

# [ WOHNEN & INTERIEUR ]<sup>®</sup>

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

Built by



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





# [ WOHNEN & INTERIEUR ]<sup>®</sup>

## 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



**CHRISTOPH DISSAUER**  
Studio Dissauer

» Studio Dissauer emphasises sustainability, durability and the use of natural materials to guarantee customers perfect living spaces for families and friends far into the future. We are a complete outfitter and provider of holistic living concepts, using our carpenters and regional suppliers to implement habitat trends in every one of our customers' rooms in a true spirit of sustainability. «



**LEO SCHULMEISTER**  
Leo Schulmeister GmbH

» We would like to take this opportunity to showcase our company, products and corporate philosophy. Focusing on kitchens and upholstered furniture, we're highlighting a varied selection of styles, colours and materials. It's an opportunity to explain differences, advantages and practical issues to our customers. We aim to guarantee added value for every trade fair visitor to our booth by passing on knowledge and expertise, in turn enabling customers to make all the right decisions. «



**JENS KITTEL**  
Brand Manager ROLF BENZ

» Austria has been one of our key export markets for many years, so the ‚Wohnen & Interieur‘ show in Vienna provides an excellent stage for the successful marketing of our latest products. «



**5**  
days



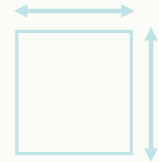
**500**  
exhibitors & brands



Over  
**367,000** visitors



**357,000** m<sup>2</sup>  
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'.

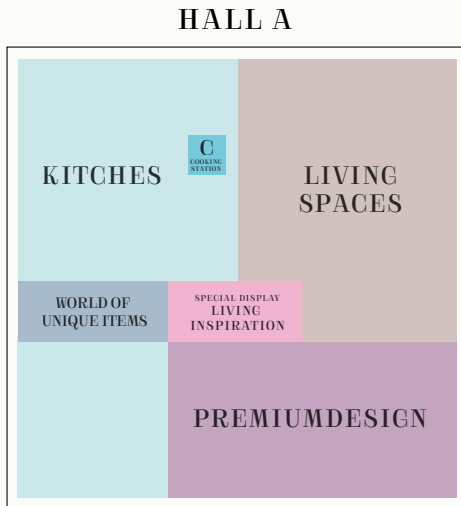
**61%**  
of the 2024 visitors said  
they would definitely be back  
in 2025

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

- Exhibitor night on the first evening of the fair
- Hall A:
  - Cooking station featuring master classes
  - Sustainable design
  - World of unique items
- Hall B:
  - Hands-on DIY area
  - Foodtruck Corner
- Stage: For the first time in 2025 the show will be featuring exciting presentations on the topics of living, refurbishment and energy. Book a stage slot and pass on your expertise!



# PRICES

Our offer to you:

**BENEFIT  
FROM  
ATTRACTIVE  
EARLY-BIRD  
PRICES UNTIL  
31 OCTOBER  
2024**

	<b>EARLY-BIRD</b> <small>(until 31.10.2024)</small>	<b>STANDARD</b> <small>(from 1.11.2024)</small>
Row booth	<b>€122</b>	<b>€142</b>
Corner booth	<b>€128</b>	<b>€ 150</b>
Head-/end booth	<b>€134</b>	<b>€157</b>
Island booth	<b>€140</b>	<b>€164</b>

Prices are stated in EUR per m<sup>2</sup> 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	<b>€620</b>
Co-exhibitor fee including the marketing and service fee	<b>€805</b>

## PRESENTATION STAGE

<b>1 Slot (50 minutes)</b>	<b>€190</b>
----------------------------	-------------

Fully equipped stage in hall B

**Do you need booth construction services?  
Our team is happy to provide advice!**

# 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
- Exhibitor night on Wednesday, 12 March from 6pm
- Free side events for visitors: Cooking station with master classes and workshops

## 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/m<sup>2</sup>
- 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





# TRADE FAIR TEAM

**We're all here for you!**



**VERONICA MÜLLER**

Sales  
+43 1 72720 – 2112  
wohnen@rxglobal.com



**MICHAEL KARASOWSKI**

Sales  
+43 1 72720 – 2134  
wohnen@rxglobal.com



**GABRIELE RIEGLER**

Organisation  
+43 1 72720 – 2135  
wohnen@rxglobal.com



**BARBARA RIEDL**

Management  
+43 1 72720 – 2132  
wohnen@rxglobal.com



**LILIAN DERNDLER**

Content and PR  
+43 1 72720 – 3101  
lilian.derndler@rxglobal.com



**KAROLINE SINHUBER**

Marketing  
+43 1 72720 – 3106  
karoline.sinhuber@rxglobal.com

Built by



Imprint: RX Wien GmbH, Messeplatz 1, 1020 Vienna, Austria

Responsible for content: Barbara Riedl