





Getting to the heart of what's new

Trade shows and Reed Exhibitions are a strong pairing. That's not just because Reed Exhibitions are the world's largest organisers of trade shows and other business events. Or because the Austrian subsidiaries of the British group – Reed Exhibitions Messe Salzburg and Reed Exhibitions Messe Wien – are the local trade show market leaders.

The reason why trade shows and Reed are such a strong line-up is that they go back a long way. In today's fast moving world, where the only constant is change, trade fairs are delivering greater benefits than ever before. They bring people together and get markets moving. They are the ideal way to keep up to date with the latest innovations. In just a few days, they get you to the heart of what's happening in your industry.

Trade fairs offer endless opportunities to identify and exploit new openings. Reed Exhibitions brings suppliers and buyers together under one roof, enabling the decision-makers on both sides to capitalise on the power of personal contact.

Trade shows are a window on market opportunities
when an organiser like Reed Exhibitions
takes an active hand in assuring their quality.





Medium for decision makers

Trade shows make markets more transparent. For a few days at a time, they bring buyers and sellers, products and services together physically.

Trade shows are live. And because they are three-dimensional they are superior to virtually all other marketing tools. At trade shows people come face to face with each other, sound each other out on new products and get a feel for what's new in their particular industry.

Trade exhibitions point the way ahead to the future. They show which way the wind is blowing. They are attended not just by people whose job it is to feel their industry's pulse, but also by men and women whose decisions shape the future of whole companies.

And because trade shows help them get to the heart of the matter, they too have a decisive influence. Trade shows are the medium of preference for decision makers.

Trade shows point the way ahead to the future,
and drive the decision-making process forward.
They are the medium for decision makers.





The key to good decisions

Sound information is the key to good decisions. Because their mainspring is personal contact trade shows provide the direct insights companies need to make the right moves.

Trade fairs bring a wide range of benefits. They deliver an up-to-the-minute overview of the marketplace and current trends. They showcase the latest innovations on the market, and successful business models. They permit head-to-head comparisons between alternative solutions, and are

an excellent way to keep an eye on the competition, and to recruit staff. They promote know-how transfers and exchanges of views, and provide a focal point for professional associations.

Exhibitions help suppliers make business contacts and win new sales opportunities, while visitors are able to find out the lie of the land and open up new perspectives for their own companies. Trade shows take decision-makers closer to their goals.

Suppliers gain sales opportunities, and visitors obtain market intelligence and new perspectives for their own businesses.





Reed Exhibitions



The power of personal contact

Reed Exhibitions Messe Salzburg and Reed Exhibitions Messe Wien know how to stage trade shows so that they contribute to the success of the exhibiting industries. They make sure that the right market players are in the right place at the right time, unleashing the power of personal contact.

Reed Exhibitions know-how and hands-on skills have made them the market leaders in trade and consumer shows in Austria, and elsewhere. Together, Reed Exhibitions Messe Salzburg and Reed Exhibitions Messe Wien have a portfolio of around 40 trade and consumer fairs. Annual totals of 8,000 exhibitors from over 50 countries and 600,000 visi-

tors underline the importance of our events for the industries they serve.

The two companies form part of the world's largest exhibition group. London based Reed Exhibitions have 43 agents and offices around the globe. Each year the group organises around 430 trade shows, and brings together over 90,000 suppliers and more than four million buyers. Thanks to their membership of the Reed family, Reed Exhibitions Messe Salzburg and Reed Exhibitions Messe Wien have access to an international network, and the expertise, contacts opportunities that go with it.

Reed Exhibitions	Worldwide	Austria
Events (annually)	430	40
Exhibitors (annually)	90.000	8.000
Visitors (annually)	4.000.000	600.000
Agents / offices	43	2
Turnover (EUR m, 2004)	700	56

Reed Exhibitions ensures
that the right players meet
at the right time and place.





Unleashing new forces

The two Austrian Reed Exhibitions subsidiaries see their function as serving the industries whose shows they host, and acting as flexible one-stop service providers for exhibitors and visitors alike. This customer driven approach means that the companies think locally and hold their events where the market demands them.

Market leader: Reed Exhibitions hold more trade shows, serve more exhibitors and attract more visitors than any other promoter in Austria. The strong concentration of organisational skills in the company enables it to make a reality of industries ideas and deliver powerful trade events.

One-stop service provider: Reed Exhibitions can deliver all the services that go to make a successful event – from the planning through to the marketing and the show itself. Experienced teams and efficient interfaces ensure that events are precisely targeted and well run.

Innovation leader: Reed Exhibitions are abreast of the latest developments in exhibiting industries. Thanks to this expertise their trade events never stand still. Because trade shows must constantly adapt to market conditions to remain representative of their industries and bring continued success to all who exhibit and attend.

Someone has to come first. There are many good reasons why Reed Exhibitions are number one on the Austrian trade show market.





Experience industries from every angle

Reed Exhibitions Messe Salzburg and Reed Exhibitions Messe Wien offer exhibitors and visitors a rich and many-sided industry experience. They create the ideal environment for the power of personal contact to unfold among business partners.

Leading events: Reed Exhibitions organise many renowned flagship events in Austria. As a result, they have a comprehensive range of services and an excellent overview of the latest market developments.

Infrastructure: Reed Exhibitions only uses venues with outstanding facilities, and in its role as an event organiser it takes additional action to optimise the conditions for events.

Target groups: International marketing campaigns and profound experience of the relevant markets enable Reed Exhibitions to bring exhibitors together with their visitor target groups.

International approach: Reed Exhibitions events attract large foreign exhibiting and visiting publics, creating additional opportunities for all concerned.

Services: The services at every trade show are tailored to the needs of exhibiting industries. Reed Exhibitions respond quickly and flexibly to demand.

Reed Exhibitions create the
right atmosphere for the power
personal contact to unfold.





Services for success

As a single-source service provider, Reed Exhibitions can manage every stage in the life cycle of a trade show or business event – from concept development and marketing through to the event itself.

Exhibitor services

Concept development

Theme, industry, event type, venue and support services

Marketing

Carefully targeted international marketing campaigns aimed exhibitors and visitors

Fair services

Furnishings, decorations, utilities and stand assembly

Industry events

Related workshops, meetings and social events

Accommodation

Service centre for accommodation, hotel packages and tourist programmes

Follow-up research

Accompanying market research to track event performance

Reed Academy

Training for successful show appearances

Visitor services

Event venues

Visitor friendly facilities (parking, catering and roads)

Visitor Service Centre

Accommodation packages and tourist services

Quality related programme

Value added through concurrent meetings, conferences and social events

Booking and admission systems

Online ticketing and employee tickets

Events, locations and industries

Austria has excellent exhibition and conference centres for national and international business events. Reed Exhibitions Messe Salzburg and Reed Exhibitions Messe Wien use these venues for trade shows to business events of various types, depending on market demands.

Events

Trade shows

Our core business, with both a domestic and an international focus.

Interregional trade shows

Reed Exhibitions forges contacts between Central and East European markets and West European industry.

Consumer shows

These perform particularly well in Vienna where activity based exhibitions draw large numbers of visitors from Austria's largest conurbation.

Conference-fairs

Combined trade shows and conferences that bring together industry and expertise.

International conferences

Reed Exhibitions benefit from the leading international positions of Austrian destinations, and host large-scale conferences attracting several thousand delegates.

Other business events

Product launches, jubilees, galas, etc.

Venues

Reed Exhibitions are not tied to fixed venues in Austria. However market conditions mean that most events take place in Vienna, Salzburg and Linz.

Vienna

Home to one of the most modern exhibition centres in Europe. The venue is suitable to a wide variety of events and creates an unforgettable atmosphere.

Salzburg

An economic counterbalance to Vienna in the West of Austria, with close ties to neighbouring Bavaria. In line with the city's role, the Messezentrum Salzburg is the scene of more trade shows than any other Austrian venue.

Linz

An industrial powerhouse that is a magnet for visitors and exhibitors from the neighbouring Czech Republic.

Industries

Appliances and consumer electronics; **a**rt; **a**utomotive; **b**uilding; **d**omestic fabrics; **e**ducation; **e**lectronics and electrical; **e**nvironmental and municipal engineering; **f**ashion; **f**inancial services; **f**urniture; **g**ifts and souvenirs; **h**ealth care and medicine; **h**obbies and crafts; **h**ospitality and food; **h**unting and fishing; **i**ndustrial automation; **i**nformation and communication technology; **l**ogistics, transport and packaging; **m**arketing and advertising; **m**etal working; **p**harmaceuticals; **p**rinting; **s**ecurity; **t**ravel; **w**ood processing and working.

Reed Exhibitions develops and manages a wide range of trade shows and business events, tailored to market demands.



Reed Messe Salzburg GmbH

Am Messezentrum 6, PO Box 285

A-5021 Salzburg

T +43 (0)662 44 77-0

F +43 (0)662 44 77-161

info@reedexpo.at

www.reedexpo.at

Reed Messe Wien GmbH

Messeplatz 1, PO Box 277

A-1021 Vienna

T +43 (0)1 727 20-0

F +43 (0)1 727 20-443

info@messe.at

www.messe.at

