
ABC Salon

The Order Fair for Evening,
Bridal and Cocktail Fashion

Become an exhibitor!

Saturday + Sunday
13 - 14 February 2021

www.abc-salon.com



Become a part ABC-Salon 2021

Everything for your perfect trade fair appearance

- **Exhibition format with showrooms and open booth areas**
Area expansion with the combination of atrium 3 and atrium 4
- **100% B2B**
Business platform for retailers from all over Germany, Austria, Switzerland and neighbouring regions
- **Integrated exhibition concept**
with flexible booth sizes between 23 and 300 sqms
- **Presentation**
on request with partners as sub-exhibitors
- **Fashion show**
on the first day of the fair
- **High media attention**
before, during and after the fair as well as attractive media packages
- **Numerous additional services**
like free wifi, free admission for visitors, and discounted parking tickets
- **Full service**
Advice and support from one single source

Showrooms & booth areas

Atrium 3 (first floor)

Atrium 4 (first floor)



Space rental in Atrium 3 + 4

Type	Size	Price
A	20 sqm bis 25 sqm	1.450 €
B	30 sqm bis 35 sqm	1.660 €
C	45 sqm bis 50 sqm	1.960 €
D	60 sqm bis 70 sqm	2.830 €
E	75 sqm bis 80 sqm	3.300 €
F	85 sqm bis 90 sqm	3.500 €
G	95 sqm bis 110 sqm	3.700 €
H	130 sqm bis 143 sqm	4.760 €
I	150 sqm	5.780 €
J	243 sqm	6.160 €
K	286 sqm bis 297 sqm	6.720 €

The equipment:

Presentation areas including each carpet, ceiling lighting, sockets 3 KW incl. power consumption, air conditioning and company signage. The equipment of the presentation areas can be ordered via the AVR service booklet. The open stands are equipped with cabins and separating areas.

The mentioned prices are net prices, plus VAT. The partial occupancy of showrooms is not possible.

☐ restaurant, café

☐ showrooms

P car park

■ open booth areas



Exhibitor statement

„This was the best ABC-Salon we have ever participated in, we have never seen such strong sales and generated this many customers, among them many from Austria, Switzerland, North and West Germany. In addition to our own in-house exhibitions ABC-Salon is the only trade fair where we exhibit, we feel very comfortable here and thank the organizer for the great organization.“

EDUARD PFIZENMAIER, MANAGING DIRECTOR FASHION QUEEN GMBH

Location with a growing order landscape

The fashion city Munich is versatile, lively and surprises with its multifaceted nature. Munich offers excellent economic conditions for a flourishing fashion landscape. High purchasing power meets a well-developed infrastructure and an ideal geographic location due to the proximity to Austria, Switzerland, Italy and the Czech Republic.

Ideal conditions

Modern, bright, structured and high-quality - the atmosphere of the atriums in the MOC event centre Munich offers the ideal conditions for stimulating expert discussions and concentrated work.

- Established order platform and internationally recognized trade fair location
- Short distances, attractive ambience, ideal conditions for successful order transactions
- Showrooms between 49 and 297 sqms ready for occupation
- Open presentation areas in the foyer between 35 and 210 sqms
- Advertising that goes down well: the trade fair magazine informs about trends and exhibitors (publication: October and January)

ABC-Salon presents

Bridal fashion | Groom's fashion | Bridal accessories | Shoes | Lingerie | Communion fashion
Special size | Gala wear | Evening fashion | Cocktail fashion | Children's wear

DOMINISS



Exhibitor statement

„For us it was the first time that we participated in ABC Salon and we are more than positively surprised. On Sunday, we were two at our booth, but we could have been four employees, there was so much going on. We would love to come back.

ANNE KATHRINE RANTZAU, MANAGING DIRECTOR LILLY A/S



Review

From the 1st to the 2nd of March 2020, around 115 brands presented themselves at ABC-Salon and attracted an interested trade audience.

There were more visitors than ever. Not only Germany, Austria and Switzerland were strongly represented, but also visitors from Slovenia, Poland, Italy, France, Holland and Czech Republic came to order the new collections in Munich at this deliberately chosen early time of the year.

Overall, the fair welcomed 642 visitors on the two days of the event.

Spot on

The highlight of the fair was the fashion show on Sunday, creating a successful start of the fair. Over a glass of sparkling wine guests came together in conversation, they were inspired by selected styles and could order these earlier than at other fairs.

23%

more visitors than last year

The formula for success

The early date at the beginning of the year, a successful brand mix and the broadbased invitation campaign including a preview magazine, which is published twice a year and is sent out before the fair, as well as a personal invitation flyer contribute significantly to the success of the fair. To further strengthen the event, the services for exhibitors and visitors are continuously improved.

It is also the relaxed atmosphere and the many thoughtful extras that the participants of ABC-Salon appreciate. The eye-catching presentation in the open space of the foyer facilitates initial contact and is therefore often used by newcomers. Thus, the mix of open spaces and closed showrooms allows each exhibitor to present their collections in an individual way. The excellent visitor service does not only include free of charge parking and wifi, the visitors can also expect small extras like a glass of sparkling wine or a welcome bag with exclusive give-aways.



Brands 2020

A

A Bela Noiva
Abrazi
Absolute in Love
Achberger
Ambrosia
Amelie
Amera Vera
Angela Bianca
Annais Bridal
AnnAngelex
Atelier Marie Claire
Avalia Shoes

B

Bella by Amelie
Bellice Eveningwear
Bianco Evento
Bo'm
Bridalstar
Bride & Shine Dress Cleaner
Brinkmann

C

Charme
Christian Koehlert Paris
Crystalline
Cleaner4 Wedding Dresses
Corizzi
Cosmobella
Curves by Modeca
Curvy by tsg

D

Daniela Di Marino
DB Marlen
Demetrios
Destination Romance
Diane Legrand
Di Lorenzo
Divina Sposa
Dominiss
Dominique by Dessous und Mode

E

Elsa Coloured Shoes
Emine Yildirim
Emmerling
Euro Mode Donner

F

Fan Xia Design
Fara Fiesta
Fara Sposa
Fashion New York
Fashion Queen
Fertig Modelle
Fiarucci Bridal
Forever & Eva
FP & Co Paris

G

Graf von Matt
Grand Soir

H

Herve Paris
Hochzeitsplaner

I

Isabel de Mestre
Ivette

J

Jarice
Jazz by Modeca
Jessie K.
Jola Moda
Jora Collection
Just for you

K

Kachar Ladosa
Kelly'Supreme
Kleemeier

L

Ladybird (Plus Size + Couture)
Le Papillon by Modeca
Lemoos
Lia Bella
Libelle
Lilly
Lina Becker
Lisa Donetti
Lisianthus
Luxuar Fashion

M

Made to Love by Très Chic
Magic Body Fashion
Manzetti
Mascara
Mehra Enterprise
Magnolia
Mariage Rochelle
Melory
Mia Lavi
Miss Emily
Miss Germany Collection
Miss Kelly
Miss Kelly Collector
Miss Paris
Modeca
Monica Loretto
Monreal
Mr. Fiarucci

N

Nalejo Paris
Nana Couture
Natali Bridal
Novabella
Novia D'Art

O

One & Only
Oreasposa

P

Pure by Elia Moreni

R

Rainbow Club
Romantica of Devon
Rosera

S

Say Yes
Schantal
Secret by Dylan Parienty
Sedinum Bridal
Sina C. Kurschat
Sonia Peña
Sophia & Camilla
Starnight
Starnight Plus
Sweet Belly

T

Tian van Tastique
Très Chic Romantic Bride
Très Chic Private Label
TSG

V

Valérie
Visous
Vittoria Soltero

W

Weise

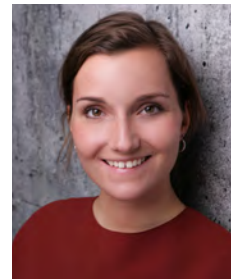
ABC Salon

We love what we do

We support you from the planning to the realization of the fair.
Please contact us for a tailor-made offer:



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