

**18. - 21.04.2007**  
SALZBURG TRADE FAIR CENTRE



**THE BWS JUBILEE PROMISES:**  
**A GREAT PLUS** of innovatives, highlights & events

TIMBER TREATMENT AND  
PROCESSING CARPEN-  
TRY, WOODWORKING  
AND FINISHING NEEDS



IRONWARE  
TOOLS  
DIY-NEEDS  
LOCKS & FITTINGS



## 30TH BWS – A GOOD SIGN

Since the **successful start in 1975**, the BWS has maintained its good name for craftsmanship and trade as a **centre of innovation**. Since then it is the national, and to an increasing degree, also the interregional platform for the timber-treatment and processing industry and the ironware trade.

It is the **representative market compass** and offers solution-orientated perspectives for the specialist visitors from Austria and the neighbouring EU countries.

The BWS recently attracted over **370 exhibitors** from at home and abroad and more than **18,400 specialist visitors**. Salzburg, as the top specialist trade-fair centre, offers the best prerequisites with its central location.

Clearly arranged exhibition spheres, additional impulses through a first-class lecture programme with motivational themes and special presentations offer the specialist visitor real added value.

## WE ALLOW THE DATA TO SPEAK...

### Function of the specialist visitors

Self-employed/Business management	40 %
Production	22 %
Sales	12 %
Purchase	7 %
Training and further education	8 %

### Visitor evaluation in respect of:

Branch representative	90 %
Makes the right offer for our enterprise	86 %
Offers a top specialised programme	84 %
Advantages over other communication channels	82 %
Very important for our company	79 %

### Trade-fair visits area:

Regular	54 %
Occasional	24 %
For the first time	22 %

### Enterprise size:

1 – 5 personnel	40 %
6 – 9 personnel	12 %
10 – 49 personnel	21 %
50 personnel and more	27 %

### Decision competence:

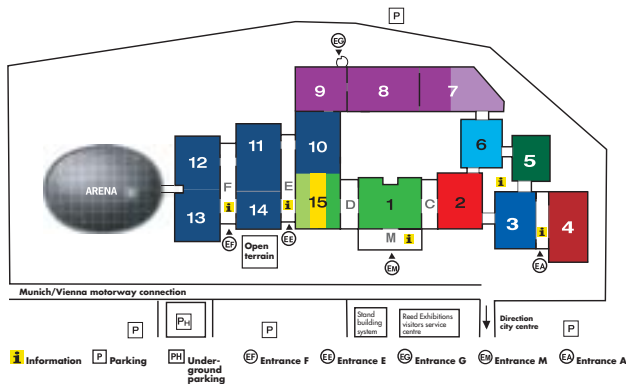
Decisive/Co-responsible	66 %
Advisory	21 %



## THE SPECIALIST VISITORS FROM A-Z

- Architects
- Master builders
- DIY stores and building-supply specialist trade
- Fittings and specialist locksmith trade
- DIY markets
- Ironmongers
- Wholesale paint and varnish dealers
- Window- and door manufacturers
- Forestry industry
- Timber-treatment and processing firms
- Metalwork and processing firms
- Furniture manufacturers
- Planning offices
- Sawmills
- Locksmiths
- Locksmith service
- Security technology entereses
- Carpentry and specialist carpentry trade
- Carpentry workshops

## THE SPECIALIST FIELDS



## COMMUNICATION MEASURES THAT INTERACT

- + Multistage direct mailings to all relevant target groups
- + Effective advertising in the nationally and internationally relevant specialist press
- + Targeted PR campaigns in the relevant specialist and business media
- + Specialised and service information to all aspects of the trade fair in the Internet at [www.bwsmesse.at](http://www.bwsmesse.at)
- + Targeted banner advertising in specialist-specific Internet portals
- + Advertising cooperation with specialist associations
- + Representation abroad in the eastern EU countries to address international visitors on the spot (gratis tickets, Internet portal in the language of the country, PR campaigns, advertising insertions, organisation of coach trips, multistage direct mailing and e-mail campaigns, contact with to the foreign-trade offices of the Austrian Chamber of Trade)
- + Multistage e-mail to BWS visitors

## SOLID REASONS ...

... for exhibitors to be present when the BWS opens its doors to visitors from home and abroad at the Salzburg Trade-Fair Centre from 18 to 21 April:

- + The BWS is a place of encounter with the most important and right contact persons for you.
- + As a comprehensive product- and services show, the BWS is the specialist trade fair with a leading function in the trade for Austria and the neighbouring EU countries.
- + Despite all competence and innovative strength, the BWS is nevertheless solution-orientated, compact and clearly arranged.
- + The BWS has an optimum catchment area at the centre of the expanded EU.

## TRADE-FAIR DATA + CONTACT

### TRADE-FAIR DATES:

Wednesday 18 to Saturday 21 April 2007

### TRADE-FAIR LOCATION:

Salzburg Trade-Fair Centre

### TRADE-FAIR OPENING TIMES:

Wednesday to Friday from 9am to 6pm, Saturday from 9am to 5pm

### TRADE-FAIR OPERATOR:

Reed Exhibitions Messe Salzburg, Am Messezentrum 6, 5021 Salzburg, Austria

### TRADE-FAIR MANAGEMENT:

Ing. Andreas Wetzer

### TRADE-FAIR COORDINATION:

Daniela Brajkovic, Manuela Ablinger

### TRADE-FAIR CONTACT:

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