

# MEET THE ARCHITECT

23<sup>rd</sup>-24<sup>th</sup> Oct. 2025 | MARX HALLE VIENNA

THE CONVERSATION IN FOCUS. YOUR PRODUCT IN THE SPOTLIGHT.



# MEET THE ARCHITECT

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- Summary.
- All the details.
- Our Ad-Ons.
- Location.
- References | Contact.

CONTENTS





# A STAGE FOR YOUR PRODUCTS

- A trade fair with a focus on the presentation of products, materials and services for planning and architecture.
- Equal opportunities thanks to a uniform, open stand concept with a focus on product presentation.
- Guaranteed leads through an integrated marketing package: visitor tracking and up to 100 tickets for exhibitors ...
- Transparent cost structure with ...
- ... a fixed price for around 50 meetings in 2 days.

THE TRADE FAIR

/ SUMMARY

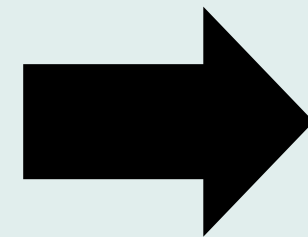


# YOUR PRODUCT IN THE SPOTLIGHT

Maximum 4 years after market launch, from one of our categories:

1. **Innovation:** e.g. at a technological level or with regard to development or materials.
2. **Sustainability,** e.g. with regard to the circular economy, CO2 reduction, the development of new materials.
3. **Convenience,** i.e. with a particular advantage, benefit or comfort for the customer.

**THREE  
CATEGORIES**

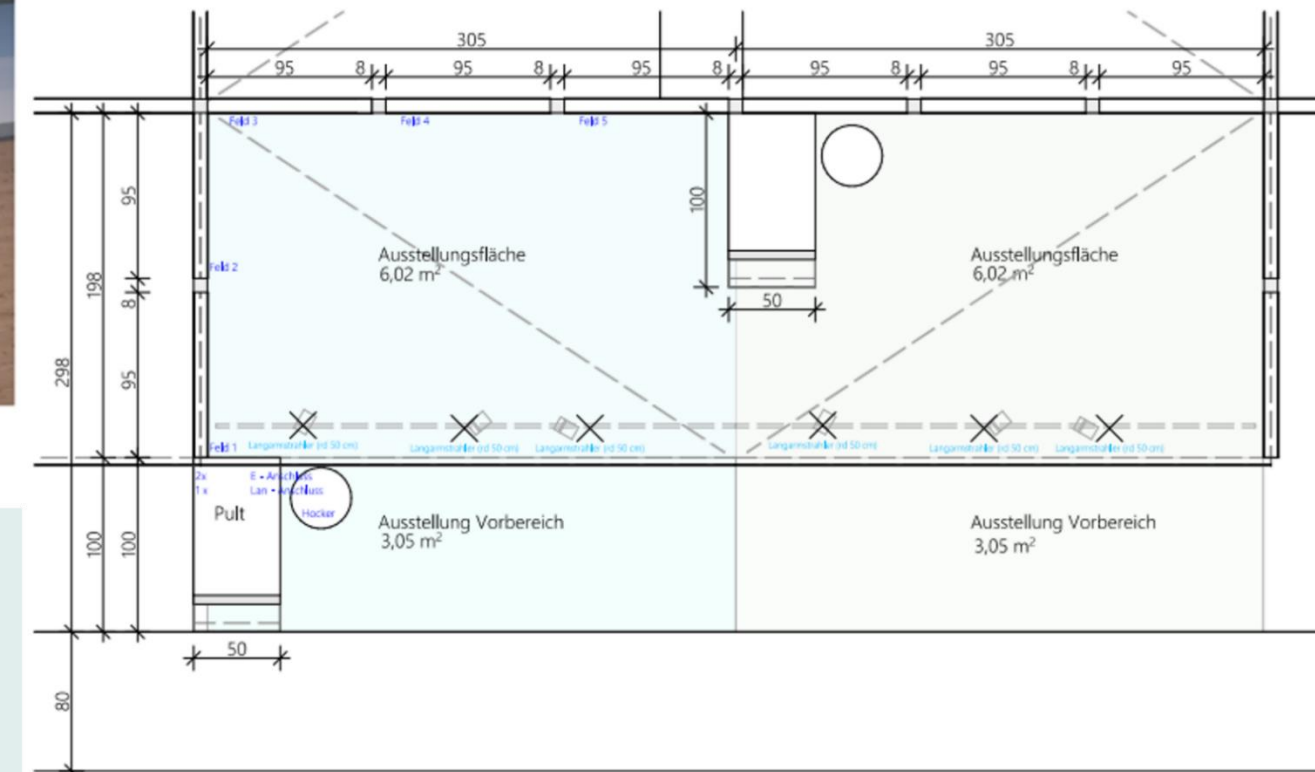


**We guarantee a limited number of products per category.**





# TRADE FAIR BOOTH / TO THE VIDEO



THE TRADE FAIR BOOTH

# THREE APPROACHES

# THE CONVERSATION IN FOCUS



**BOOTH PLUS 100**  
PRODUCT IN THE SPOTLIGHT

## MARKETING PACKAGE

- Integrated lectern with multimedia unit.
- Up to 100 tickets for exhibitors.
- Visitor tracking.



**YOUR STAGE**  
FOR INNOVATIONS

## INNOVATION FORUM

- 20 minutes presentation as Ad-On.
- Full attention on products for which an explanation is needed.
- (chargeable)



**NETWORKING**  
CONVERSATION IN FOCUS

## INFORMAL DISCUSSIONS

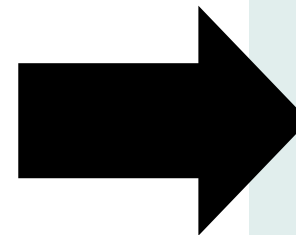
- Food Truck.
- Wine bar.
- Vernissage.



# TRADE FAIR BOOTH

- 9m<sup>2</sup> booth with basic equipment
- Focus on the presentation of a product ...
- A uniform, open booth design that focuses on the product's presentation ...
- The booth can be extended (screen, spots, furniture).

**/ NOW WITH  
EARLY BIRD ADVANTAGE**



**BASIC PACKAGE**

9m<sup>2</sup> BOOTH  
WITH BASIC EQUIPMENT

INCLUDED:  
CATERING  
2 CATALOG ENTRIES  
100 TICKETS incl.  
VISITOR TRACKING

PRODUCT-FOCUS

INNOVATION  
SUSTAINABILITY  
CONVENIENCE

TARGET GROUP

PLANNERS,  
INTERIOR /  
ARCHITECTS,  
DEVELOPERS and  
CONTRACTORS

**/ € 5,999-  
instead of € 6,650-**

# ADD-ONS

**/ NOW WITH  
EARLY BIRD ADVANTAGE**



## PRESENTATION- SLOT

20 MIN. ON THE  
INNOVATION  
STAGE

## CATALOG PLUS

AD  
IN THE CATALOG  
(full page)

## BOOTH ADD-ONS

SCREEN, SPOTS,  
FURNITURE, etc.

**/ € 999-  
instead of € 1,500-**



# SPONSORING

	<b>SILVER</b> €2,000-	<b>GOLD</b> €3,000-	<b>DIAMOND</b> €4,500-
LOGO DISPLAY ONLINE + IN CATALOG	×	×	×
LOGO DISPLAY IN NEWSLETTER	×	×	×
LOGO ON THE VISITOR BADGE		×	×
FACEBOOK, INSTAGRAM, LINKEDIN	1-TIME	2-TIMES	3-TIMES
NAMING ON THE INNOVATION STAGE		×	×
BANNER ON THE INNOVATION STAGE			×
ADVERTISING BANNER IN NEWSLETTER		×	×

MORE VISIBILITY

# WHO FOR WHOM



## PRODUCTS, MATERIALS & SERVICES ..

- Construction material manufacturers and service providers.
- Up to 100 tickets for visitors.
- Marketing package: Visitor tracking.
- 2 catalog entries: Product + company.



## .. FOR PLANNING & ARCHITECTURE

- Planners, architects and interior designers.
- Builders and developers.
- By invitation from exhibitors or free ticket sales in phase 2.



# WHEN AND WHERE



**23<sup>rd</sup>-24<sup>th</sup> OCTOBER  
2025**



LOCATION



# MEET THE ARCHITECT

23<sup>rd</sup>-24<sup>th</sup> Oct. 2025 | MARX HALLE VIENNA

**REGISTER YOUR  
BOOTH NOW**



SOME OF OUR PARTNERS

CONTACT / REFERENCES

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