















visible to your customers
promote your trade fair appearance

Media data 2027

küchenwohntrends

möbel austria kochen wohnen schlafen

Current status: 10/2026

advertising media – for a strong trade fair presence

Dear Exhibitors,

Take advantage of the appeal of Küchenwohntrends & Möbel Austria to showcase your products and services. Present your brand effectively and boost your trade fair success through the targeted use of advertising services.

Various advertising media are available in limited quantities; for these, bookings are allocated on a 'first come, first served' basis.
Please make your booking via your Exhibitor Management System (AMS).

Access to the AMS:
https://aussteller.trendfairs.de/#/s/login

Important dates for booking and data delivery

- **Booking 'the only one' and 'powered by' package:**
  Please book immediately as we need to produce advertisements, banners, inserts, etc. at short notice.

- **Data delivery 'Leitmotif' and logo 'powered by' package:**
  Please **immediately** after booking

- **Data delivery for other media**
  Please send your booked advertising media by **5 February 2027 at the latest**, either by email or as a download link, to:
  Nicole Dylong, dylong@trendfairs.de

advertising credit for double trade fair bookings

Dear Exhibitors,

Are you participating in two trendfairs GmbH trade fairs in 2027? This is an opportunity for us to express our appreciation for your loyalty .

In the calendar years in which you participate in two trade fairs, you will receive an advertising credit as a special bonus for that year.
This advertising credit will be credited to your advertising booking at the second trade fair this year.

Total stand size up to 120 m²

If your total stand size at both trade fairs adds up to 120 m² or more, you will receive an advertising credit for the calendar year worth **EUR 250**.

Total stand size from 121 m²

If your total stand size from both trade fairs exceeds 121 m², you will receive an advertising credit for the calendar year in the amount of **EUR 500**.

Advertising credit policy

The advertising credit is only valid in the calendar year in which you participate in both trade fairs. It cannot be carried over to subsequent years. The advertising credit is only valid for advertising bookings. It is not transferable to third parties. Cash payments, bank transfers, etc. are excluded. If a trade fair is cancelled, the credit expires. Only designated media are eligible for advertising credit:



table of contents

Advertising packages

Package 'the only one' ..... page 5
Package 'powered by' ..... page 6
Package 'be visible' ..... page 7
Package 'smart and individual' ..... page 8

Print advertising media

Photo on the front cover of the trade fair magazine ..... page 9
Advertisements cover trade fair magazine ..... page 10
Advertisements inside section of trade fair magazine ..... page 11
Editorial contribution to trade fair magazine ..... page 12

Online advertising media

Packages: Premium, Extended, Basic ..... page 13
Packages in detail ..... page 14
Additional content ..... page 15
Banner advert (limited) ..... page 15
Trade visitor newsletter – header image ..... page 16
Individual, personalised special newsletter ..... page 17
News post ..... page 18

Advertising media special

Leitmotif advertisements, online banners ..... page 19
Dedicated area at check-in ..... page 20
Logo on floor graphics ..... page 21
Film presentation catering ..... page 22
Sponsor for podium events ..... page 23
Smart card for trade visitors ..... page 24
Presentation at podium events ..... page 25
'Flying Box' ..... page 26
Outdoor lightbox banners ..... page 27
Advertising on the barriers at the trade fair entrance ..... page 28
Floor covering (exterior) ..... page 29
VIMA Event Scanner App – lead scanner in real time ..... page 30
Visitor-lanyard-branding ..... page 31
Video / photo shoot at exhibition stand & trailer production ..... page 32
Photo shoot at exhibition stand ..... page 33

Advertising media booking

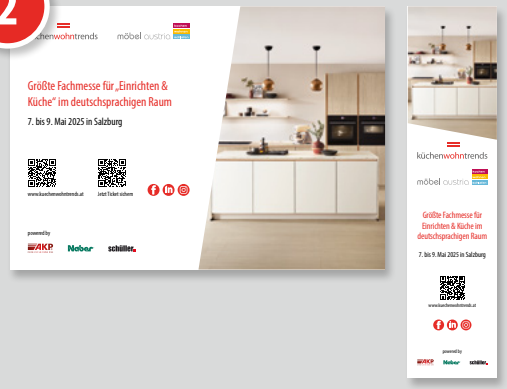
Booking form ..... page 34

Advertising packages

package ‘the only one‘

küchenwohntrends möbel austria kochen wohnen schlafen









example illustration

Package ‘the only one‘

With this package, your company, product or service will gain cross-media visibility and attract significant attention.

Bookings are limited to a maximum of one company. Please book as soon as possible, as the measure takes effect immediately.

The package includes:

1. **Photo on the front cover** of the trade fair magazine
2. **Leitmotif** advertisements, online banners
3. **Header image** in the trade visitor newsletter
4. **Film presentation** in the catering area

Also recommended: Online trade fair marketing – Premium Package (see p. 13)

Investment

EUR 5,700

Optional addition:
Online trade fair marketing – Premium package EUR 1,995*

Book by 5 February 2027

1x available

Data specification

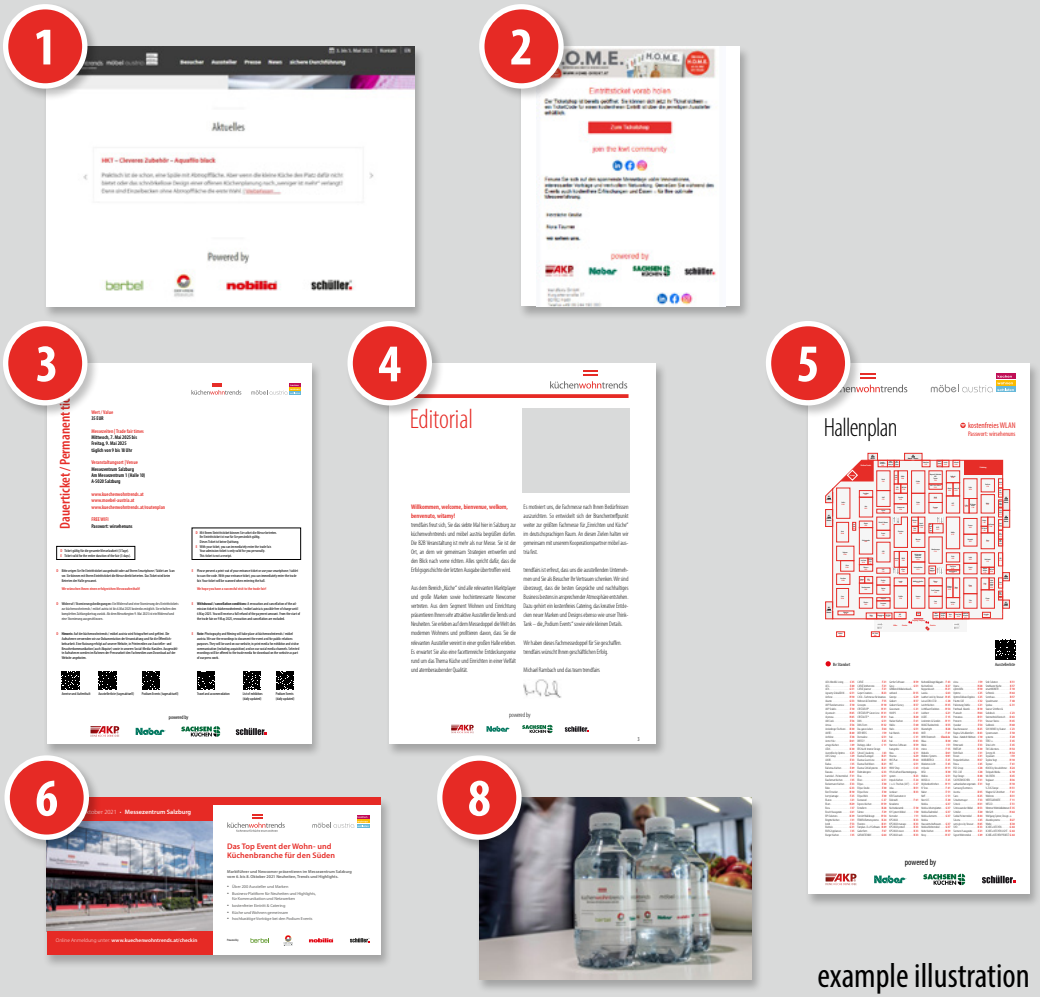
more information ›

Data delivery

Please send data or download link **as soon as possible** by email to:
Nicole Dylong, dylong@trendfairs.de

Advertising packages

package 'powered by'



example illustration

Package 'powered by'

Your logo will feature prominently in our online and print advertising campaigns. Bookings are limited to a maximum of 7 company or brand logos. Please book now, as your logo will be visible immediately.

Package 'powered by' online and in print

Your logo in the media of küchenwohntrends:

1. **Homepage** of the website
2. **Trade visitor newsletter** (approx. 8 per year)
3. **Admission ticket** for trade visitors
4. **Editorial page** of the trade fair magazine
5. **Hall plan signage**
6. **Advertisements** in trade magazines
7. **Credits** for the kwt trade fair film
8. **Water bottles** for visitors

Also recommended: Online trade fair marketing – Premium Package (see p. 13)

Investment

EUR 3,995

Optional addition:
Online trade fair marketing – Premium package EUR 1,995*

Book by 5 February 2027

7x available

Data specification

- Digital logo as vector graphic
- Four-colour, negative and black and white

Data delivery

Please send data or download link **as soon as possible** by email to:
Nicole Dylong, dylong@trendfairs.de

If you have any questions, please just give us a call or send us an email.: Nicole Dylong, phone +49 89 244 193 205, dylong@trendfairs.de *Launch price 2027: EUR 1,995 instead of EUR 2,495

Advertising packages

package 'be visible'

küchenwohntrends möbel austria kochen wohnen schlafen

Advertising credit redeemable



example illustration

Package 'be visible'

Your company or brand logo will be prominently displayed in a variety of ways: online, on-site and in the trade visitor newsletter. This package can be booked a maximum of five times. It is a comprehensive, all-in-one package designed to maximise visibility. With the VIMA Event Scanner, you can quickly and easily record your trade fair contacts.

The package includes:

1. **Editorial article** or **2/1 advertisement** in the trade fair magazine
2. **Logo** on floor graphics
3. **Text/image advertisement in the trade visitor newsletter**
4. **VIMA event scanner app –** Real-time lead scanner

Also recommended: Online trade fair marketing – Extended Package (see p. 13)

Investment

EUR 2,700

Optional addition:
Online trade fair marketing – Extended package **EUR 1,195**

Book by 5 February 2027

5x available

Data specification

more information ›

Data delivery

Please send data or download link **as soon as possible** by email to:
Nicole Dylong, dylong@trendfairs.de

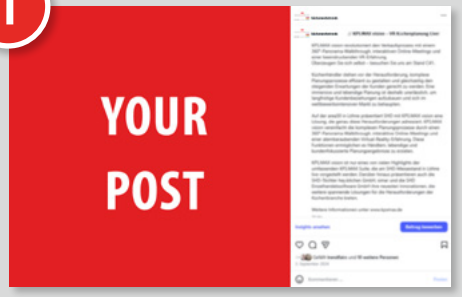
küchenwohntrends möbel austria kochen wohnen schlafen

Advertising packages

package ‘smart and individual‘

Advertising credit redeemable

1



2



3



example illustration

Package ‘smart and individual‘

Your company, product or service will go viral, gaining visibility both on the website and on the ground.

Your customers will discover you in the trade fair magazine, on the website and via social media. This package showcases your company in the best possible light.

With the VIMA Event Scanner, you can record your trade fair contacts quickly and easily.

The package includes:

1. **News post** on social media channels
2. **1/1 advertisement** in the trade fair magazine
3. **VIMA-Event Scanner App –** real-time lead scanner

Also recommended: Online trade fair marketing – Basic Package (see p. 13)

Investment

EUR 1,500

Optional addition:
Online trade fair marketing – Basic package **EUR 495**

Book by 5 February 2027

5x available

Data specification

more information ›

Data delivery

Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

Print advertising media

photo on the front cover of the trade fair magazine



example illustration

Cover photo of the trade fair magazin

3,500 trade fair magazines are being produced for trade visitors to küchenwohntrends and möbel austria.
You can book a cover feature in the trade fair magazine for a high-quality product photo of your brand.

You can reach your target audience:
architects, interior designers, experts from the electrical, kitchen and furniture sectors, joiners and carpenters, trade associations, networking professionals, contract partners, project planners and the industry.

The trade fair magazine has the final dimensions W 148 x H 210 mm

It is handed out to visitors in person by the hostesses and is available at the küchenwohntrends check-in desk. It will also be available as an eBook on the kwt website for three months.

Investment

EUR 695

Book by 5 February 2027

4x available

Data specification

- Digital image (product photo only, without logo or text)
- Dimensions: approx. W 54 x H 56 mm (+3 mm bleed all round)
- Resolution: 300 dpi

Data delivery

Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

Print advertising media

advertisements on the trade fair magazine cover



example illustration

Advertisements on the trade fair magazine cover

Present your company/brand(s) effectively with an advertisement in the trade fair magazine.

You will reach the following target groups:
Architects, interior designers, experts from the electrical, kitchen and furniture sectors, joiners and carpenters, trade associations, networkers, contract partners, project planners and the industry.

Print run: 3,500 copies, also available as an eBook, Final format: W 148 x H 210 mm

It is handed to visitors personally by hostesses and is available at the check-in desk at küchenwohntrends. The magazine is also available to trade visitors online as an eBook.

*Advertisement U3: As U3 is occupied by the hall plan due to the fold-out, the **left-hand page of U3** is available as advertising space.

Investment

Advertisement
U2 / U3 / U4 **EUR 1,190**

Book by 5 February 2027

one of each available

Data specification

- Resolution: 300 dpi as a PDF
- Dimensions: W 148 x H 210 mm (+3 mm bleed)
- Text/image: 12 mm from the spine (perfect binding)

Data delivery

Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

Print advertising media

advertisements inside section of trade fair magazine

küchenwohntrends möbel austria kochen wohnen schlafen

Advertising credit redeemable



example illustration

Advertisements inside section of trade fair magazine

Present your company/brand(s) effectively with an advertisement in the trade fair magazine.

You will reach the following target groups:
Architects, interior designers, experts from the electrical, kitchen and furniture sectors, joiners and carpenters, trade associations, networkers, contract partners, project planners and the industry.

Print run: 3,500 copies, also available as an eBook
Final format: W 148 x H 210 mm

It is handed to visitors personally by hostesses and is available at the check-in desk at küchenwohntrends. The magazine is also available to trade visitors online as an eBook.

Investment

- **Advertisement 1/1 page EUR 895**
- **Advertisement 2/1 page EUR 1,295**

Book by 5 February 2027

Data specification

- Resolution: 300 dpi as a PDF
- Format 1/1 page: W 148 x H 210 mm (+3 mm bleed all round)
- Format 2/1 page: W 296 x H 210 mm (+3 mm bleed all round)
- Text / image: 12 mm clearance from the spine (adhesive binding)

Data delivery

Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

Print advertising media

editorial contribution to trade fair magazine

küchenwohntrends möbel austria kochen wohnen schlafen

Advertising credit redeemable



möbel austria –
starke österreichische
Möbelfachmesse

Hersteller aus den Bereichen Kochen, Essen, Wohnen und Schlafen zeigen Möbel und Trends »made in Austria«.

Die österreichische Fachmesse möbel austria findet auch 2025 wieder gemeinsam mit der küchenwohntrends im Messezentrum Salzburg statt. Seit ihrer Premiere vor zwölf Jahren hat sich die Messe zum bedeutendsten Businessevent der Möbel- und Einrichtungsbranche im Donau-Alpen-Adria-Raum entwickelt. Dies belegen nicht nur die konstant hohen Besucherzahlen, sondern auch die zahlreichen namhaften Aussteller, die in diesem Jahr ihre Neuheiten in Salzburg präsentieren.

Mit Voglauer, Anrei, Schösswender, Miaa Charakterwohnen, Haas, Rauchenzauner und Hali sind nahezu alle bedeutenden Korpusmöbelhersteller Österreichs vertreten. Ob Wohnen, Schlafen oder Kochen – alle Bereiche sind prominent repräsentiert. Auch Zulieferbetriebe wie Grassmann, J. u. A. Frischeis, Just Laser oder Textilspezialisten wie Sonnhaus und Anbieter von Softwarelösungen für die Möbel- und Einrichtungsbranche sind vor Ort präsent.

Ebenso sind die führenden heimischen Polstermöbel-, Betten- und Matratzenhersteller fast vollständig vertreten: Neben Sedda, Joka, Ada, Optimo, Elastica, Relax, Flexinno, Regina Schlafkomfort und Extraform sind in diesem Jahr auch die Neuzugänge Rossin sowie Rössle & Wanner dabei.

Interior Innovation Award

Die Fachmesse ist nicht nur ein erstklassiger Handelsplatz für Möbel, sondern hat sich auch als fester Bestandteil im Produktentwicklungszyklus der Hersteller etabliert. Viele Möbelproduzenten und Zulieferer aus der gesamten Wertschöpfungskette präsentieren hier ihre innovativen Produktentwicklungen erstmals einem großen Fachpublikum. Die Messe dient somit als Gradmesser für die Kundenakzeptanz und den Erfolg neuer Ideen.

Damit ist die Messe eine Branchenplattform für Innovationen, auf der heimische Hersteller starke Signale an die gesamte Einrichtungsbranche senden. Um diese Bestrebungen zu unterstützen, hat das Organisationsteam den Interior Innovation Award ins Leben gerufen. Dieser Messepreis würdigt die Neuentwicklungen der Aussteller und bietet innovativen Produkten eine attraktive Plattform.

Optimales Umfeld für Fachbesucher

Der Messestandort Salzburg ist für die meisten österreichischen Betriebe und Gäste aus den Nachbarländern leicht erreichbar. Seit ihrer Gründung versteht sich die möbel austria als Plattform, die Produzenten, Möbelhändler und Kreative zusammenbringt. An drei Messetagen kann das Fachpublikum die neuesten Trends im Küchen- und Wohnbereich live erleben und wertvolle Kontakte zu Herstellern und Vertriebsmitarbeitern knüpfen.

Kooperation als Grundstein für Innovation

Die möbel austria blickt optimistisch in die Zukunft. Durch die Zusammenarbeit der ausstellenden Betriebe wird die Basis für zukünftige gemeinsame Aktivitäten gelegt, wodurch das Möbelland Österreich international stärker ins Rampenlicht rückt. Dies stärkt die internationale Wettbewerbsfähigkeit und fördert die positive Entwicklung von Möbeln „made in Austria".

Branchennetzwerk für Möbelproduzenten

Organisator und Veranstalter der möbel austria ist der Building Innovation Cluster (BIC) der oberösterreichischen Standortagentur Business Upper Austria. Mit 190 Partnerunternehmen ist der BIC das Branchennetzwerk für österreichische Möbelproduzenten und spezialisiert auf überbetriebliche Zusammenarbeit und Innovation.

10 11

example illustration

Editorial article in the trade fair magazine

Present your company / brand(s) with an editorial article on a double page in the trade fair magazine.

You provide the text(s), image(s) and logo(s) – we do the design.

Print run: 3,500 copies, also available as an eBook
Final format: W 148 x H 210 mm

Promote your products, services, new releases and highlights in an editorial feature. The trade fair magazine will be available online on the küchenwohntrends website for three months from the start of the fair. Please provide us with relevant URLs relating to your editorial feature; we will be happy to include these in the online version.

Investment

EUR 1,295

Book by 5 February 2027

Data specification

- Digital images and text
- Resolution: 300 dpi
- 2/1 page format: W 296 x H 210 mm (+3 mm bleed all round)

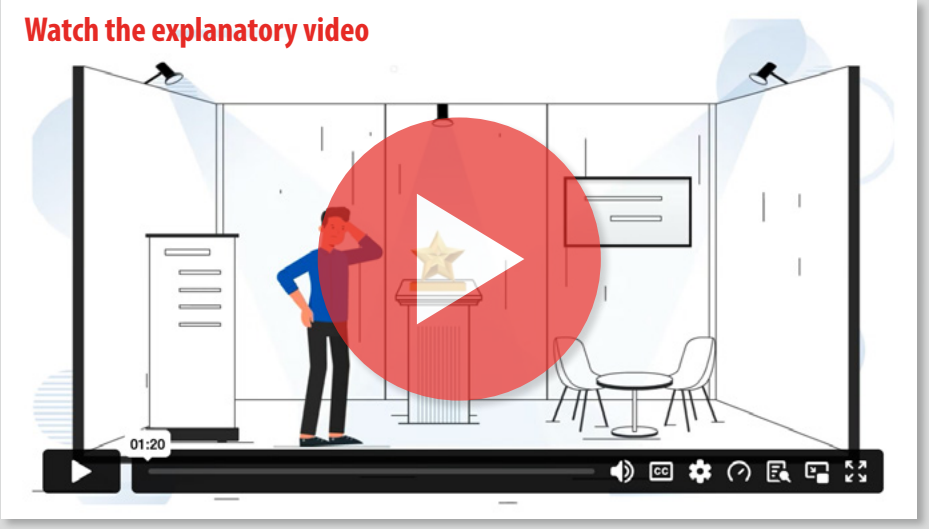
Data delivery

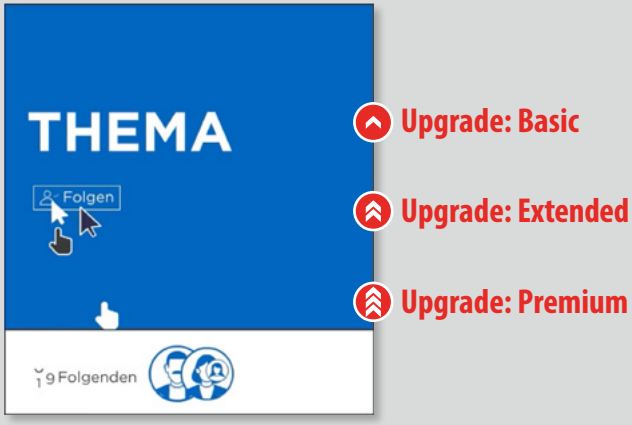
Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

online trade fair marketing

basic listing + basic · extended · premium

Watch the explanatory video





Upgrade: Basic

Upgrade: Extended

Upgrade: Premium

example illustration

Your trade fair presence begins long before the first handshake at the stand.
Using the küchenwohntrends online platform, you can draw visitors' attention specifically to your company – before, during and after the trade fair. Articles, videos, podcasts and events act as online exhibits that captivate visitors even before the trade fair begins and draw them to your stand. **Your basic listing is included with your stand booking.** Which upgrade is the right one depends on your goals.

The packages build on one another:

- **Basic:** Presence & Visibility
  Logoticker homepage, logo on the venue map online, 4 posts
- **Extended:** Reach & Lead Generation
  Premium profile, featured on the homepage, 6 posts, lead insights, approx. 3x reach
- **Premium:** Celebrities & Opinion Leaders
  Top of the list, suggested follow-up, 8 posts, 12 months; monitoring after the trade fair

Investment

Package upgrades:

Basic	**EUR 495**
Extended	**EUR 1,195**
Premium	**EUR 1,995***

more information ›

Availability

Basic: unlimited
Extended: unlimited
Premium: limited

Buchung

via AMS, the order form, stand registration, email or in Conteo Publisher

Contact

Conteo AG
servicedesk@conteo.io
Telefon: +41 44 552 44 64

*Launch price 2027: EUR 1,995 instead of EUR 2,495

online trade fair marketing

packages in detail

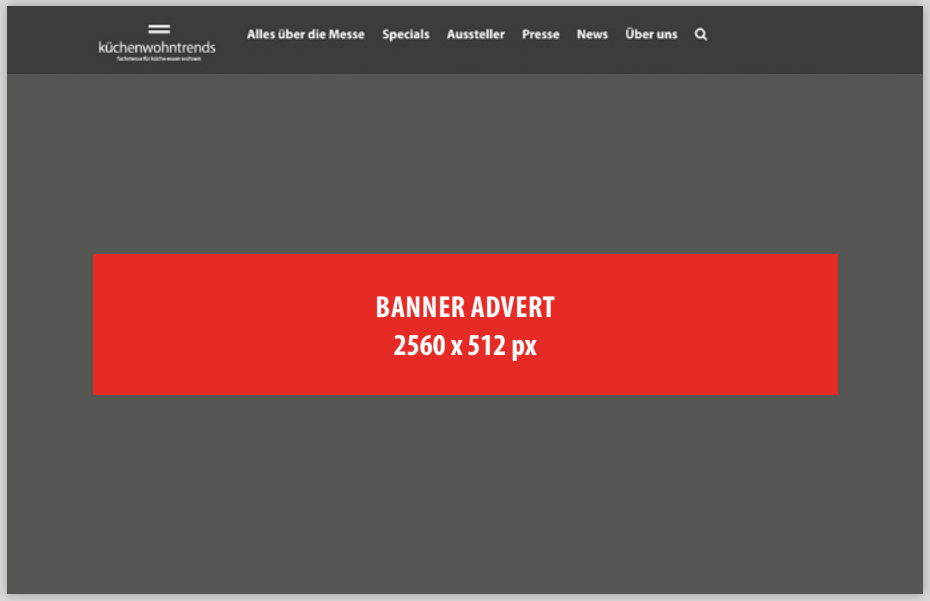
	Basic entry	Basic	Extended	Premium (limited)
Investment	**already paid***	**EUR 495**	**EUR 1,195**	**EUR 1,995****
Goal	Basic needs	Presence & Visibility	Reach & Lead generation	Celebrities & Opinion Leaders
Content and reach in the run-up to the trade fair				
Articles and events	2	4	6	8
Advertisements on topic pages, recommendations, search, programme, distribution via email updates	✓	✓	✓	✓
Featuring posts on the homepage	–	–	✓	✓
Profile, branding and visibility				
Profile with logo and lead generation, follow profile	✓	✓	✓	✓
Premium profile with hero image, premium preview tile	–	–	✓	✓
Logo ticker on the homepage, logo on the online venue map	–	✓	✓	✓
Top of the list in the exhibitor directory	–	–	✓	high level
The profile is suggested for following during registration	–	–	–	✓
Lead generation · Success after the trade fair				
Online presence in the run-up to the next trade fair, analytics	✓	✓	✓	✓
Advanced Lead Insights	–	–	✓	✓
Monitoring of a content channel for 12 months + 6 posts, featured content and email campaigns following the trade fair	–	–	–	✓

* By registering for a stand, you have already paid the marketing fee – the basic listing is included in this. Booking: AMS, order form, stand registration, email or directly via Conteo Publisher.

**Launch price 2027: EUR 1,995 instead of EUR 2,495

online trade fair marketing

additional content · banner advert



example illustration

Additional content (post or event)

For exhibitors who have used up their package allowance. The content is displayed via theme pages, search, recommendations and email updates.

Banner advert on the website

Exclusive banner placement on the platform's home page – replacing the previous slider banner.

Investment

Additional content	**EUR 200**
Banner advert	**EUR 1,500**

Availability

Additional content: unlimited
Banner advert: 5x available

Data Specification

· Format: W 2.560 x H 512 px
· File format: JPG, PNG, GIF

Booking

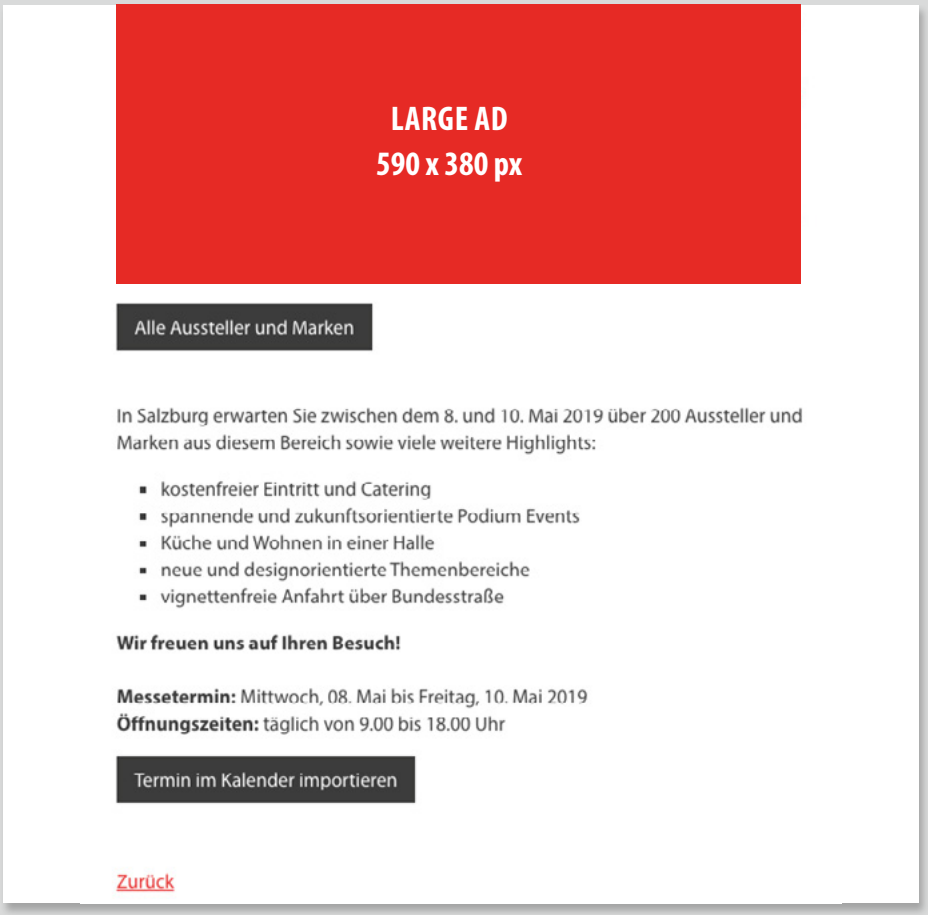
via AMS, the order form, email or directly in Conteo Publisher (for additional content only)

Contact

Conteo AG
servicedesk@conteo.io
Telefon: +41 44 552 44 64

Online advertising media

trade visitor newsletter – header image



example illustration

Header image newsletter
AD 590 x 380 px

Before and during the küchenwohntrends trade fair, newsletters will be sent to approximately 12,000 trade visitors. Within these newsletters, you will have the opportunity to feature a header image with a high-quality product photo.

Investment

Per mailing **EUR 995**

Book by 5 February 2027

4x available

Data specification

· Resolution: 150 dpi
· Format: W 590 x H 380 px

Data delivery

Please send data or download link **one week before dispatch** by email to: **Nicole Dylong, dylong@trendfairs.de**

Online advertising media

individual, personalised special newsletter



example illustration

Individual, personalised special newsletter

Four bespoke, personalised newsletters will be sent to potential trade visitors ahead of the trade fair. These will feature your own text and images.

You will reach both your existing and new customers, enabling you to inform them about your products and services ahead of the trade fair and, of course, draw their attention to your stand.

Your company will receive additional attention at your stand at the küchenwohntrends trade fair, thereby boosting your success at the event in the long term.

Investment

Per newsletter **EUR 1,495**
Inclusive programming

Book by 5 February 2027

4x available

Data specification

Customised texts and images, in German and English

Data delivery

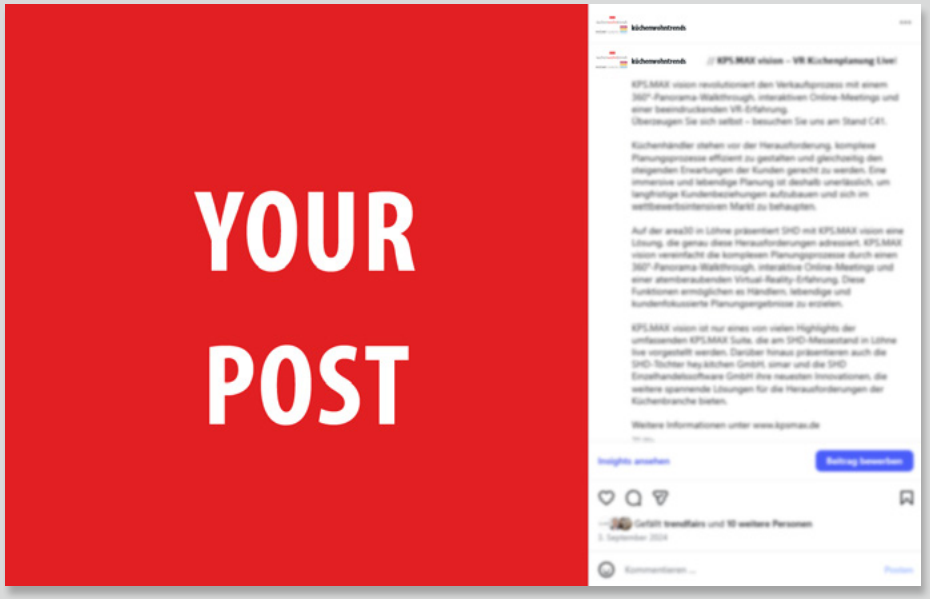
Please send data or download link **one week before dispatch** by email to:
Nicole Dylong, dylong@trendfairs.de

Online advertising media

news post

küchenwohntrends möbel austria kochen wohnen schlafen

Advertising credit redeemable



example illustration

News post on küchenwohntrends Social media channels

Take advantage of the high traffic on our social media channels (Facebook, Instagram & LinkedIn) and generate impressions for your bespoke news posts.

Simply provide us with the text and an image, and we'll post it for you, leveraging the trade fair's reach.

Investment

Per post **EUR 395**

Data specification

- Your news article: headline, short teaser (max. 255 characters), news text
- Digital photo motif as JPG, GIF or PNG with max. 1 MB / 1024 x 1024 pixels
- YouTube film address

Data delivery

Please send data or download link by e-mail **at least 7 days before publication** to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

leitmotif advertisements, online banners





example illustration

Leitmotif advertisements, online banners

Your high-quality product photo will become the 2027 theme for *küchenwohntrends & möbel austria* in advertisements and online banners.

Your image will be promoted exclusively and will be given a unique selling point. It will appear in advertisements in specialist magazines in the D-A-CH region, both in print and online.

The Leitmotif emphasises the uniqueness of your product, increases your reach and can only be booked once.

Early booking is recommended, as the Leitmotif will be visible with immediate effect.

Investment

EUR 3,950

Book by 5 February 2027

1x available

Data specification

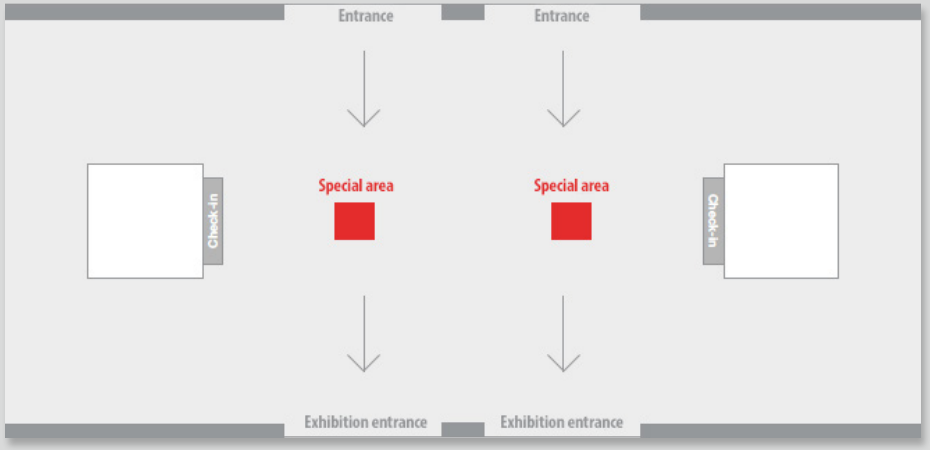
- Digital photo motif (pure product photo without logo & text)
- Format: 210 x 148 mm (+ 3 mm bleed), can be reduced in size and used in portrait and landscape format
- Resolution: 300 dpi
- Pure product photo, no logos or text elements

Data delivery

Please send data or download link **as soon as possible** by email to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

dedicated area at check-in



example illustration

Dedicated area at check-in

In the check-in area at küchenwohntrends and möbel austria, you will have the opportunity to display selected individual exhibits to your visitors in a 1.5 x 1.5 m space.

Investment

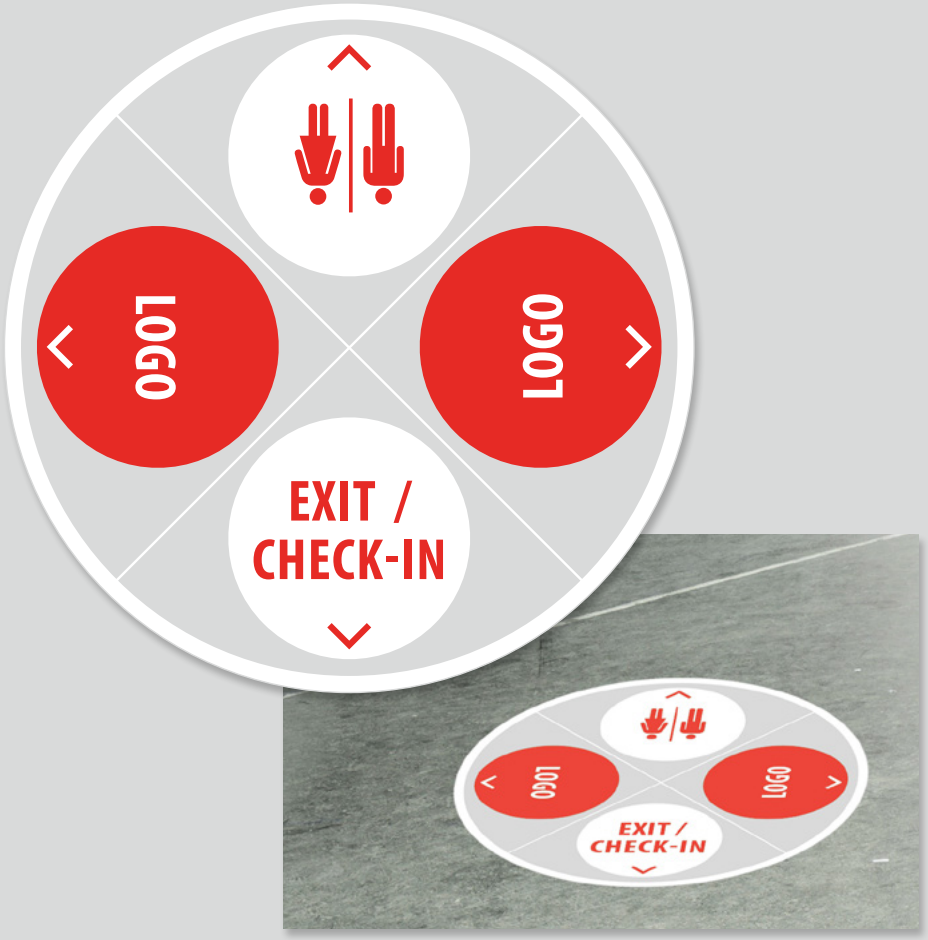
Per advertising space **EUR 1,950**

Book by 5 February 2027

2x available

Advertising media special

logo on floor graphics



example illustration

Logo on floor graphics

At küchenwohntrends, you have the opportunity to use floor graphics as an advertising space for your logo. Floor stickers are used to provide visitors with important directional signage and to convey your advertising message.

The stickers are positioned on the carpet at key intersections within the hall. Benefit from even greater visibility for your company at all key junctions.

You'll achieve maximum visibility for your advertising message.

Investment

Per Logo **EUR 600**
Including production, assembly, disassembly for 3 days

Book by 5 February 2027

8x available

Data specification

- Floorgraphic format: W 200 x H 200 cm
- Format of your logo: approx. W 35 x H 35 cm
- Digital logo as vector graphic, 4c, negative and black & white

Data delivery

Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

film presentation catering

küchenwohntrends möbel austria kochen wohnen schlafen

Advertising credit redeemable



example illustration

TV film presentation

Showcase your corporate and/or product video on four 65-inch screens in prominent locations within the halls or across the exhibition grounds.

Your video will be shown on a continuous loop over the three days of the exhibition.

We recommend short videos lasting between 60 and 90 seconds.

You will achieve maximum visibility for your advertising message.

Investment

Per film presentation **EUR 645**
For the entire three days of the trade fair

Book by 5 February 2027

6x available

Data specification

Full HD, max. 3 min.

Data delivery

Please send the film via download link by **5 February 2027** by email to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

sponsor for podium events



example illustration

fully booked

Sponsor for podium events

Over the course of three days, around six high-profile panel discussions will take place on the küchenwohntrends stage. Become a sponsor of these panel discussions and gain high-profile visibility among the approximately 6,800 trade visitors. In addition, the panel discussions will be promoted across all of the küchenwohntrends' advertising channels [illegible] your company name and/or logo.

Your company name or logo will be communicated:

- on the küchenwohntrends website under the 'Podium Events' menu item
- in special newsletters about the Podium Events
- in all printed materials relating to the Podium Events, including the trade fair magazine, smart card and banners next to the stage

Investment

EUR 2,995

Booking by 5 February 2027

1x available

Data specification

- Company logo as vector graphic
- Four-colour, negative and black & white

Data delivery

Please send data or download link by **5 February 2027** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

smart card for trade visitors



example illustration

Smart card for trade visitors

Every visitor to küchenwohntrends receives a trade fair magazine upon entering the halls. They will also receive this A5-sized smart card featuring your logo and a brief description.

3-panel back page: The back page features the panel discussions. Why not surprise your visitors with something truly special?

3,500 copies, four-colour print

Investment

Per field **EUR 495**

Book by 5 February 2027

3x available

Data specification

· Print-ready artwork
· Resolution: 300 dpi
· Format: 3-panel, reverse side
W 128 x H 54 mm

Data delivery

Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

presentation


example illustration

Presentation

Take advantage of the trade fair platform to deliver an engaging and inspiring presentation to visitors at küchenwohntrends and möbel austria.

Use this opportunity to boost your brand image and attract new customers. You may present your talk (max. 20 mins) one to three times. The talk may only be presented once per day of the fair. This way, you can reach an even wider audience.

Investment

- **1x presentation** **EUR 495**
- **2x presentation** **EUR 695**
- **3x presentation** **EUR 895**

Book by 5 February 2027

6x available

Please submit your application, including a brief description of the presentation topic and the speaker.

Advertising media special
‘flying box’

küchenwohntrends möbel austria kochen wohnen schlafen



example illustration

‘Flying Box’

At küchenwohntrends/möbel austria, we are offering you a special form of advertising: the ‘Flying Box’ hovers prominently above the intersections of the exhibition hall’s aisles and features advertising space that can be printed on all four sides.

The boxes are booked in sets of four.

Each side can be printed with a different design.

Investment

In groups of four **EUR 4,995**

Book by 5 February 2027

4x available

Data specification

Dimensions per advertising space:
W 800 x H 2,000 mm

Data delivery

Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

outdoor lightbox banners



example illustration

Outdoor banner, illuminated

There are two illuminated advertising spaces available directly in front of Exhibition Hall 10. These lightboxes can be fitted with an advertising banner on both sides.

Investment

Per advertising space **EUR 895**

Book by 5 February 2027

4x available

Data specification

Dimensions per advertising space:
W 1.080 x H 1.920 px
File formats: JPEG, PNG, PDF, MP4 (ohne Ton)

Data delivery

Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

küchenwohntrends möbel austria kochen wohnen schlafen

Advertising media special

advertising on barriers at the trade fair entrance



example illustration

Barrier advertising,
optional with 3D elements

Access to the exhibition grounds is controlled by barriers.

These barriers can be individually wrapped with a promotional design. A 3D appliqué can also be added as an option.

Investment

· 3 pieces	EUR 1,195
· 6 pieces	EUR 2,295
· 9 pieces	EUR 2,795
Optional: 3D application	EUR 195 / pcs

Book by 5 February 2027

9 available
(6 towards the motorway and 3 towards the city centre)

Data specification

· Cover over barrier post:
W 220 x H 11.5 cm
· printable PDF (scale 1:10, min. 300 dpi)

Data delivery

Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

If you have any questions, please just give us a call or send us an email.: Nicole Dylong, phone +49 89 244 193 205, dylong@trendfairs.de

Advertising media special

floor covering (exterior)



example illustration

Floor covering (exterior)

You can display your advertising message on a floor sticker in front of the entrance to Hall 10.

Your company, product or service will be seen by virtually every trade visitor to küchenwohntrends & möbel austria.

Investment

· Position 1	EUR 1,995
· Position 2	EUR 1,995

Book by 5 February 2027

2x available

Data specification

· W 200 x H 200 cm
· print-ready PDF (scale 1:10, images with a minimum resolution of 750 dpi)

Data delivery

Please send data or download link by **5 February 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

VIMA event scanner app – lead scanner in real time



example illustration

VIMA event scanner app

You will receive qualified leads from visitors to your stand.

The lead scanner records:

· Contact details of the trade fair visitor (company, name, address, e-mail)
· Number of visitors with date and time
· Assignment to own staff

The advantages are obvious:

Easy to use, straightforward evaluation of your trade fair contacts, personal customer contact on site and afterwards.

Contact your leads immediately after the conversation and significantly increase your trade fair success.

Investment

EUR 345

Book by 5 February 2027

More information to the lead scanner:

more information ›

visitor-lanyard-branding



example illustration

Visitor-lanyard-branding

Showcase your company on the official küchenwohntrends visitor lanyard and benefit from an eye-catching advertising space with a wide reach.

New for 2027: Upon entry, every visitor to the trade fair will receive a personalised visitor badge, complete with a lanyard, which must be worn throughout their visit to the fair. This ensures that **your brand is constantly in full view of visitors, exhibitors and industry decision-makers**, both on site and afterwards in the photos taken at the trade fair.

Your logo will be displayed alongside a maximum of five other sponsors.
Multiple bookings are possible – but only with different brands.
Valid for bookings of 2 or more

Orders will be allocated from 20 December 2026. The arrangement of the logos and the design are the responsibility of trendfairs.

Investment

Per logo / brand **EUR 995**

Booking until 20 December 2026

6x available

Data Specification

Size: 20 x 900 mm,
printed on both sides; digital logo as a vector file, 4-colour,
negative and black and white

Data delivery

Please send the data or download link **by 20 December 2026 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

video / photo shoot at exhibition stand & trailer production


example illustration

Video / photo shoot at exhibition stand & trailer production

A trade fair trailer is an excellent way to showcase your company as a highlight of the event. Following a brief on-site briefing, a seasoned team of photographers and videographers will produce high-quality 4K footage of your stand and selected product highlights.

Optionally, short statements can also be recorded to present key highlights. In addition to video footage, photographs can also be taken on request.

During post-production, we select the best shots and create your bespoke trade fair trailer for a pre-defined target format (e.g. YouTube landscape format, Instagram Reel or Story portrait format).

Investment

Individual and flexible booking options **ab EUR 1,500**
depending on the respective effort

Services

www.messeshooting.medienpilot.de
more information ›

Contact

messeshooting@medienpilot.de

Advertising media special

photo shoot at exhibition stand (outside exhibition hours)





example illustration

Photo shoot at exhibition stand

We will take professional photographs of your exhibition stand. The photo shoot will take place outside of exhibition opening hours, in the morning or evening.

Investment

Individual and flexible booking options **from EUR 500**

depending on the respective effort

Services

www.messeshooting.medienpilot.de

more information ›

Contact

messeshooting@medienpilot.de

Advertising media booking

book your advertising media conveniently via your exhibitor management system (AMS)

The following link will take you directly to the AMS login page, where you can make your booking:
https://aussteller.trendfairs.de/#/s/login

QR code for AMS

Stornierungsklausel
Cancellations of advertising space that has already been booked must be made in writing. For printed materials, free cancellation is possible
up to the relevant printing deadline as communicated. Once this deadline has passed, cancellation is no longer possible and the full agreed price will be charged.

For all other advertising media (e.g. digital advertising space, special services), cancellation fees may apply depending on the work already carried out. These will be calculated on a case-by-case basis, taking into account the costs incurred and work performed up to the time of cancellation.

The organiser reserves the right to charge in full for services that have already been started or completed.

Advertising media booking

please send your booking(s) by e-mail to dylong@trendfairs.de

Advertising packages

☐	**Package „the only one“**	EUR 5,700	page 5
☐	including the Premium Online Trade Fair Marketing Package	EUR 7,695	
☐	**Package „powered by“**	EUR 3,995	page 6
☐	including the Premium Online Trade Fair Marketing Package	EUR 5,990	
☐	**Package „be visible“**	EUR 2,700	page 7
☐	including the Extended Online Trade Fair Marketing Package	EUR 3,895	
☐	**Package „smart and individual“**	EUR 1,500	page 8
☐	including the Basic Online Trade Fair Marketing Package	EUR 1,995	

Print advertising media

☐	Photo on the front cover of the trade fair magazine	EUR 695	page 9
☐	Advertisement cover page U2 / U3 / U4	EUR 1,190	page 10
☐	Advertisement 1/1 page	EUR 895	page 11
☐	Advertisement 2/1 page	EUR 1,295	
☐	Editorial contribution to trade fair magazine	EUR 1,295	page 12

*Advertisement U3: As U3 is occupied by the hall plan due to the fold-out, the **left-hand page of U3** is available as advertising space.

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature

Advertising media booking

please send your booking(s) by e-mail to dylong@trendfairs.de

Online advertising media

☐	Premium package	EUR 1,995*	page 13
☐	Extended package	EUR 1,195	page 13
☐	Basic package	EUR 495	page 13
☐	Additional content	EUR 200	page 15
☐	Banner advert (limited)	EUR 1,500	page 15
☐	Trade visitor newsletter – header image	EUR 995	page 16
☐	Individual, personalised special newsletter	EUR 1,495	page 17
☐	News post	EUR 395	page 18

*Launch price 2027: EUR 1,995 instead of EUR 2,495

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature

Advertising media booking

please send your booking(s) by e-mail to dylong@trendfairs.de

Advertising media special

☐	Leitmotif advertisements, online banners	EUR 3,950	page 19
☐	Dedicated area at check-in	EUR 1,950	page 20
☐	Logo on floor graphics	EUR 600	page 21
☐	Film presentation catering	EUR 645	page 22
☐	Smart card for trade visitors	EUR 495	page 24
☐	1x Presentation	EUR 495	page 25
☐	2x Presentation	EUR 695	
☐	3x Presentation	EUR 895	
☐	'Flying Box' in groups of four	EUR 4,995	page 26

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature

Advertising media booking

please send your booking(s) by e-mail to dylong@trendfairs.de

Advertising media special

☐	Outdoor lightbox banners	EUR	895	page 27
☐	Advertising on barriers at the trade fair entrance			page 28
☐	3 pieces	EUR	1,195	
☐	6 pieces	EUR	2,295	
☐	9 pieces	EUR	2,795	
☐	3D Application	EUR	195 / pcs	
☐	Floor covering (exterior)	EUR	1,995	page 29
☐	VIMA Event Scanner App – lead scanner in real time	EUR	345	page 30

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature

Advertising media booking

please send your booking(s) by e-mail to dylong@trendfairs.de

Advertising media special

☐ Lanyards, 1 Logo / Brand	EUR	995
☐ Lanyards, 2 Logos / Brands	EUR	1,990
☐ Lanyards, 3 Logos / Brands	EUR	2,985
☐ Lanyards, 4 Logos / Brands	EUR	3,980
☐ Lanyards, 5 Logos / Brands	EUR	4,975
☐ Lanyards, 6 Logos / Brands	EUR	5,970

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature