

## **DOMOTEX and Simple Marketing Now Announce Launch of The DOMOTEX Blog**

*DOMOTEX and Simple Marketing Now LLC announce the launch of The DOMOTEX Blog to promote online conversation about DOMOTEX: The World of Flooring and how visitors and exhibitors can benefit from this global flooring trade show.*

**Sept. 23, 2009** - [PRLog](#) -- Kinnelon, NJ – DOMOTEX and Simple Marketing Now LLC are pleased to announce the launch of The DOMOTEX Blog [<http://www.DOMOTEXblog.com>]. The new weblog promotes online conversation about DOMOTEX: The World of Flooring and how visitors and exhibitors to this large, global trade show can benefit from the wide range of flooring possibilities.

The DOMOTEX Blog allows DOMOTEX executives to pro-actively address the mystery associated with a major international trade show located in Germany by educating those interested in the resources available and showcasing the benefits that many have realized from attending. As a platform for relevant discussion, the blog simplifies what doing business outside of the United States entails.

“DOMOTEX represents a very large international flooring trade show filled with a vast range of flooring products, innovations and opportunities,” says Rita Dommermuth, vice president of Hannover Fairs USA, Inc. “Our job here in the U.S. is to eliminate the hurdles that prevent attendees and exhibitors from feeling comfortable and getting the most out of the show. The DOMOTEX Blog enables us to address questions and concerns and highlight benefits.”

“With its own self-publishing digital communications platform, DOMOTEX has the ability to make the world smaller, linking American readers to relevant global resources and eliminating angst,” says Christine B. Whittemore, chief simplifier of Simple Marketing Now LLC, a marketing consultancy focused on bridging traditional marketing with new and social marketing to improve the customer retail experience and build brand. “Doing business in foreign countries can be intimidating and confusing given the range of languages, cultures and rules of conduct. Knowing what to expect ahead of time is a huge benefit!”

Weekly blog postings will address the resources available to attendees and visitors such as those offered by the U.S. Department of Commerce to assist in doing business in foreign countries, what to expect at the show, what previous attendees and exhibitors have gained from attending, and other topics relevant to readers.

Rita Dommermuth and Jim Gould, president, Floor Covering Institute and advisor to DOMOTEX, are the primary contributors to The DOMOTEX Blog.

“This blog allows us to share with readers the positives associated with DOMOTEX. It truly is the largest and most global flooring trade fair I have attended,” says Gould. “It’s a source of flooring product innovation and an opportunity to build international relationships as well as answer questions about duties, logistics, importing and exporting.”

“In addition to bridging traditional marketing with new and social marketing tools, The DOMOTEX Blog bridges American floor covering professionals with the global marketplace, thereby ensuring that they discover what’s most beneficial to them before attending the show” adds Whittemore.

Exhibitors, attendees and all those wanting to get the most out of the DOMOTEX trade fair experience are encouraged to subscribe to the blog for updates via email or RSS feed. Simply go to [www.DOMOTEXblog.com](http://www.DOMOTEXblog.com). For more information, contact Dommermuth at [rdommermuth@hfusa.com](mailto:rdommermuth@hfusa.com) or

Gould at [jgould@floorcoveringinstitute.com](mailto:jgould@floorcoveringinstitute.com).

For more information about Simple Marketing Now LLC, contact chief simplifier Whittemore at [CBWhittemore@SimpleMarketingNow.com](mailto:CBWhittemore@SimpleMarketingNow.com) or visit the Simple Marketing Now website [<http://SimpleMarketingNow.com>] and companion weblog & newsroom – Simple Marketing Blog [<http://SimpleMarketingBlog.com>].

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About DOMOTEX: The World of Flooring

For more information, visit [http://www.domotex.de/homepage\\_e](http://www.domotex.de/homepage_e).

About Hannover Fairs USA

Hannover Fairs USA, Inc., the U.S. subsidiary of Hannover, Germany-based tradeshow organizer Deutsche Messe AG, organizes tradeshows, group exhibits and marketing programs at events throughout the world. Visit [www.hfusa.com](http://www.hfusa.com) to learn more.

About Deutsche Messe AG

Deutsche Messe AG is owner and operator of the Hannover Fairgrounds and one of the world's most active event organizers. Based in Hannover, Germany, the company maintains a staff of roughly 800 along with a network of representatives in 60 countries who each year plan and run approximately 50 trade fairs that host 21,000 exhibiting companies and attract 1.79 million attendees and 16,000 journalists from more than 100 different countries. Visit [www.messe.de](http://www.messe.de) to learn more.

About The Floor Covering Institute

For more information, visit <http://floorcoveringinstitute.com/index.html>.

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About Simple Marketing Now LLC: Simple Marketing Now is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand.

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