

**PREMIERE
IN VIENNA
10.-13.11.2022
Messe Wien**

**bauen +
wohnen**



The trade fair for building, homes and energy-saving.



AWAKEN YOUR PROJECT!

1 platform. 2 venues.
365 days of market presence!

bauenwohnenwien.at

Built by



In the business of
building businesses

AWAKEN WHOLE AUSTRIA!

On the 10.–13.11.2022, the Bauen+Wohnen fair is taking place for the first time in Vienna. On top of the Bauen+Wohnen in Salzburg, this gives exhibitors the chance to arouse interest across the entire Austrian market. This is a 2-venue, 365-day-a-year opportunity to be seen on the market from the beginning of the season through to the pre-Christmas shopping period. Place your products on stage and acquire new customers – whether they're building and renovating, modernising or improving energy efficiency.

The perfect multichannel platform

This is your "on top" marketing opportunity! Our digital channels allow you to be visible throughout the entire year. Use our reach to boost your business! Access thousands of users with your content – online – 24/7.



CONTENT

- **Editorial content** and **social media posts** put you in the spotlight.
- Our **content packages** access your target group head-on without wasting effort, funds or resources.
- Would you like to open discussions with your target group? We cooperate with you to organise **online industry discussions, product presentations and lots more.**



CHANNELS

- 101,378* **website sessions**
- **Facebook** with 11,458** subscribers
- **Bauen+Wohnen newsletter** – 12 issues/year. 17,700 recipients. Open rates up to 24%**

*Year of the last physical trade fairs: 01.01.2020–31.12.2020

**Data Jan. 2022



DIGITAL PRODUCTS

- **Digital Goody Bag** – Benefits: Generate leads & brand awareness. Attract booth visitors. Promote goods and services. Share expertise.
- **Premium Exhibitor Listing** – Benefits: Maximum visibility in the online exhibitor catalogue. Distinguish yourself from the competition. Higher click rates via highlighting. Greater reach and more attention.
- **360° Showrooms** – Benefits: Take your booth into the homes of your target group. Technical set-up and registration included.

AWAKEN YOUR BUSINESS!



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Benefits

- **The largest expo platform** for building, homes and energy-saving in eastern Austria.
- **More than 1,700,000 consumers** in the relevant target group in Vienna, Lower Austria and Burgenland.
- **47% of Austrians** are improving or renovating their homes – or planning to do so*.
- **Increased customer awareness** via attractive side events: workshops, presentations etc.
- **Big spenders:** Immense proportion of public own, renovate or are building houses and flats.
- **Opportunity to network, make contacts and generate business.**

* Source: INTEGRAL, Online Bus (CAWI), population 16-69 years, n = 1,000 (2 waves), July 2020 6597 Reed Exhibitions®, Corona tracking 2020, wave 2

The green path.

The eye-catching concept ensures environmentally-minded visitors go to see you first. Enhance your visibility with ecological, sustainable, innovative and regionally-sourced goods and services – online as well as on site. Apply for a place along **"the green path"**!



Space rental fees at a glance:

Row booth	€123 per m ²
Corner booth	€128 per m ²
End booth	€139 per m ²
Island booth	€145 per m ²

The space rental fee is stated per m² for space only – without structures or utility connections etc. The standard marketing and service fee is: €449. Complete the contact form and we will send you a tailored offer: bauenwohnenwien.at/en-gb/exhibitor-enquiry.html

The sales team is happy to deal with your questions by telephone or email:

 +43 1 72720 2240 |  wien.b-w@rxglobal.com

Product worlds

Build, renovate, modernise

From foundations to rooftops

- Building substances, materials & environmental effects
- Roofs & roofing systems
- Modern prefabricated houses
- Garages, doors & gates
- Wall drying
- Shell construction & completed houses
- Modernisation & renovation
- Fences & balcony bannisters
- Steps & staircases
- Doors & windows
- Sun shade systems
- Conservatories

→ Wood-based materials & wooden items

- Real estate & funding
- Electrical technology & safety/security technology

Habitat & furniture

Making a house a home

- Kitchens & kitchen appliances
- Home furniture & fittings
- Bathrooms & toilets
- Floors & parquets
- Tiles & marble
- Smart homes
- Lighting
- Accessories

Spa, wellness, garden

Havens of relaxation & peace

- Rock & natural stone
- Spa/Sauna
- Pool
- Aeriated hot-tubs
- Garden-scaping & design

Energy & heating

Hands-on technology

- Energy-saving
- Renewable energies
- Household technology
- Heating & heating technology
- Tiled & Danish ovens



Safety

There is a comprehensive system of hygiene guidelines and COVID-19 prevention measures in place at the fair to guarantee the health and safety of exhibitors and visitors. For our current rules, guidelines and further information – please check out our website.

Join us!

**bauen +
wohnen** 

Messe Wien

10.–13.11.2022

Messe Wien
bauenwohnenwien.at

**bauen +
wohnen** 

Messezentrum Salzburg

02.–05.02.2023

Messezentrum Salzburg
bauen-wohnen.co.at

**[WOHNEN &
INTERIEUR]**

15.–19.03.2023

Messe Wien
wohnen-interieur.at



Reed Messe Wien GmbH,
Messeplatz 1 | 1020 Wien | Austria | Tel. +43 1 727 20 | Fax DW -2184 | wien.b-w@rxglobal.com | bauenwohnenwien.at

In the case of all personal designations, the form chosen shall apply equally to women and men in implementation of Art. 7 B-VG.
All information is subject to typesetting and printing errors.

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