation and restoration of works of art and the moveable heritage  
.....

Preservation and restoration materials  
.....

Instruments, tools and technical equipment for restorers  
.....

Preservation, safeguarding and repair of cultural monuments and historic buildings  
.....

Archaeological conservation of sites and remains  
.....

Town and village renewal  
.....

.....  
Garden and landscape conservation  
.....

Security technology and technical services for public and private listed buildings  
.....

Computer systems and software, documentation, inventory, scientific methods of examination  
.....

Public authorities, institutions, Chambers of Commerce, government departments, foundations, associations, churches  
.....

Specialist publishing houses, specialist literature  
.....

Training and further education  
.....

Tourism and heritage conservation  
.....

Services  
.....

Earth  
.....

*Everyone who is involved in monument conservation in one way or other attends denkmal in Leipzig.*

*Dr. Ursula Schirmer  
Press Officer, German Foundation for Monument Conservation*



# EXPANDED RANGE – ADDED VALUE AND SYNERGIES.

**MU  
TEC**

**MUTEK –  
INTERNATIONAL TRADE  
FAIR FOR MUSEUM AND  
EXHIBITION TECHNOLOGY**

Apart from museum technology, exhibition design, visitor services, media presentation and museum infrastructure are key topics of this international trade fair. Archiving and digitalisation are gaining in importance. At MUTEK interdisciplinary ideas for museums, libraries, archives and other cultural institutions are presented and important inspirations for museum work can be gained during the practical specialist programme. Exhibitors and visitors alike benefit from the range on offer at denkmal and MUTEK which in part complement each other.

[www.mutec.de/en](http://www.mutec.de/en)



**LEHMBAU –  
TRADE FAIR OF THE GERMAN  
ASSOCIATION FOR BUILDING  
WITH EARTH**

The Lehmbau trade fair already joined forces with denkmal back in 2004 and remains a popular meeting point for experts and laypersons alike who are interested in earth as a traditional building material. Construction methods that conserve resources and the environment are growing in importance. Earth is extensively used for monument conservation and the refurbishment of old buildings. Demonstrations of such work will be given at the "Handicrafts Street" and at the respective exhibitors' stands right next to the exhibition stand of the umbrella association.

[www.dachverband-lehm.de](http://www.dachverband-lehm.de)

Together we are strong. The international trade-fair duo denkmal and MUTEK jointly play a pioneering role in preserving, protecting and in conveying cultural heritage.

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*MUTEK in particular complements denkmal in an excellent way in view of the enormous correlations between both fairs. It is only in Leipzig that these correlations are shown on a large scale.*

*Holger Reinhardt  
State Conservator, Free State of Thuringia*

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EUROPEAN CULTURAL  
HERITAGE YEAR 2018  
**SHARING  
HERITAGE**

## **EUROPEAN CULTURAL HERITAGE YEAR AT denkmal 2018.**

2018 has been designated as the European Cultural Heritage Year! Germany will focus on the architectural and archaeological heritage and will thus link up with the 1975 Cultural Heritage Year which was entitled "A Future for Our Past".

The „SHARING HERITAGE“ theme of 2018 stands for sharing, participating and conveying the importance of heritage. Monuments and landscapes scattered with monuments are to serve as an example of and raise more awareness for our common transnational cultural heritage – thereby making people more sensible to the importance of cultural heritage conservation.

The federal and state governments as well as the municipalities have mandated the German National Committee for Monument Conservation with the task of coordinating Germany's contribution to the European Cultural Heritage Year. The European Cultural Heritage Year will play an essential and major role at denkmal 2018 – both at the fair and during the specialist programme. Special events, a SHARING HERITAGE forum and the presentation of selected SHARING HERITAGE projects are planned.

[www.sharingheritage.de/en/](http://www.sharingheritage.de/en/)

*Exchanging experiences, getting to know different perspectives and having transnational dialogues – this is what the European Cultural Heritage Year stands for; this is what denkmal stands for.*

*Dr. Uwe Koch  
Branch Manager, German National Committee for Monument Conservation*



## FIRST-CLASS BACKING – THE COMPLEX SPECIALIST PROGRAMME.

denkmal is Europe's biggest further and advanced training programme for monument conservation, restoration and the refurbishment of old buildings.

Leipziger Messe collaborates at denkmal with experts to organise top quality congresses, national and international specialist events, podium discussions and expert discussion rounds, numerous award ceremonies and special shows.

Also in 2018, a top-class range of topics will be offered during the specialist programme. Be it at the fair stands, the Congress Center Leipzig (CCL) or at the FORUMS in the exhibition hall.

denkmal is for experts and private citizens alike the place for lively exchanges about the current development and trends of monument conservation and restoration.

As an exhibitor, you are invited to convince with your novelties, special products, innovations, individual solutions, concepts, technologies. You will also have the opportunity to be awarded one of the ten coveted and internationally acclaimed gold medals, which have been presented to ten denkmal exhibitors at each fair since 1996 – and exclusively so for services rendered and products shown at those fairs.

The denkmal 2018 event programme will go online with regular updates in the summer of 2018 at

[www.denkmal-leipzig.com/programme](http://www.denkmal-leipzig.com/programme)

*For many years the fair has been an ideal platform for us to foster exchanges among specialists and colleagues.*

*Katharina Triffterer  
Managing Director, Association of Restorers*

# FOR EXHIBITORS – PRICES AND DATES.

## OPEN FLOOR SPACE

Row stand	126.00 Euro / m <sup>2</sup>
Corner stand	131.00 Euro / m <sup>2</sup>
Peninsula stand	144.00 Euro / m <sup>2</sup>
Island stand	153.00 Euro / m <sup>2</sup>

## MANDATORY EXTRA COSTS

AUMA-fee	0.60 Euro / m <sup>2</sup>
Media flat-rate per exhibitor / co-exhibitor	130.00 Euro
Advertising lump sum per exhibitor / co-exhibitor	80.00 Euro

All prices plus VAT.

## EARLY BOOKING DISCOUNT

Register by March 31<sup>st</sup>, 2018 to receive a 10 % discount  
on your exhibition space. Registration at:

[www.denkmal-leipzig.com/registration](http://www.denkmal-leipzig.com/registration)

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## EXTRA SERVICE

To ensure the optimum presentation of  
your company, our trade fair specialist  
FAIRNET offers you attractive, individual  
stand construction solutions and an  
extensive range of services right from  
the start through to a successful finish.

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Fairgourmet is the experienced specialist  
for on-site trade fair catering. With  
their convenient location directly on the  
Leipziger Messe grounds, you can benefit  
from many years of experience in the  
field of trade fair gastronomy.

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## THE denkmal TEAM

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# DENKMALBRIEF

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+++ INDUSTRY NEWS +++

The e-newsletter of Europe's leading trade fair denkmal keeps you regularly and exclusively informed.

Subscribe for free NOW at [www.denkmal-leipzig.com](http://www.denkmal-leipzig.com)

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## OPENING HOURS FOR VISITORS

November 8 - 10, 2018, 9:30 a.m. to 6:00 p.m.

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## STRONG TOGETHER – WITH PARTNERS

Conceptual supporters of denkmal



Verband  
der Restauratoren



Vereinigung der  
Landesdenkmalpfleger

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## FOR THE EIGHT TIME ALREADY SIMULTANEOUSLY WITH denkmal



Lehmbau – Trade Fair of the  
German Association for Building with Earth

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