

[WOHNEN & INTERIEUR][®]

12 - 16 March 2025
Messe Wien

NEW!

New featured areas:
construction,
renovation,
refurbishment &
energy

Austria's largest trade fair
for habitat trends, furniture,
gardens & design

 **austrian
exhibition
experts**

www.wohnen-interieur.at





[WOHNEN & INTERIEUR][®]

The lifestyle event for habitat trends, furniture, gardens & design

From 12 – 16 March 2025, Messe Wien becomes Austria's largest single design loft. Around 500 exhibitors and brands will be showcased, along with services and products for stylish living. In 2024, 36,086 visitors were immensely impressed by a great mix of exhibitors – including industry giants, major design brands and exclusive full-range outfitters, all the way to small-scale pop-up stores. This year's 'Wohnen & Interieur' showcased trends, while highlighting consistent quality and durability.



WELL-BEING
SOLUTIONS
FOR WITHIN
YOUR OWN FOUR
WALLS



5
days



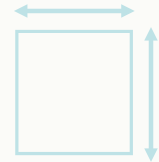
500
exhibitors & brands



Over
367,000 visitors



357,000 m²
gross exhibitor space



TOP 5 VISITOR INTERESTS

- Gardens/balconies/winter gardens/conservatories
- Kitchens
- Bathroom and sanitary facilities
- Dining rooms, tables and armchairs
- Home textiles and home accessories

VISITOR PROJECT INTENTIONS

FOR THE NEXT 12 MONTHS

47% are looking to add to their existing home

36% are planning to renovate

21% intend to completely refurnish their home

15% are thinking about moving house

79%
of visitors were pleased
with their visit to
'Wohnen & Interieur'.

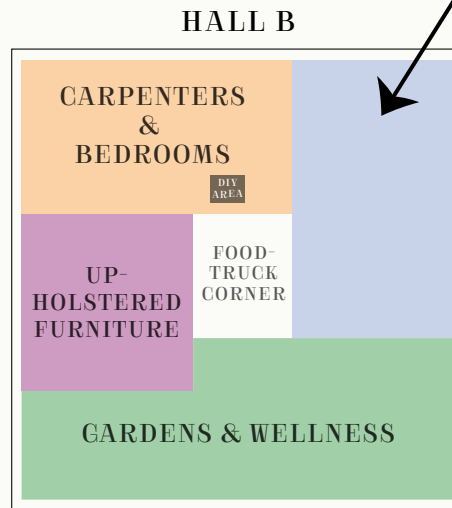
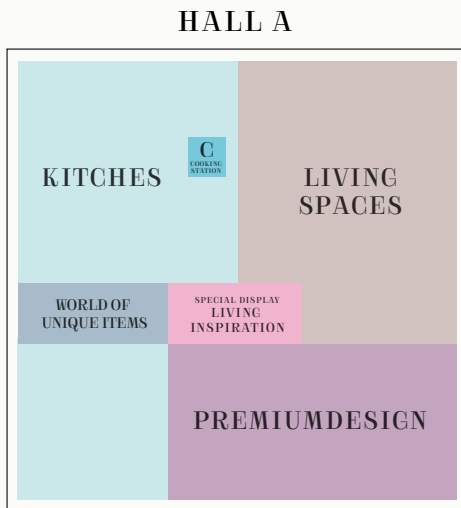
61%
of the 2024 visitors said
they would definitely be back
in 2025

Clear division of product areas into

2 HALLS

NEW!

**BUILDING,
RENOVATION,
REFURBISH-
MENT &
ENERGY**



Featured areas:

- Heating
- Photovoltaics
- Heat pumps
- Floors
- Windows
- Interior fittings
- Roofs
- Building materials
- Prefabricated houses

TIP!

Seize the opportunity to showcase innovations to a broad audience!

SIDE-EVENTS PROGRAMME

- Hall A:
 - Cooking station
 - Sustainable design
 - World of unique items
- Hall B:
 - Hands-on DIY area
 - Foodtruck Corner





PRICES

	EARLY-BIRD (until 30.11.2024)	STANDARD (from 1.11.2024)
Row booth	€122	€142
Corner booth	€128	€ 150
Head-/end booth	€134	€157
Island booth	€140	€164

Prices are stated in EUR per m² of empty space and do not include booth construction fees, electricity, taxes or duties

MARKETING AND SERVICE FEE

Obligatory marketing and service fee including the registration fee	€620
Co-exhibitor fee including the marketing and service fee	€805

YOUR APPEARANCE

The marketing and service fee is included in the price:

General services

- Support provided by the experienced marketing and content team
- Visitor advertising by e-mail, post and via social media channels
- Regular visitor newsletter on trending topics
- Conventional promotion of the trade fair via adverts in print media, posters in public spaces and radio spots
- Regular press reports

Customised services

- Entry in the online exhibitor catalogue and access to the exhibitor portal for a comprehensive company showcase
- Entry in the printed trade fair guide
- Listing in the on-site hall navigation pulpits
- Exhibitor TAN codes and parking access ticket
- Showroom posters for your company
- Golden Bons: Tickets for free visitor admission 5 pcs/m²
- Free logos and banners for your website and social media channels

AN APPEARANCE AT THE TRADE FAIR GUARANTEES

- Top-quality public
- Interactive side-events programme
- New subject areas
- Promotional activities on all channels
- Messe Wien's modern infrastructure



Team



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Firmenbuch: FN 538960p, Firmengericht: Handelsgericht Wien, UID-Nr. ATU75824235