

10 – 13/02./2022
SALZBURG



3.75

2.05

bauen +
wohnen 

Messezentrum Salzburg

The trade fair for building, living and energy saving



Strong platform. Strong orders. 4 days. 480 exhibitors. Approx. 33,000 visitors.

The Bauen+Wohnen trade fair in Salzburg is the most important public trade fair in the field of building, home decor and energy saving in western Austria. The face-to-face conversation, direct contact and tailored advice on products and services are highly appreciated by visitors, all the more so in today's digital world. In Salzburg you'll get to meet your target group in person – visitors from Austria and Bavaria who are looking for providers and solutions for their projects. We guarantee that you'll meet enthusiastic visitors who are ready to splash the cash, including an enormously high proportion of home owners and apartment owners as well as developers.

From November 2021, the trade fair will also have a second location in Vienna.

2022 Focus



The Green Path

We focus on natural, sustainable and regional products for building and renovation work. We prioritise regionality: products, manufacturers and retailers from Austria. Independent testing institutes test and certify your product according to the respective criteria.



"WohnArt" Hall

Present visitors with the latest home decor and furniture trends in the sophisticated "WohnArt" hall.



Your platform of topics: livingandconstruction.at

With your help, Bauen+Wohnen will become a year-round platform of topics. Anyone interested can find the latest information on the topics of refurbishment, renovation, building, home decor, furnishing, sustainability and regionality, both online and offline.

Overview of Product Range

Building, Renovation, Refurbishment

**Building, renovation, refurbishment
From foundations to roof**

- Building products / Materials / Building biology
- Roofing / Roofing systems
- Prefabricated house
- Garages / Gates
- Wall drying systems
- Shell construction / Extension
- Refurbishment / Renovation
- Fences / Balcony railings
- Steps / Stairs
- Windows / Doors
- Sun protection
- Conservatory
- Wooden materials / World of wood
- Property / Financing

Wellness & Garden

Peaceful oases to relax in

- Garden design
- Natural stone
- Wellness / Sauna
- Pool
- Whirlpool

Energy & Heating

Technology at your fingertips

- Energy saving
- Renewable energy
- Home technology
- Heating / Heating technology
- Tiled stoves / Fireplace stoves

Furnishing & Home Decor

Everything that makes a house a home

- Kitchen / Kitchen technology
- Home decor / Furnishing / WohnArt
- Bathrooms / Plumbing
- Flooring / Parquet flooring
- Tiles / Marble
- Electricals / Security technology
- Smart home
- Lighting
- Accessories



Huge catchment area!

800,000 people living across

- Salzburg
- Upper Austria
- neighbouring Bavaria
- Styria
- East Tyrol
- Upper Carinthia

The numbers don't lie!



"We come to the fair either regularly or occasionally" – say **76%** of visitors.



"We are very satisfied and recommend the fair to others" – say **92%** of visitors.



Huge interest from new customers!
Every **4th** visitor to Bauen+Wohnen Salzburg was a first-timer.



Three quarters of visitors have a specific project in the fields of building, furnishing or energy just waiting to be implemented.



The strongest **motives for visiting** Bauen+Wohnen Salzburg are to discover innovations, get an overview of the market and find new providers.

Online and offline, 365 days a year.



Unique platform of topics & second location

At livingandconstruction.at, anyone interested can find the latest information on refurbishment, renovation, building, home decor, furnishing, sustainability and regionality all year round. From 11 to 14 November 2021, Bauen+Wohnen will also take place in Vienna for the first time.



Messe goes digital

Use our platforms and digital communities as an extra communication channel. Whether as a social media post, newsletter campaign, success story, webcast or live talk: we create content that works for you and advertise it through our channels.



Round-the-clock interaction

Your profile in the online exhibitor catalogue, your product information and photos, logos, trade fair specials, videos: show off what you have to offer!



Online advertising & retargeting

The online advertising packages at Bauen+Wohnen Salzburg guarantee that your advertising will reach its target without scatter loss. Would you like more contacts within your target group? The Retargeting Tool from Reed Exhibitions sets a new standard of quality in digital targeting.



Advertising to future customers & new partners!

We support our exhibitors with advertising material for the trade fair, such as discounted tickets, for example. With outdoor advertising, radio spots and construction guides on TV, in print ads, email campaigns, online advertising and much more, there's no way visitors can miss any information about the upcoming trade fair.



Safety regulations

In order to ensure the health and safety of all those involved in carrying out the trade fairs and events, we (Reed Exhibitions Austria) have developed a comprehensive hygiene and infection prevention concept. This is based on the current applicable guidelines issued by the Austrian Federal Government and the recommendations of the WHO. Our concept is subject to ongoing adjustments to the current regulatory requirements and can be found at reedexpo.at.

Your exhibition team



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Overview of Product Range

- **Building, renovation, refurbishment** – from foundations to roof
- **Wellness & garden** – peaceful oases to relax in
- **Energy & heating** – technology at your fingertips
- **Furnishing & home decor** – everything that makes a house a home

Renting a space

Aisle stand	€121 per sqm
Corner stand	€126 per sqm
Stand at the end of a row	€137 per sqm
Island stand	€142 per sqm

The rental price is per sqm for the empty space without assembly/electricity etc.

The standard marketing and service package is €445. If you have any further questions or require assistance in planning your trade fair appearance, then please let us know – we'd be happy to help.

The power of the trade fair in Austria



Messe Wien

11-14 November 2021

Messe Wien Exhibition & Congress Centre
www.bauenwohnenwien.at



16-20 March 2022

Messe Wien Exhibition & Congress Centre
www.wohnen-interieur.at



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