

****Franchise Messe Österreich***

24th–25th June 2022

*Wiener
Stadthalle*

www.franchise-messe.at



Welcome to Vienna 2022

Franchise Fair Austria

Wiener
Stadthalle



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...since 2011

Austria's Franchise Fair since 2011

Dates	24.-25. Juni 2022
Opening hours	Freitag 10 – 18 Uhr, Samstag 10 – 16 Uhr
Location	Wiener Stadthalle, Roland-Rainer-Platz 1, 1150 Wien/Österreich
Entry fee for visitors	€ 15.-
Number exhibitors/visitors	~ 50 exhibitors / ~ 1.000 – 1.500 visitors
Organizer	Cox Orange Marketing @ PR
Main partner	Austrian Franchise Association

Organizer 
Marketing & PR e.U.

Main partner  Österreichischer
Franchise-Verband
Österreichs 1. Franchise-Adresse

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Reasons...

...to participate at the Franchise Messe Österreich:

- **Attracting franchise partners:** They come demonstrably from all federal states! The promotion of the Expo takes place in whole Austria, especially in Vienna, Graz, Salzburg, Linz.
- **Brand management:** Your brand is visible next to other well-known, established brands.
- **Market observation:** How do your competitors present themselves, which brands are new to the franchise scene.
- **PR:** Your company may be in the media! We focus on active PR for our exhibitors.
- **Networking/exchange with other systems:** The Expo is a very good platform for „togetherness“ in the franchise scene. This is how new ideas and partnerships are born.
- **End customers:** even these can be found at the Expo...
- **Image:** get an intangible bonus with your franchise partners and your economic environment through your commitment. You focus on growth and present your brand at the only franchise expo in Austria.

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Booth packages

(all prices plus 20% VAT)

COSTS		
Booth packages	Regular prices	Prices for ÖFV members
Newcomer 4 squm	€ 3 100	€ 2 790
Basic 9 squm	€ 4 800	€ 4 500
Intermediate 18 squm	€ 9 000	€ 8 500
Main exhibit 27 squm	€ 12 800	€ 11 500
Big player 36 squm	€ 14 500	€ 13 000
Consulter 4 squm	€ 2 800	€ 2 600

All packages include:

- Registration fee
- marketing fee
- logo + link on Expo website
- mention in Expo magazine
- appointment scheduling tool
- wifi, electricity (normal consumption)

Optional add-on:

- Print package: graphic print on back wall (price on demand)

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Booth costs premium

(all prices plus 20% VAT + 5% advertising tax)

Marketing package „Main exhibitor”

Premium package € 5.150,-

- Logo on all print materials (like posters, save-the-date, presentations,...)
- 1/1 page in the Expo Magazine
- Participation at press conference (max. 4, first come, first served)
- Insert in the press pack (max. 2 pages)
- Mentioned in press releases
- Statement and portrait on the Expo website
- 30-minute company presentation (first come, first served)

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Optional marketing measures

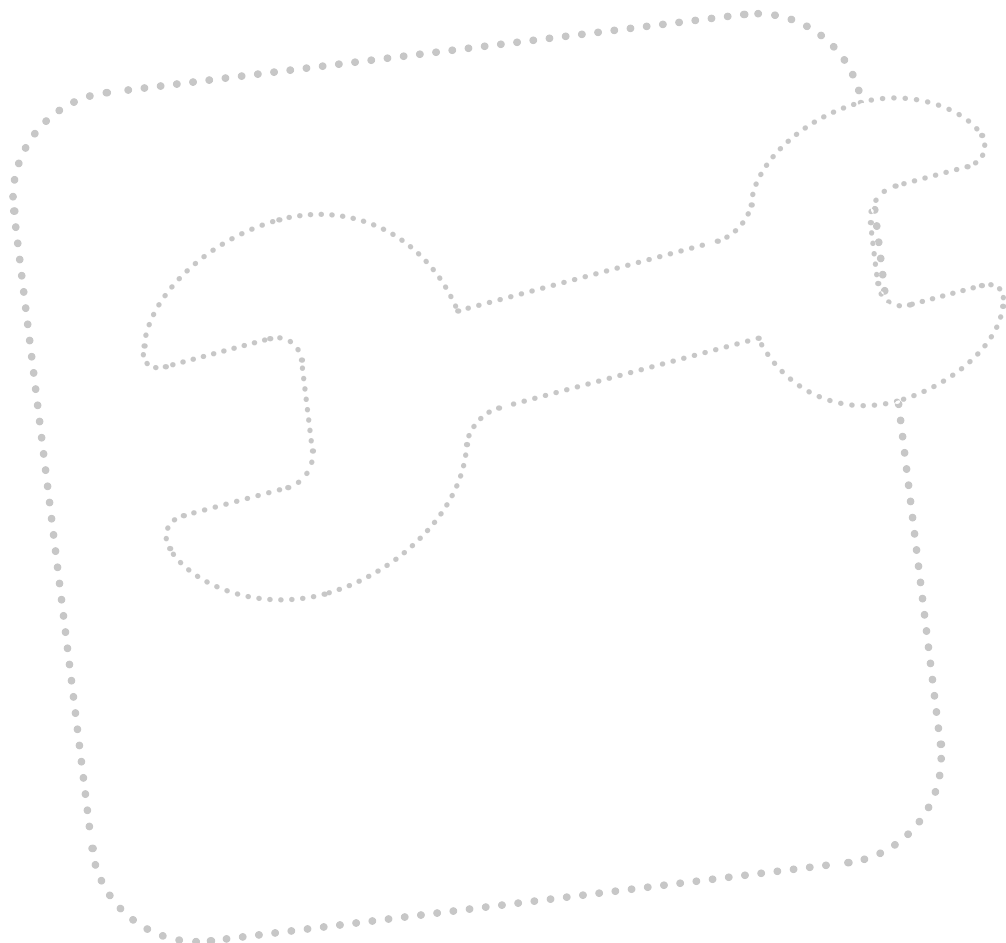
(all prices plus 20% VAT + 5% advertising tax)

Single measures

- **Carry me € 3,000.-** Logo visitor bags or lanyards. Each exclusive for one exhibitor! (excl. production costs)
- **Take me € 680.-** Insert (folder/giveaway/etc.) in visitor bags
- **See me € 900.-** Your ad/message will be shown on the screen in the conference room between the presentations.
- **Sit on me € 1,100.-** Your folder will be placed on the chairs in the conference room.
- **Give me € 900.-** Distribution of giveaways/folders in the expo hall (excl. personnel)
- **Mail me € 450.-** Your ad in the exhibitor or visitor newsletter (up to 500 characters incl. spaces, logo, URL. Max three partners)
- **Print me** Ad in expo magazine (1/1 page) € 880.-
Ad in expo magazine (1/2 page) € 500.-
- **Fold me € 1,800.-** Cover @ back cover of the expo magazine (2-sided). Exclusive for one sponsor or exhibitor (excl. production cost).
- **Watch me € 500.-** 10 minute company presentation
- **Follow me** Social media campaign with your franchisee – you define your budget!
- **Hall of fame € 450.-** Presentation of franchisee or franchisor with quote and portrait on our website @ social media channels.

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Booth construction

- Possibility to bring **own booth constructor**
- **or** contact our booth constructor: **Robert Ulreich**
ulreich@dittrich.at
+43 664 302 34 65
- **Maximum construction height: 350 cm**
- **The design of your stand must not disrupt the neighboring stand**
- **Goal: eye-catching presentation of your brand**

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Promotion of the Expo

Total coverage 2020: 9,2 Mio+

Online

- Social Media: Facebook, Instagram, XING, LinkedIn, Twitter
- organic + paid
- Programmatic advertising

Print

- Advertisements
- classic media work (press releases, press conference,...)
- single ads
- media partners

Outdoor

- Posters in Vienna
- Info screens

Network partner

More coverage through partnerships in the economy
As at the last expos with Advantage Austria, Austrian Franchise Association, WKO, WKW, Wifi Wien, Management Club, Marketing Club, Club alpha, aaia, Mentory Club

Radio

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More details

Contact for bookings @ questions

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