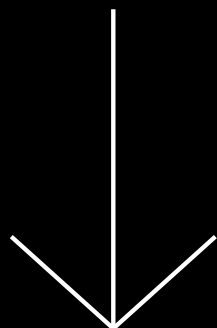


# EXHIBITOR INFORMATION



08.-11.NOV

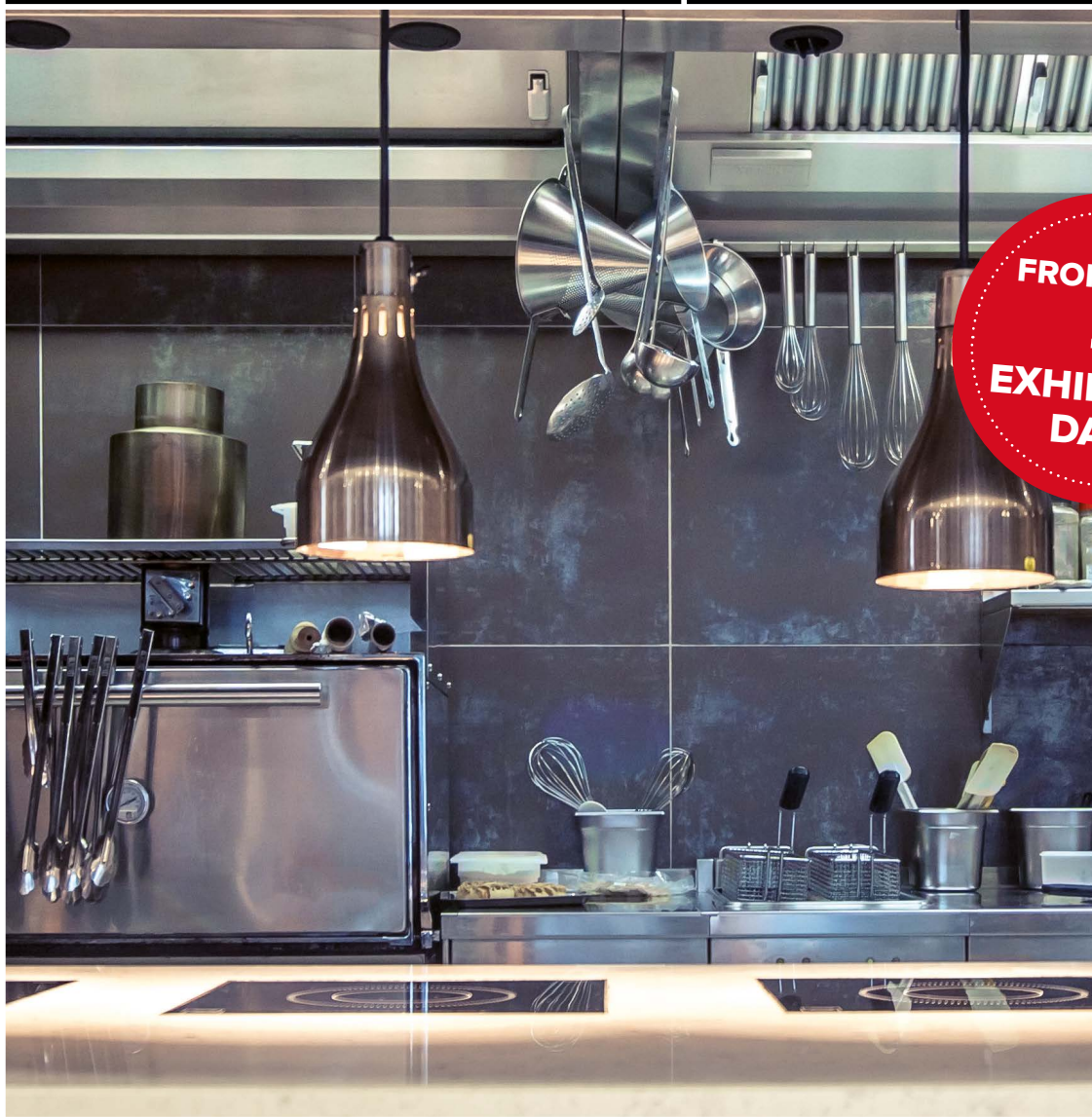
MESSEZENTRUM SALZBURG

2025

GASTMESSE.AT

ALLES FÜR DEN

GAST



FROM 2025:  
**4**  
EXHIBITION  
DAYS

THE TRENDSETTING  
TRADE FAIR.

55<sup>TH</sup> INTERNATIONAL  
TRADE FAIR FOR  
THE ENTIRE GASTRONOMY  
AND HOTEL INDUSTRY

MESSE  
ZENTRUM  
SALZBURG

#### OPENING HOURS

Saturday - Monday

Tuesday

Getränkewelt Hall 4

9am - 6pm

9am - 5pm

daily from 11am (Subject to change)

# COMPANY AND CONTACT DETAILS FOR OFFERS

GENERAL COMPANY DETAILS		
<input type="checkbox"/> Exhibitor		
<input type="checkbox"/> Co-exhibitor with:		
Company register no.	VAT ID no.	
Company name according to company register		
First name/surname: Contact person		
Street/PO box		
Country/Postcode/Town or city		
Company phone no.	Company fax no.	Contact person: mobile phone no.
Internet address		
Company e-mail address		
Contact person: E-mail address *		
Executive management		

\* Please note, this e-mail address will be used for all information regarding your Exhibitor dashboard/online exhibitor profile.

CORRESPONDENCE ADDRESS		
Company name according to company register		
First name/surname: Contact person		
Street/PO box		
Country/Postcode/Town or city		
Company phone no.	Company fax no.	Contact person: mobile phone no.
Contact person: E-mail address *		

INVOICE ADDRESS (IF DIFFERENT)		
VAT ID no.		
Company name according to company register		
Street/PO box		
Country/Postcode/City		

BOOTH DETAILS (PRICES ON THE FOLLOWING PAGE)	
<input type="checkbox"/>	Booth location same as at previous show (2024)
<input type="checkbox"/>	New booth location please. Hall: _____ Type: <input type="checkbox"/> Row <input type="checkbox"/> Corner <input type="checkbox"/> End <input type="checkbox"/> Island Dimensions: _____ sqm = _____ m x _____ m
<input type="checkbox"/>	Co-exhibitor: We wish to include the following co-exhibitor. _____ <small>Company name according to company register.</small>
<input type="checkbox"/>	Please send an offer for a 2-level booth. We require information and a non-binding offer for the option of a booth with a built-on upper level.

**Please note that submitting this data does not automatically constitute a stand registration. The first step in returning this document is to express your interest. The next step is to make contact and discuss the next steps together.**

**Attention: Booth area without boundary walls!**

All prices are exclusive of VAT, legal fees, registration and internet fees, electricity consumption, taxes and duties.

The General Terms and Conditions (GTC) and the House Rules are recognised in full upon submission of the registration form. Deletions, additions and amendments to the registration form and in the GTC are invalid. Premature dismantling during the event is not permitted under penalty of a contractual penalty. The place of jurisdiction for all disputes of whatever nature between Messezentrum Salzburg GmbH and the exhibitor is the competent court for the city of Salzburg. Austrian law shall apply. The General Terms and Conditions and the House Rules are available for download at [www.mzs.at/de/agb/](http://www.mzs.at/de/agb/) and will be sent to you on request. If you no longer wish to receive this exhibitor information on 'Alles für den Gast' in future, you can revoke the use of your contact details for this purpose in writing at any time.

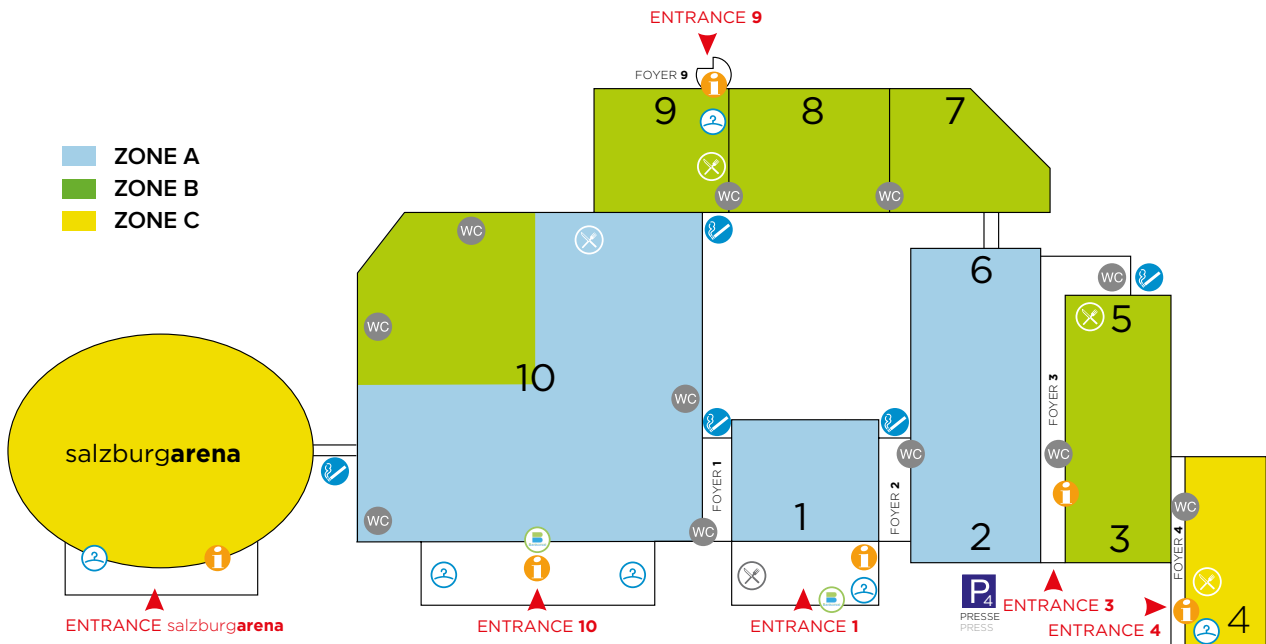
Revoke the use of your contact details in writing at any time: [datenschutz@mzs.at](mailto:datenschutz@mzs.at) Our general data protection declaration and further information on the subject of data protection can be found at any time on our website: [www.mzs.at/de/datenschutz/](http://www.mzs.at/de/datenschutz/)

Subject to changes, content, printing and typesetting errors.

# PRICES & SPACE RENTAL

SPACE RENTAL FEES	ZONE A Price per sqm (net)	ZONE B Price per sqm (net)	ZONE C Price per sqm (net)
Row booth	€ 208.00	€ 201.00	€ 194.00
Corner booth	€ 229.00	€ 221.00	€ 213.00
End booth	€ 240.00	€ 233.00	€ 226.00
Island booth	€ 247.00	€ 237.00	€ 230.00

The space rental fee is stated as the net price per sqm. Taxes and duties are calculated accordingly, and payable at the respective statutory rate. The price as stated does not include the standard marketing and service fee, electricity consumption, taxes and duties.



**2-LEVEL BOOTHS:** The option of a 2-level booth is available for an extra charge of € 49.00 per sqm.

**STANDARD MARKETING AND SERVICE FEE (OBLIGATORY) € 765.00**      **CO-EXHIBITOR FEE € 345.00**  
 Plus standard marketing and service fee

The marketing and service fee is already included on registration and encompasses:

- Registration fee
- Quota of exhibitor passes and exhibitor parking access cards (quota according to booth size)
- Inclusion of – and access to – your company profile in the online exhibitor catalogue
- Exhibitor dashboard
- Lead Scanning App

# ONLINE EXHIBITOR CATALOGUE – EXHIBITOR-DASHBOARD

## ONLINE COMPANY PROFILE

The online exhibitor catalogue on the trade fair website is the number one source of information for visitors preparing for the trade fair, and often forms the basis for deciding whether or not to visit your booth. Fill your company profile with information you consider important to convince potential customers of your company's benefits. The more information and details an online company profile contains, the more attractive it will be.

The **Bronze Package** is already **included** when exhibitors **register for the fair. UPGRADE:** For more visibility in the online exhibitor catalogue, we offer two upgrade options: The **Silver Package** and the **Gold Package**. For more information and details: [www.gastmesse.at/de/fuer-aussteller/digitale-produkte/](http://www.gastmesse.at/de/fuer-aussteller/digitale-produkte/)

## STANDARD MARKETING & FLAT SERVICE FEE

The marketing and service fee is already included when you register and encompasses:

- Registration fee
- Quota of exhibitor passes and exhibitor parking access cards (quota according to booth size)
- Inclusion of – and access to – your company profile in the online exhibitor catalogue
- **Exhibitor dashboard**  
(More details and information on page 5)
- **Lead-scanning app**  
(More details and information on page 5)

## BENEFITS

- + Visible showcase of your company, brand(s) & products
- + Trade fair visitors are more aware of your goods/services as they prepare to visit the show
- + Better search engine visibility (Google; search engine marketing: backlinks, content reach, ...)
- + Customer and product-specific information to win over potential customers

## BRONZE PACKAGE

Basic entry in the online exhibitor catalogue

The system provides the following details in advance:

- » Company name
- » Hall/booth number

*Included when you register for the fair!*

Enhance your profile and stand out from the crowd by adding more detail!

- » Logo and Header image
- » Company description
- » Brands you are presenting
- » Link to your company website and link-up to your social media channels
- » Productcategories
- » Gallery of products and services
- » Upload documents (PDF format), such as product catalogues, price sheets, image folders, event schedules etc.

## SILVER PACKAGE

Upgrade in the online exhibitor catalogue

- » Colour highlights
- » Contact icons
- » Maximum visibility for your company description

**UPGRADE**

**€ 480.00**

## GOLD PACKAGE

Limited no. of upgrades in the online exhibitor catalogue

- » **Silver Package** (see above)
- » Feature sponsorship of a product category at the top of the exhibitor, include „Premium“ label
- » Feature on the 'Homepage Carousel'
- » **Limited!** Only 10 packages available

**UPGRADE**

**€ 1,700.00**

# DIGITAL ADVERTISING

## EXHIBITOR-DASHBOARD

The exhibitor dashboard on the trade fair website is your central access portal to our versatile functions:

- Management of your exhibitor profile
- Ordering TAN codes for your exhibitor passes
- Information on car park tickets
- Access to the lead scanning app

**INCLUDED IN THE MARKETING AND SERVICE PACKAGE**



## LEAD SCANNING APP

Collect, manage and analyse trade fair contacts efficiently with our lead scanning app. Your team can use smartphones as a practical lead management tool – online and and offline.

- Instant view of scanned leads
- Add notes and ratings
- Download a full lead report

**INCLUDED IN THE MARKETING AND SERVICE PACKAGE**

## SOCIAL MEDIA PACKAGE

Reach your target group via the social media channels of the host trade fair (Facebook, Instagram, LinkedIn and/or TikTok). With our reach and expertise, we bring your message to the right screens in a targeted manner.

- Strategy discussion on platform selection and content creation
- Publication of your message on Facebook, Instagram, LinkedIn and/or TikTok\*
- Direct forwarding to your target page

\*The content will be adapted in consultation if necessary.

**€ 500.00**

## AUDIENCE PACKAGE

Your content - our reach.

With the Audience Package, you can present new products, promotions or company news to a broad target group via our platforms\*

- Publication as top news on the trade fair website
- One-off display on selected social media channels
- One-time payout in the newsletter of the guest trade fair

\*The content will be adapted in consultation if necessary.

**€ 1,600.00**

## LEADERBOARD BANNER

Increase your presence on our website with prominent banner placements.



### PRICES & PLACEMENTS

- |                                 |            |
|---------------------------------|------------|
| • Exhibitor directory           | € 1,500.00 |
| • Homepage                      | € 1,200.00 |
| • News, highlights or programme | € 850.00   |
| • Subpages                      | € 500.00   |

### YOUR ADVANTAGES

- High visibility on highly frequented pages
- Optimised for desktop and mobile devices
- Duration: 4 weeks before and 2 weeks after the trade fair

Format: desktop 1005 x 124 px, mobile 768 x 639 px ( jpeg/png), limited partner rotation, customised link

## NEWSLETTER BANNER

Your message directly into the inbox of a industry-specific target group:



### OPTIONS AND PRICES

- |  |                   |
|--|-------------------|
| • <b>TOP banner</b> – placement in the header of the newsletter header (600 x 90 px) | <b>€ 1,150.00</b> |
| • <b>Super banner</b> – the celebrity (600 x 168 px)                                 | <b>€ 800.00</b>   |
| • <b>Standard banner</b> – the classic (240 x 240 px)                                | <b>€ 600.00</b>   |

### YOUR ADVANTAGES

- Precise targeting
- Maximum reach within the industry
- Flexible design options

Format: jpeg or png, customised link

# ADDITIONAL PRODUCTS, EXHIBITOR PASSES & PARKING ACCESS CARDS



When registering for the fair, exhibitors are allocated a basic quota of free exhibitor passes and exhibitor parking access cards, according to the size of their booths. Do you also need additional exhibitor passes for your team, or because customers you have invited are travelling by car? Order the additional products required to optimise your trade fair presence.

- **Exhibitor pass:** € 37.00 each (not incl. 20% VAT)  
Can be ordered up to fair commencement
- **Exhibitor parking access card\*:** € 36.50 each (not incl. 20% VAT)  
Can be ordered up to **31.10.2025**

Please refer to the adjacent tables to identify the basic quota of exhibitor passes and exhibitor access parking cards you will be allocated – according to booth size.

\*It is also possible to obtain additional exhibitor parking tickets at the Messezentrum Salzburg car park counter (at the multi-storey car park opposite Hall 10) at the same conditions.

## QUOTA EXPLAINER FOR EXHIBITOR PASSES

Up to 19 sqm	3 exhibitor passes
From 20 sqm	4 exhibitor passes
For each additional 10 sqm	1 additional exhibitor pass

## QUOTA EXPLAINER FOR EXHIBITOR PARKING ACCESS CARDS

Up to 32 sqm	2 exhibitor parking tickets**
From 33 sqm	3 exhibitor parking tickets**

\*\*These exhibitor parking permits are valid for the entire duration of the trade fair, including the assembly and dismantling periods.

# INVITATION MANAGEMENT

## TAN CODES FOR CUSTOMER INVITATIONS ADMISSION TICKET VOUCHERS

This ticket\* enables your TOP CUSTOMERS to attend the „Alles für den Gast“ fair free of charge. According to the price scale below, after the fair you will only be charged for the vouchers passed on to customers and actually redeemed. Prices stated do not include VAT.

It's easy to invite customers to the fair, either electronically via a TAN (transaction number) download, or in a printed format.

- **Up to 100 TANs:** € 21.50 each (not incl. 20% VAT)
- **Up to 200 TANs:** € 20.50 each (not incl. 20% VAT)
- **Up to 300 TANs:** € 19.50 each (not incl. 20% VAT)
- **From 301 TANs:** € 18.50 (not incl. 20% VAT)

Please note, the order deadline is **01.08.2025 (subsequently on request and availability)** for **printed** admission ticket vouchers. Digital tickets can be ordered until the fair commences.

\*Redeemed vouchers remain with the organiser and cannot not be handed over to exhibitors. Any notes made by exhibitors on vouchers, such as numbers or other marks, cannot be taken into account when vouchers are processed. Subsequent evaluation of such notes by the issuer is not possible.

## ERMÄSSIGTE EINLADUNGSKARTEN

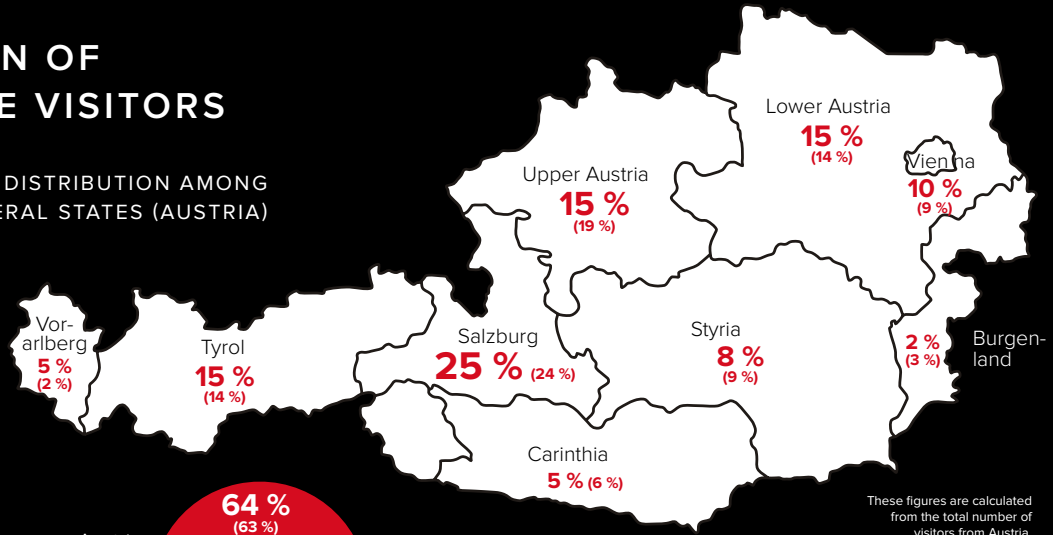
Discount invitation tickets enable customers to gain discount 1-day show admission. The price for for the invitation ticket is a special price of € 32.00 (incl. 20% VAT) for a one-day admission ticket.

Please note, the order deadline is **01.08.2025 (subsequently on request and availability)** for **printed** admission ticket vouchers. Digital tickets can be ordered until the fair commences.

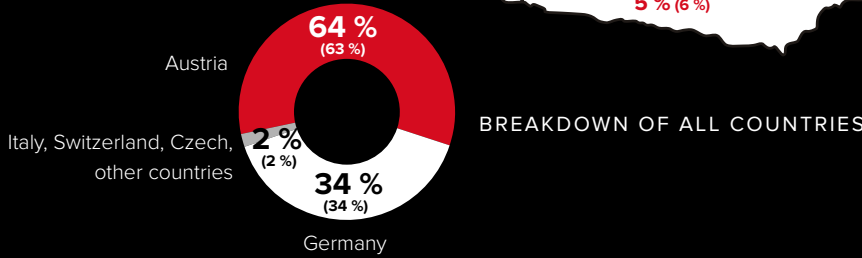


# ORIGIN OF TRADE VISITORS

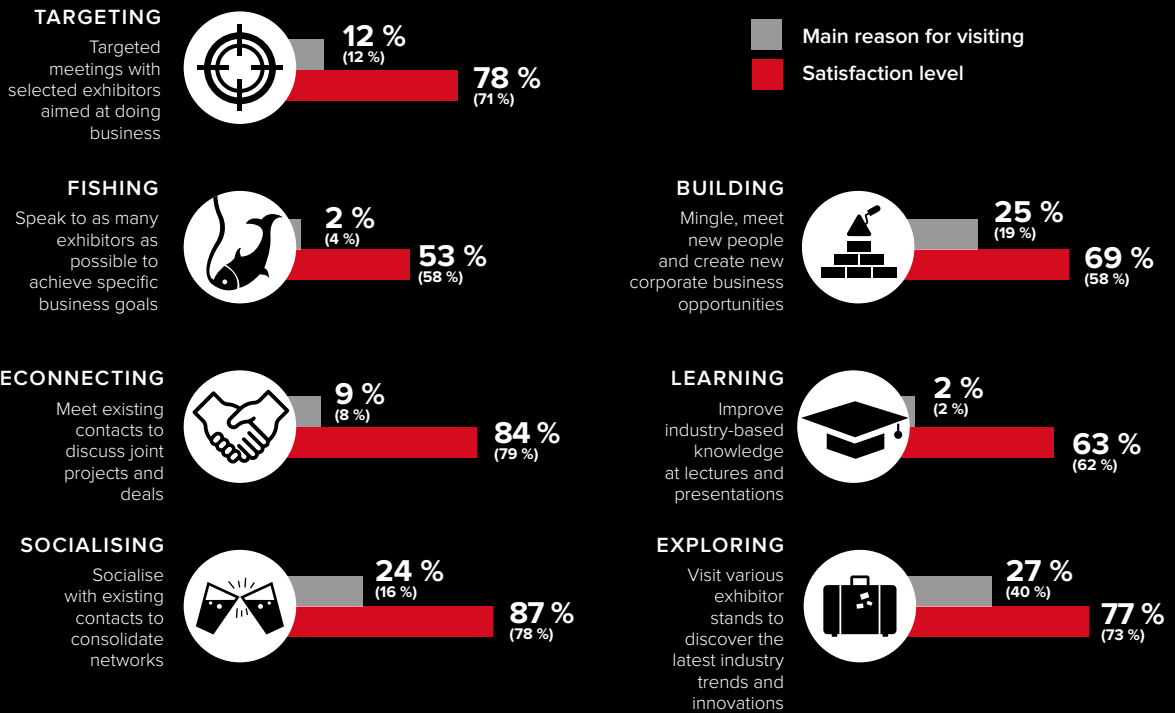
DISTRIBUTION AMONG FEDERAL STATES (AUSTRIA)



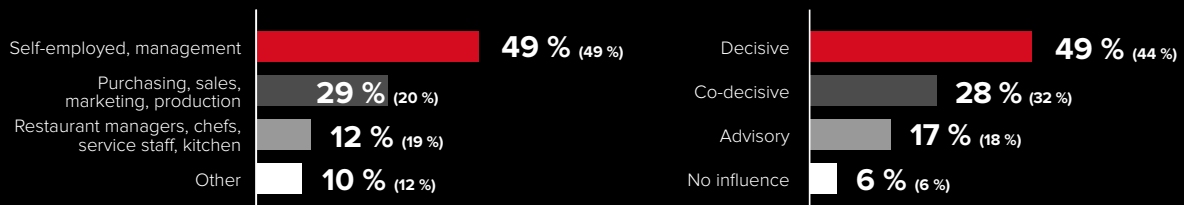
These figures are calculated from the total number of visitors from Austria.



## TRADE VISITOR ATTENDANCE MOTIVES

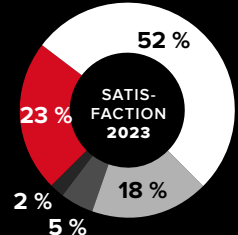
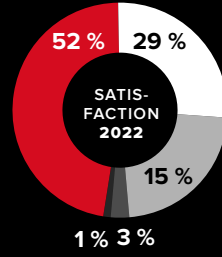
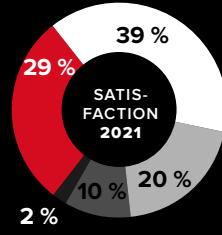
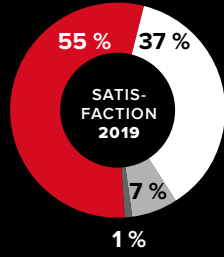
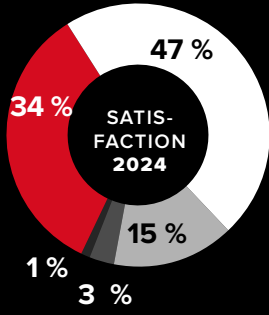


## STRUCTURE & DECISION-MAKING INFLUENCE VISITORS



## SATISFACTION TRADE VISITORS

Source: Market Research 2024



## THEME WORLDS

### BIO WELT

The organic world designed by Biogast and BIO AUSTRIA Biowelt offers a unique opportunity to experience the diversity and innovative strength of the organic sector experience. From organically produced food to organic advice for hotel and catering hotel and catering businesses.

### E-MOBILITY WELT

The rapid development of e-mobility is not only changing the transport sector, but is also having a significant impact on the hotel and catering sector. The newly created 'E-Mobility world' is an important step in preparing the tourism industry to the challenges and opportunities of electromobility opportunities.

### GASTROCIRCLE BÜHNE

Trade visitors enjoy a varied programme of talks, discussions and lectures on current and key industry issues.

### GETRÄNKE WELT

The beverage industry is in the spotlight as around 20 exhibitors from the spirits, wine, beer, non-alcoholic drinks and coffee sectors showcase themselves and their products in the new beverage world. Featuring informative talks, tasting sessions, master classes and lost more!

### STARTUP WELT

More networking, pitching and partying! Every year we especially look forward to celebrating an exciting gathering of start-ups on a large-scale booth area at the 'Alles für den Gast'.

### GROSSKÜCHENTECHNIK KOMPETENZBEREICH

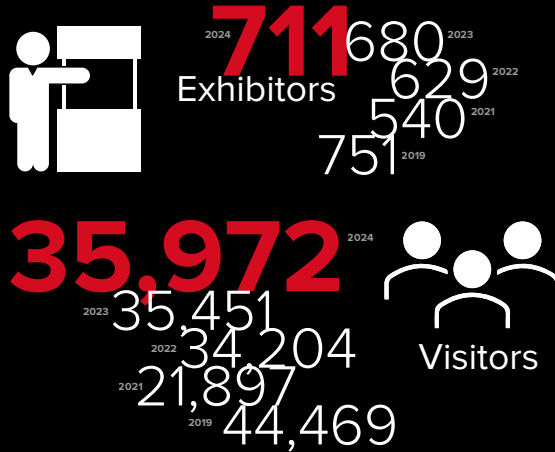
In the commercial kitchen competence area many companies present themselves and their innovative products for the professional kitchen.

## EXHIBITOR COUNTRIES

Source: Market Research 2024

## EXHIBITORS & TRADE VISITORS

Source: Internal data collection 2019, 2021, 2022, 2023, 2024



- 1 Austria
- 2 Germany
- 3 Italy
- 4 Switzerland
- 5 Czech Republic
- 6 France, Netherlands
- 7 Great Britain
- 8 Belgium
- 9 Hungary, Croatia, Lichtenstein, Korea

## ONLINE & MEDIA PRESENCE

Source: Communication Analysis 2024



in Austria, Germany and Switzerland, and 140 accredited media representatives on site.



Approx. **27,200** newsletter recipients

Unique Open Rate: durchschnittlich 24%



**5,667 M** calls



in media with a total reach of 46 million (Source: APA)

Approx. **464,000** website views

**147,000** users

## SUPPORTING PRESENTATION PROGRAMME

Source: Internal data collection







## YOUR CONTACT



**HANNES IGLER**  
T: +43 662 2404 25  
E: [gast@mzs.at](mailto:gast@mzs.at)



**MICHAEL REICH**  
T: +43 662 2404 73  
E: [gast@mzs.at](mailto:gast@mzs.at)



Messezentrum Salzburg GmbH  
Am Messezentrum 1  
A-5020 Salzburg  
T: +43 662 24 04 0  
[gast@mzs.at](mailto:gast@mzs.at)  
[www.gastmesse.at](http://www.gastmesse.at)

FOR ALL KEY INFORMATION GO TO:  
[GASTMESSE.AT](http://GASTMESSE.AT)

Under the following link you will find the general terms and conditions and house rules [www.mzs.at/de/agb/](http://www.mzs.at/de/agb/)

No pets or animals are permitted in the exhibition centre! There is an exception for guide dogs (§ 39a BBG).