

[ WOHNEN &  
INTERIEUR ]<sup>®</sup>

# Looking for a sales boost?



18 – 22 March 2020  
Messe Wien



# Wohnen & Interieur

The Wohnen & Interieur show has been Austria's market leader for around 17 years, making it the country's largest and most important exhibition in the premium furniture, furnishing, fittings and interiors sector. The results of the opinion poll at the previous fair show the preconditions are ideal for a successful event in 2020:

## Structural data & satisfaction levels:    Areas of visitor interest:



**95%** of visitors were satisfied with the show



**93%** of visitors came from Vienna, Lower Austria & Burgenland



**78%** of visitors said they planned to renovate or refurbish



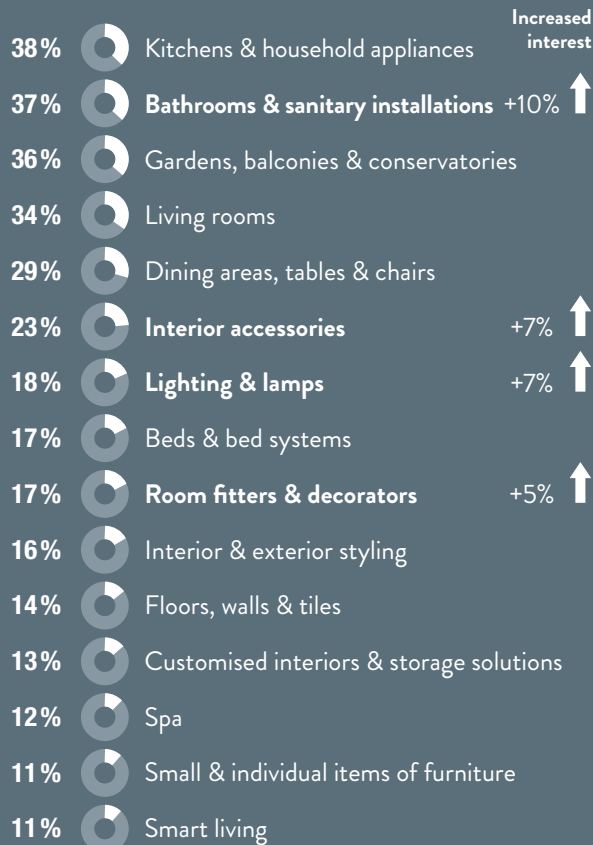
**77%** of visitors found a suitable supplier



**65%** of visitors are contracted employees, self-employed or in management

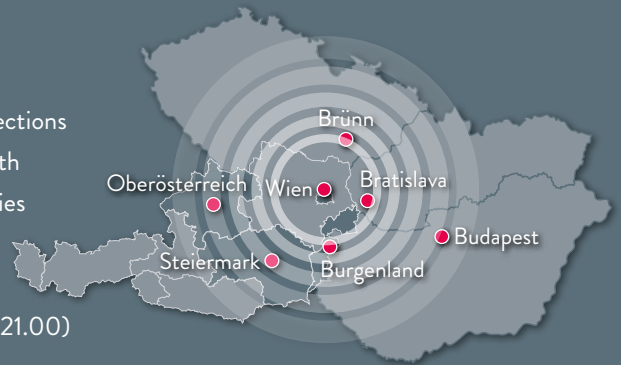


**61%** of visitors live in their own flat, detached, semi-detached or terraced house



# New at the Wohnen & Interieur 2020:

- ▶ Event duration now concentrated down to a 5-day event
- ▶ Space rental fees cut and overheads reduced
- ▶ New marketing campaign and optimised target group focus
- ▶ Compact booth distribution with more clearly defined theme sections
- ▶ Expansion of the 'sustainability' theme to include the Green Path
- ▶ Enhanced addressing of affluent visitors in neighbouring countries
- ▶ Presentation stage exclusively for exhibitors and experts
- ▶ Focus on cooking in the 'Culinary World' section
- ▶ Expansion of two events: After Work Shopping (Thursday until 21.00) and Ladies' Day (Friday)



## ▶ Side Event Grillwelt

Indoor area: Wednesday, 18 - Sunday, 22 March 2020

Outdoor area: Friday, 20 - Sunday, 22 March 2020

## We boost your presence:



**The corporate profile:** Your profile in the online exhibitor catalogue features product info and photos, logos and expo specials. Design your own appearance for the online exhibitor catalogue and determine the best look for your corporate profile.



**Online promotional packages:** Can you pinpoint precisely the right target group? We have the perfect advertising space for you. The online promotional packages for the Wohnen & Interieur facilitate effective advertising without wasting time, resources and money - and without scatter loss.



**Customer invitations:** Invite your customers to the show! We've already reserved the tickets. After placing your order, invitations can be handed over by your field staff, in person, via e-mail or with the postal service.



**Would you like more users on your website?** Use the Reed Exhibitions Retargeting Tool to address your target group(s) precisely and digitally!

Detailed info: [www.reed-digitalservices.at](http://www.reed-digitalservices.at)

# NEW

Reed2Meet simplifies the task of compiling your own invitation campaign – and to monitor its success in real-time.

**Indoor area:**  
18 - 22 March 2020

**Base price row stand: € 123,-/sqm**

Corner stand +5%  
Main stand +10%  
Island stand+15%

from 50 sqm floor space: -5% discount  
from 100 sqm floor space: -10% discount  
Marketing and Service Fee Standard (obligatory): € 439,-

**Outdoor area:**  
20 - 22 March 2020

**Price: € 75,-/sqm**

Marketing and Service Fee Standard (obligatory): € 439,-

# Wohnen & Interieur

REGISTER  
NOW

**Date:** Wednesday 18 - Sunday 22 March 2020

**Registration forms:** [www.wohnen-interieur.at/registration](http://www.wohnen-interieur.at/registration)

**Opening hours:** 09.00-18.00  
(except Thursday: 09.00-21.00)

[www.wohnen-interieur.at](http://www.wohnen-interieur.at)

 [www.facebook.com/wohnenmesse](https://www.facebook.com/wohnenmesse)

 [@wohneninterieur](https://www.instagram.com/wohneninterieur)

**Venue:** Messe Wien, Hall B, C, D



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## Hall B:

**Carpenters:** Carpenters & joiners, floor layers & decorators, crafts & trades

**Interior Development & Fireplaces/Stoves:** Doors, windows, staircases, floors, walls, stone, fireplaces

**Bedroom:** Beds, bed systems, mattresses, slat beds, bedroom furniture

**Bath & Sanitary:** Bathroom fixtures & fittings, bathroom redevelopment, tiles, sanitary articles

**Household:** Vacuum cleaners, cleaning products, household articles

**Gardenworld & Spa:** Garden furniture, greenhouses, fly screens, sun shade systems, barbecues, awnings, conservatories, saunas, infrared, jacuzzis

**Lecture Stage:** For exhibitors and experts

**NEW!**

**Grillwelt:** Garden fireplace BBQs, barbecue equipment, barbecue foods, barbecue accessories, outdoor kitchens, pizza ovens

## Hall C:

**Kitchen:** Kitchen furniture, electrical appliances, smart living, small kitchen devices

**Dining & Living Room:** Dining room furniture, tables, chairs, benches, seating sets, living space furniture, small furniture items

**Interior Accessories:** Carpets, lamps, pictures, mirrors, décor ideas

**Culinary World:** Features a selection of international food and beverage trends

**#cookingstation:** The popular presentation stage for current issues

**Grillwelt:** Garden fireplace BBQs, barbecue equipment, barbecue foods, barbecue accessories, outdoor kitchens, pizza ovens

**NEW!**

## Hall D:

**Premiumdesign:** Exclusive, international design sector brands for indoors and outdoors

**Gardendesign:** Unique landscaping and garden design

**Uniqueworld:** 'Werk Schau Raum Kunst' – Exquisite display of unique creative design items