

bauen +
wohnen 

WECKRUF!
MESSEZEIT!
08. - 11.02.2024
MESSEZENTRUM
SALZBURG

DIE MESSE FÜR
BAUEN, WOHNEN &
ENERGIESPAREN

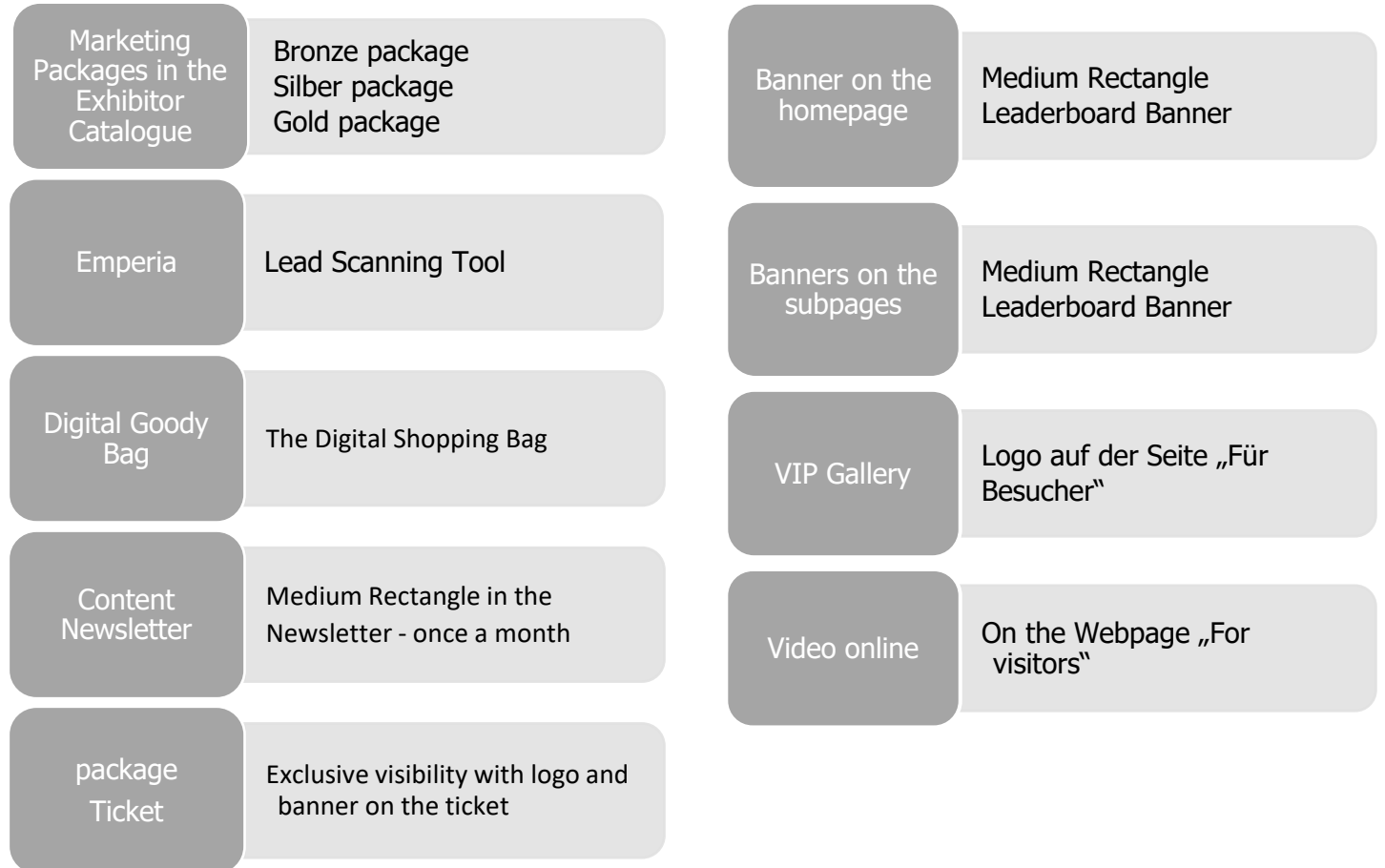
DIGITAL PRODUCTS



INCREASE YOUR VISIBILITY WITH DIGITAL PRODUCTS

- The exhibitor directory is the primary source of information for visitors and interested parties at public trade fairs in the construction and furnishing sector.
- Gain more attention for your company and your products with an attractive exhibitor profile
- Get more visibility on the trade fair website, better findability in search engines as well as an increased impact of your trade fair presence

DIGITAL PRODUCTS - AN OVERVIEW



EXHIBITOR CATALOGUE

The new marketing packages

Bronze package

Automatically included

Contents of your exhibitor profile:

- Header Image & Company logo
- Contact address, phone and email, website & social media links
- Company description as well as "Why visit our stand" - description
- Mention of your brands
- Upload product images and documents

Your listing in the exhibitor list:

- Company name, Logo & Stand no.
- Product categories
- Company description

Analytics-Tool:

- Exhibitor Dashboard Basic

Value Added:

- Puts your brand, innovations, and products in the spotlight, ensuring the necessary attention from potential new customers.
- Provides presence in the exhibitor list on our trade fair website, which visitors use to prepare for their trade fair visit.

Silber package

300,00 €

Bronze + following upgrade items:

Your listing in the exhibitor list:

- Brand listings
- Company description as well as "Why visit our stand" - description
- Display of product images
- Link to your Website
- Contact data Phone and E-Mail
- Positioning in the exhibitor list and marking/highlighting as a "premium" exhibitor

Value Added:

- Your profile appears twice as large in the online exhibitor list.
- This means that your company and products will almost automatically appear on the visitors' screens during their trade fair preparation.

Goldpake package

1.600,00 €

Silver + following upgrade items

Your presence in the exhibitor list and on the show home page:

- Feature Sponsorship of a product category incl. "premium" label and positioning at the beginning of the category
- Feature Homepage Carousel
- Analytics-Tool:
- Exhibitor Dashboard **Pro**

Mehrwert

- Your company will become part of the "Featured Exhibitors" carousel on the trade fair homepage.
- You will be the exclusive sponsor of an entire product category, ensuring 100% visibility among visitors interested in your product category.

DIGITAL GOODY BAG

€ 700,00

YOUR PROMOTION ON VISITOR'S SMARTPHONES

Filled with attractive incentives, the digital goody bag promotes your products and services on visitors' smartphones - and leads them specifically to your trade fair stand or to your online offers. Stand out from the crowd and present visitors with exclusive and limited offers, discounts & giveaways in an innovative experience.

- Generate leads & brand awareness
- Attract stand visitors
- Promote your product or service
- Share expertise



CONTENT NEWSLETTER

€ 550,00

MEDIUM RECTANGLE IN THE CONTENT NEWSLETTER



- Placement in the Content Newsletter
- Availability upon request

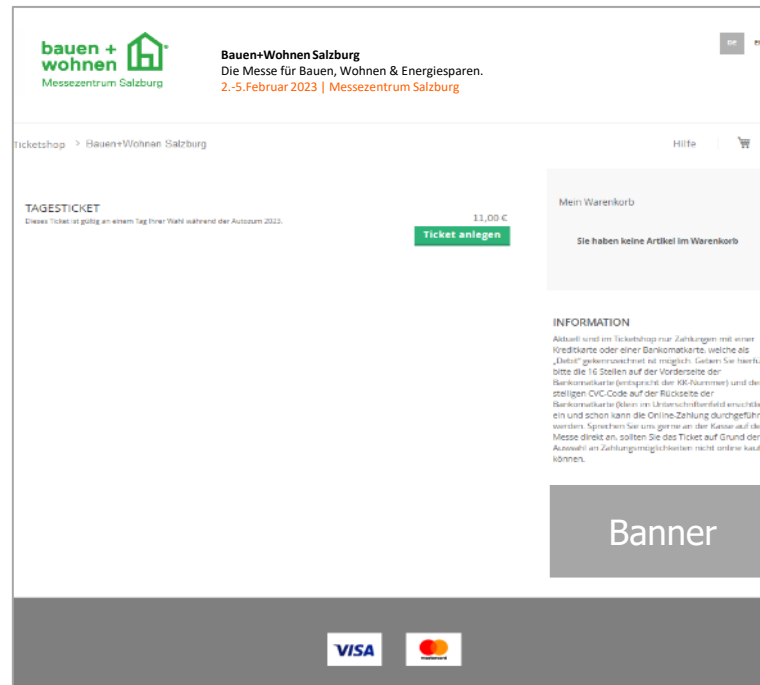
FORMAT: 300x250px, Text with advertising message, hyperlink

SPONSOR PACKAGE TICKET

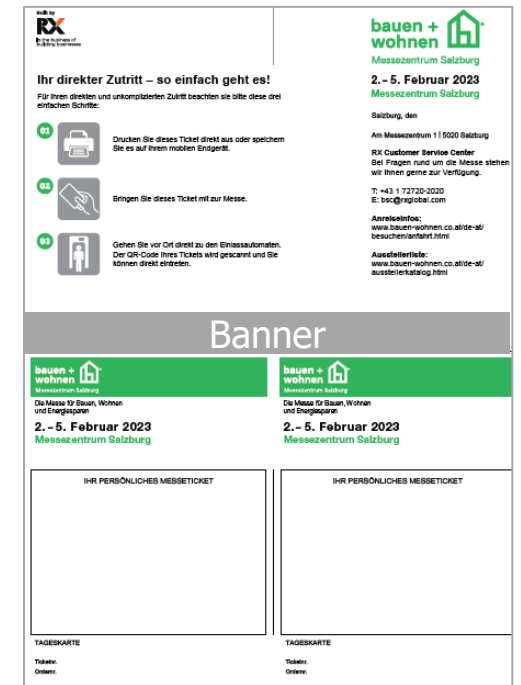
Only one
Available!
€ 1.500,00

SECURE EXCLUSIVE VISIBILITY RIGHT ON THE TICKET!

Secure maximum visibility for all ticket purchases in the shop and directly on the ticket.



FORMAT: 300x250px, 300dpi



FORMAT: 2480x236px, 300dpi



BANNER ON THE HOMEPAGE

MEDIUM RECTANGLE



Willkommen bei der Bauen+Wohnen Salzburg

Wunder Technologie. Preiswert. Von Fundament bis zum Dach, von der Außenputz bis zur Innendämmung. Alles ist hier. Soziale. Energie. Sanierung. Die Bauen+Wohnen Salzburg ist die Adresse für alle, die sich mit dem Bauen+Wohnen beschäftigen. Kommt und überzeugen Sie sich selbst. Besuchen Sie die Bauen+Wohnen Salzburg besuchen? Hier ist die Info-Broschüre.

- Home
- Über uns
- Produkte
- Leistungen
- Partners
- Service

→ Bauen+Wohnen Salzburg



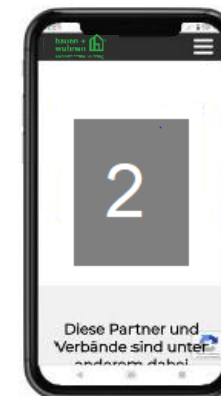
FORMAT: 300x250px

Placement directly below the anchor links

- 3 Medium Rectangles side by side
- Rotation & exclusivity per position possible
- No format change for mobile view
- ONLY the middle banner can be animated
- One of the 3 banners is randomly played on mobile

Position 1 & 3:
€ 990,00

Position 2:
€ 1.290,00



BANNER ON THE HOMEPAGE

€ 990,00

LEADERBOARD BANNER



Das waren unsere Aussteller 2023



Nr. 1

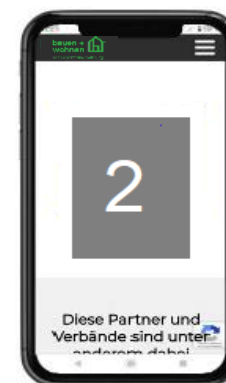


Nr. 2



FORMAT: 300x250px



- 2 variants possible: Placement directly under the viewport "That were the exhibitors 2023" or from mid-February "Exhibitor catalog" (No. 1) or under the viewport "Program" (No. 2).
- Accessible via jump mark and scrolling
- Leaderboard 1 or 2 with change to Medium Rectangle in the mobile view



VIDEO ON THE HOMEPAGE

€ 1.100,00
Only 1
available!

Haben Sie Fragen oder brauchen Hilfe?

<p>Kontakt für Aussteller</p>  <p>Daniel Lampert ☎ +43 662 4477-2241 ✉ salzburg-b-w@rxglobal.com</p>	<p>Kontakt für Besucher</p>  <p>Customer Service ☎ +43 1 72720-2022 ✉ bsc@rxglobal.com</p>
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Anreise & Öffnungszeiten

VIDEO

bauen + wohnen
Messzentrum Salzburg

Built by
RX
In the business of
building businesses

- Placement under Arrival / at the bottom reach via jump mark Arrival
- Content: Product video / Company presentation Exclusively for one customer

BANNER ON THE SUBPAGES:

- For exhibitors
- For visitors
- Ticket
- Exhibitor Catalogue
- For media
- Program
- Speaker
- Products

MEDIUM RECTANGLE

- Placement directly under the jump marks
- 3 Medium Rectangle side by side
- Change & exclusivity per position possible
- No format change for mobile view ONLY
- the middle banner (position 2) can be animated
- One of the 3 banners is randomly played on mobile

**Position 1 & 3:
€ 890,00**

**Position 2:
€ 990,00**

BANNER ON THE SUBPAGES:

- For Exhibitors
- For Visitors
- For Media

LEADERBOARD BANNER

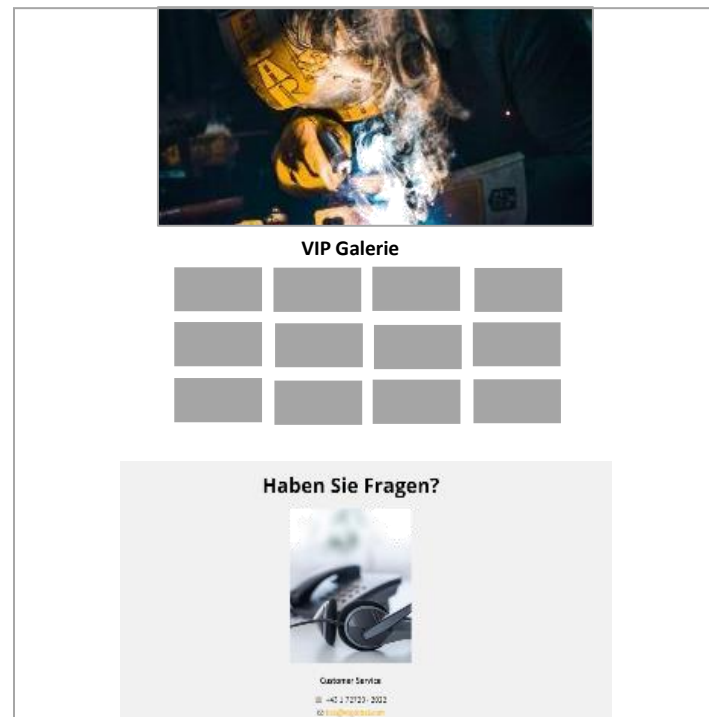
- Placement:
 - For exhibitors - directly under the viewpoint "Plan trade show appearance"
 - For visitors - directly under the viewpoint "Presentation program"
 - For media - directly under the viewpoint "Accreditation Accessible via jump mark and scroll"
- Leaderboard with change to Medium Rectangle in mobile view



VIP GALLERY

€ 990,00

LOGO ON THE PAGE "FOR VISITORS"



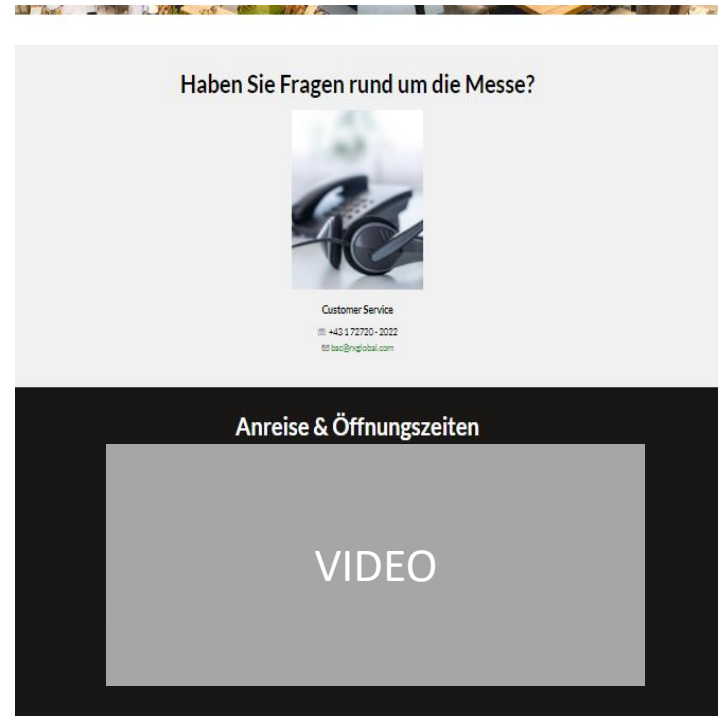
- Placement further down on the "For Visitors" page (e.g. above contact area)
- Logo with link to exhibitor homepage or exhibitor profile
- Max 12 pcs

FORMAT: ca. 200 x 100px

EXCLUSIVE VIDEO

ON THE SUBPAGE „FOR EXHIBITORS“

€ 1.100,00
Only 1
Available



- Placement under Arrival / at the bottom reach via jump mark Arrival
- Content: Product video / Company presentation Exclusively for one customer

CONTACT



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