

DOMOTEX USA

2020 Post-Show Report

Education: Feb. 5-7, 2020
Show Floor: Feb. 6-7, 2020
Georgia World Congress Center
Atlanta

domotexusa.com
[#DOMOTEXUSA2020](https://twitter.com/DOMOTEXUSA2020)
[#whyidomotex](https://twitter.com/whyidomotex)



THE WORLD AT YOUR FEET



Deutsche Messe

America's Home For Flooring

DOMOTEX
USA

DOMOTEX USA

DOMOTEX USA 2020 successfully took place Feb. 5-7 in Atlanta at the Georgia World Congress Center. The second edition of the B2B exhibition and conference focused on the needs of the residential floor covering industry buyers and manufacturers by: putting together a top-notch educational program, including keynote sessions, that highlighted industry trends and an economic forecast, and by bringing together leading flooring manufacturers and industry suppliers from around the world.

DOMOTEX USA 2020 at a glance



71% of attendees were involved in purchasing



75% of U.S. attendees were from the Southern U.S.



101 exhibitors from **12** countries



2,268 registrants



38,100 square feet of exhibition space



3x more educational offerings over 2019



50+ speakers

Educational tracks dedicated to flooring retailers; installers; interior designers; and builders, contractors and remodelers



DOMOTEX USA Educational Benefits



Alan Beaulieu,
International Economic Analyst and
President of the Institute for Trend
Research, provided an economic
forecast of future opportunities
and challenges.



The National Wood Flooring Association (NWFA) provided CCU sessions to installers.



The American Society of Interior Designers' (ASID) CEU program and Emily Morrow Home's Design Personified lunch and learn highlighted the latest trends in interior design including personalization and customization.



Denise Lee Yohn,
Brand Leadership Expert, provided
insight into how to build your brand
and make it more visible.

35+ sessions to help retailers, interior designers, installers, builders, contractors and remodelers.

Jermie Roberts, Co-Owner, Custom Floors Design, Inc.

"I came to DOMOTEX USA because of one main reason: the education. The show offers a lot of opportunities to learn about the industry. What makes DOMOTEX USA unique is the ability to network with other industry partners. You have the ability to meet others from all over the world; in fact, I met people from India and China. I look forward to seeing new products, and to seeing what we can use and what we can bring home."



James Dion,
Founder and President of Dionco Inc,
shared his expertise on consumer
trends, retail technology, selling and
service, retail merchandising and
operations, as well as best practices
for sustainable retail and store
management.

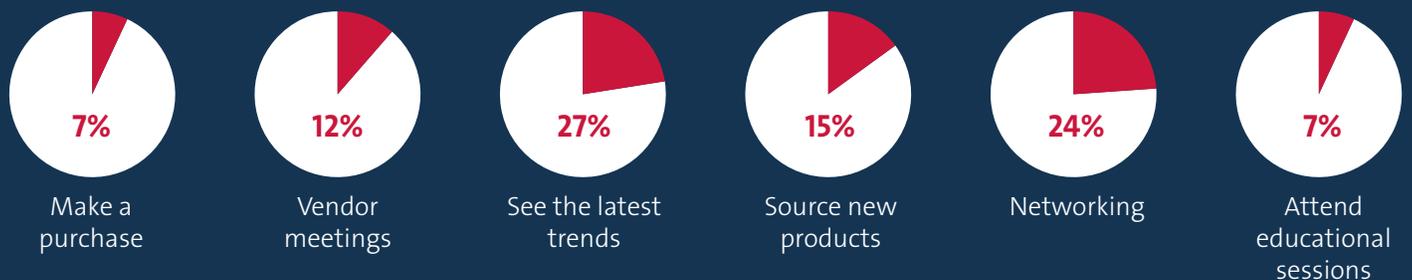


DOMOTEX USA Attendee Profile

Company Type:



Primary Objective for Attending:

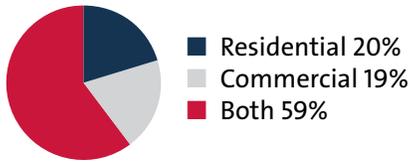


Derek Swegle, Owner and Installer, Habitat Hardwood Flooring

"This is the first time I've ever attended DOMOTEX [USA], and it is really neat to see how much research and development all these manufacturers and retailers are doing just to improve and innovate the whole industry. Connecting with everyone here is huge. We also get to form contacts and network which is great; you get to see all the people in this industry who are not just trying to sell you their products, but also want to help you out... [It's] been a real blessing to meet people like that because then you feel like you have people on your side that want you to succeed."

DOMOTEX USA Attendee Profile

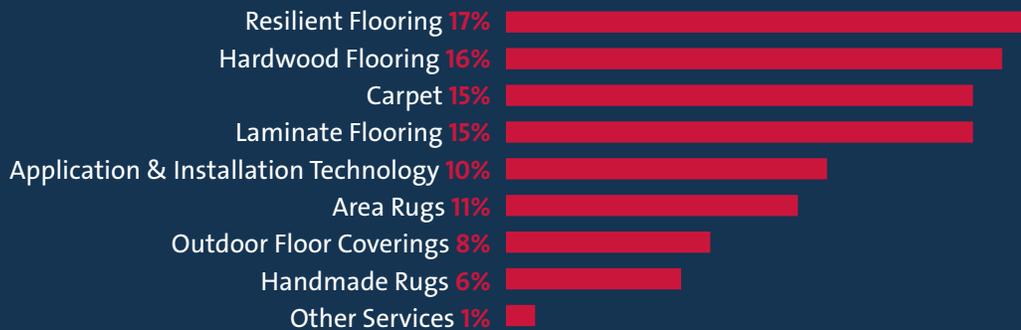
Industry Segment



Purchasing Role



Product Categories of Interest



Annual Sales Volume



Andres A. Vele, Sales Business Development, A&C Brothers Contracting, Inc.

"The reason we decided to come to DOMOTEX [USA] is because it was a great opportunity for us to meet people from the same trade and we wanted to see the new technologies in flooring. It is important for us as a company [to come] because first of all, it's [good] to build our business and also to be aware of what other companies like ourselves are doing and see where we can improve...This is my first time attending DOMOTEX [USA] and so far, the experience has been fantastic. I've been to the hardwood flooring [education] session and I learned a lot of new things; there are a lot of things that I know and there are a lot of things that I thought I knew but I didn't, which is a good thing, so now I know the correct way. I got a lot of tips from the instructor – he was very helpful – and now I will certainly look to apply them in the future."

DOMOTEX USA Attendee Profile

85% of Attendees are from the U.S.

Top 5 Participating Countries Outside of the U.S.

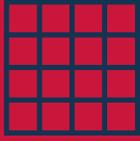
- China
- Canada
- Germany
- South Korea
- Brazil



- Northeast 9%
- South 75%
- Midwest 7%
- West 6%



DOMOTEX USA Exhibitor Profiles



38,100 square feet of exhibition space



101 exhibitors from **12** countries



43% of exhibitors are from outside the US

Product Categories on Display:

Carpet

Area Rugs (Machine and Handmade)

Hardwood Flooring (Engineered and Solid)

Laminate Flooring

Resilient Flooring (LVT, WPC, Rigid Core and Sheet)

Manufacturing, Application and Installation Technology

Outdoor Floor Coverings

Guillermo Velarde, Wood Products Technical Services, North Carolina State University's Department of Forest Biomaterials

"Our booth gained a lot of traffic from attendees and manufacturers interested in learning about our studies into the uniqueness of flooring materials. We also wanted to showcase how we are actively working with many of the floor covering industry associations to help them harness the results of NC State's program."



DOMOTEX USA Exhibitor Profiles

Exhibiting Countries:

Austria

Canada

China

Germany

India

Italy

Netherlands

Peru

South Korea

Taiwan

Turkey

United States



John Rietveldt, CEO, I4F

"I4F is focused on connecting with U.S. manufacturers and suppliers to raise awareness of our technology and to sign contracts with this target audience during the show. The U.S. is a core market for our locking technology, surface finishing and digital printing technology. We plan to return to DOMOTEX USA next year as we are impressed with the quality of the floor covering manufactures and understand that the show is in development."





Deutsche Messe

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