

[WOHNEN & INTERIEUR]

17th – 25th March 2007
Messezentrum Wien Neu

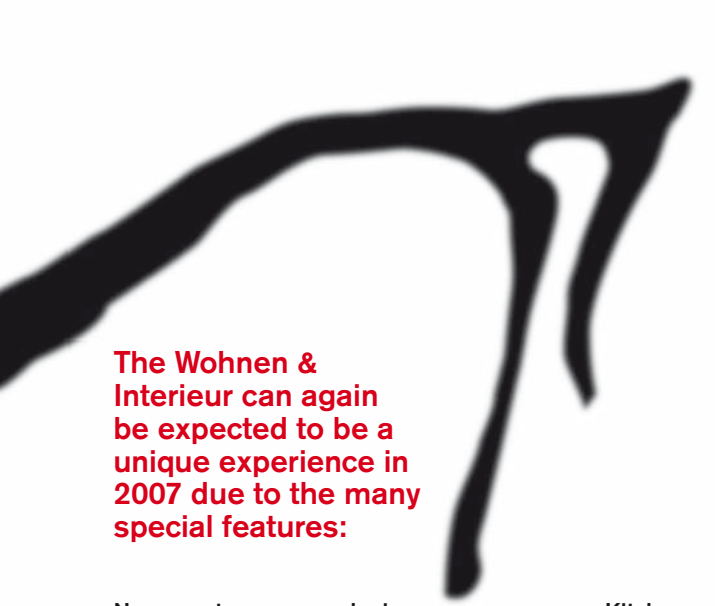
Austria's largest fair for dream interiors,
design, lifestyle, accessories and garden



www.wohnen-interieur.at

 Reed Exhibitions
Messe Wien

for exhibitors +++ all the most important info for exhibitors +++ all the most important info



The Wohnen & Interieur can again be expected to be a unique experience in 2007 due to the many special features:

Now on stage – new design ideas

The Wohnen & Interieur is still a traditional commercial platform and thus also a springboard for various creative spirits. This aspect won't change in 2007. The visitors will again be able to enjoy the display of fresh and imaginative products and services in the mall area.

Trendy design world in Hall D

More than 100 big names in the design sector for 2007 are ready to exceed expectations. This is the place where all the big brands, names and faces in the furniture design sector get together, to be joined by the visitors who come to immerse themselves in the highly varied, fascinating and unique world of furniture design.

Bathroom revitalization

The bathroom has long since become much more than merely a place to get wet. At the Wohnen & Interieur 2007 baths are presented as very special oases of health and wellbeing. Visitors are invited to immerse themselves in various bathroom scenarios designed for relaxation, enjoyment and also to inspire.

A world of gardens in bloom in Hall B

The brilliantly designed and staged display gardens show off spring at its best with a well set outlook on the latest products and features for gardens and gardening.

Kitchens of distinction in Hall A

Following the massive success enjoyed in 2006 it would have been mad to leave out this feature in 2007: Top Austrian chefs will once again be demonstrating their skills as they show off all the latest in creations and kitchens from domestic manufacturers.

The best of the carpenters and joiners in Hall C

This section of the Wohnen & Interieur is a unique opportunity to show off the skills, services and products of the artists in wood. This is where visitors experience wood and craftsmanship with all their senses.

Table culture and treats for the eye

A new feature in 2007 to stimulate the visitors' appetite. A celebration of those things which make the experience of "dining and savouring" even more intensive. It's no big secret that the eyes are the key to the stomach. The Wohnen & Interieur 2007 shows the many ways of setting the culinary stage and everything that goes with a successful presentation.

Exciting and unique exhibits in Hall C

In 2006 the "park of arts" first saw the light of day in the spruce woods – and was extremely well received. In response to the overwhelming success this section is to be greatly extended in 2007 allowing the public to stroll through the forest of one-off items produced by the many furniture manufacturers, craftsmen and craftswomen.

Immobilien – the trade fair for apartments, houses and land for building

Taking place at the Congress Centre at the same time as the Wohnen & Interieur, from the 23rd – 25th March 2007. The Immobilien is worth visiting for all those interested in creating, financing and building a new home.

As always: the perfect organisational and infrastructural background

As the organisers of the show Reed Messe Wien can be expected to provide perfect organisation and an ideal infrastructural framework at the MessezentrumWienNeu in 2007. Hundreds of exhibitors and over 80,000 free spending visitors, with a latent need for furniture and furnishings, will be brought together in an ideal and friendly atmosphere, highly conducive to the purchasing of the countless eye-catchers on show.



**Pure furniture shows are a thing of the past –
today visitors expect to experience their domestic environments!
The Wohnen & Interieur 2007 keeps all its promises!**

Following the very positive response received in 2006 to the idea of special feature sections, Austria's largest fair for dream interiors, design, lifestyle, accessories and garden is to expand on this idea. All changes will be made in harmony with the established successful format and tried and tested mixture of features popular with both exhibitors and visitors. No other show can offer such a concentrated and comprehensive supply of information on the issues of domestic lifestyle products and furnishing. So it's no wonder that the Wohnen & Interieur 2007 has already become a must see for all those looking to experience their future interiors.



Unique and multifaceted – the Wohnen & Interieur and the show's marketing

So the marketing makes the promises the show is there to keep! The promotional work for the entire catchment area of the Wohnen & Interieur is both well thought out and highly active. Such a large degree of interest can only be of financial benefit to every exhibitor.

The whole variety of interior design – presented to suit the public

By placing emphasis on a number of important issues, the Wohnen & Interieur 2007 will again be able to cover the entire range of customer requirements and public interests. There's a thoroughly stimulating mixture of products available to visitors at this show.

- Art and galleries
- Bathrooms & sanitary facilities
- Carpets and oriental carpets
- Decoration
- Designer furniture
- Furniture
- Garden furnishings and design
- Home accessoires
- Home electronics and equipment
- Home textiles
- Household appliances and equipment
- Interior features
- Kitchens and kitchen appliances
- Lighting
- Period furniture
- Rustic and country-style home decor
- Sunshades and window blinds
- Tableware
- Tiled stoves
- Wellness & well-being
- Winter gardens
- Wood and handicrafts

- TV spots on ORF and in the RTL, SAT 1 and PRO7 advertising slots
- Radio spots on Ö3, on ORF's regional channels and private radio stations – adapted depending on features and issues
- Posters and rolling boards in Vienna, Lower Austria and Burgenland
- Distribution of promotional literature in the large shopping streets and traffic hot-spots in Vienna
- Ads in, and mutual business agreements with, the daily newspapers and magazines with the largest circulations
- Adverts in trade publications and special interest magazines
- Intensive PR and media work
- Direct mailing campaigns with VIP invitations to special groups and trade visitors
- Online advertising and e-marketing activities
- To boost visitor numbers on weekdays (Monday to Thursday) we are planning a highly specific target group focused campaign
- Successful advertising from your side – as exhibitors: Once again you will be receiving numerous promotional material free of charge. Amongst them the popular invitation voucher to enable visitors to visit the show for free (5 vouchers per m² rented floorspace). These vouchers are NOT charged back and are valid for the entire duration of the show.

Optimal exhibitor service – everything you need for a successful show

The organisers, Reed Messe Wien, will also be providing the perfect infrastructure and support network for a successful show in 2007.

- 2 parking garages, 1 underground garage and parking space around the area provide exhibitors and visitors with 4,500 convenient parking spaces
- Fair kindergarten for the children of exhibitors and visitors – professional entertainment, activities and care provided
- Press centre with copying, fax and Internet services
- Restaurants, cafés, bars, newsagents and a copy shop round off the on site services
- Reed Business Academy (run by Ernst Consult): Professional trainers get you and your staff ready for the show! Trade fair success can be coached – see: www.reed-academy.at
- On request the Reed Visitor Service Centre organises your travel arrangements, time at the show and a successful stay in Vienna.



That was the Wohnen & Interieur 2006:

- Around 500 exhibitors from 12 countries
- Around 55,000 square meter gross show space
- Large proportion of first time visitors – 37 % of the private visitors and 30 % of the trade visitors were new to the fair
- Visitors give top marks – 87 % of the private visitors and 78 % of the trade visitors gave the show a grade 1 (best) or 2 (good).
- 4 out of 5 subjects said the Wohnen & Interieur 2006 had completely met with their expectations
- 80 % of trade visitors and 69 % of private visitors intend to return in 2007



Facts & Figures

What you should know
about the
Wohnen & Interieur 2007



Closing date:

29th September 2006

Registration fee (obligatory):

€ 250,-

Internet fee (obligatory): € 40,-

This includes: catalogue entry, free exhibitor advertising material, exhibitor passes – according to stand size, one parking card, online exhibitor database entry (address, e-mail, internet address, link), downloadable fair banner and logos, a complete service for journalists and copyright fees.

Move-in days:

Thursday, 8th – Friday, 16th March 2007

Move-out days:

Monday, 26th – Wednesday, 28th March 2007

Co-exhibitor registration:

€ 436,-

Space fee:

Row stand € 108,50/m²

Corner stand € 111,50/m²

Main-/

island stand € 114,50/m²

Minimum stand size: 9 m²

ATTENTION! Partition walls are NOT included.

Full package stand:

Type Hermes € 202,-/m²

Type TREND € 184,-/m²

Full package prices include space fee and stand assembly in ready-for-use turnkey condition according to the attached furnishings sheet. All prices excluding registration and internet fee, power consumption, taxes and fees.

It is forbidden to drive in the halls! Suitable transport vans are provided for the purpose of assembly and dismantling.

All prices are stated without taxes and duties. Subject to changes and print errors.

[WOHNEN & INTERIEUR]

Organiser:

Reed Messe Wien GmbH
Messeplatz 1
PO box 277
A-1021 Vienna

Opening times:

Saturday, 17th – Saturday, 24th
March 2007
10.00 – 18.00
Sunday, 25th March 2007
10.00 – 17.00

Venue:

Messezentrum Wien Neu
Messeplatz 1
A-1020 Vienna

**Your contacts:**

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