

## 5 good reasons for you to join the 1st AUSTRIAN GOLF SHOW:

- 1. Our target group is open for something new.
- 2. The exhibitors: Top providers for golfing for active people.
  - 3. The **timing** is perfect: 12 to 13 March, 2022.
- 4. The location: MARX HALLE easily accessible and conveniently located.
  - 5. Opening hours: in sync with sporty people's lifestyle.

# 1. OUR TARGET GROUP: OPEN FOR SOMETHING NEW

They are looking for inspirations to express their passion for golfing. They are open for new activities, new experiences, and most importantly alternative golf offers.

### 2. THE EXHIBITORS: TOP GOLF PROVIDERS FOR ACTIVE PEOPLE

The 1<sup>st</sup> Austrian Golf Show offers our visitors new inspirations – by an exclusive and focused golfing portfolio that suits their active lifestyle.

Our carefully selected exhibitors present customized offers for ambitious athletes, specific topics and innovative services.

Moreover, they show their Unique Selling Proposition by a creative, extraordinary performance at the 1st Austrian Golf Show.

## 3. THE TIMING IS PERFECT: 12 TO 13 MARCH 2022

The 1st Austrian Golf Show takes place from 12 to 13 March, 2022.

Therefore, you can present your offers at the right time – just at opening of the new golf season.

# 4. THE LOCATION: MARX HALLE CONVENIENTLY LOCATED

Reach MARX HALLE easily by car (motorway exit A23/St. Marx) and take advantage of the extensive parking facilities offered there. Public transport (underground U3, tram 18 & 71, S-Bahn) directly guides you to the 1st Austrian Golf Show. You and our public will enjoy the location's wide range of entertainment and restaurant offers.

### 5. OPENING HOURS: IN SYNC WITH SPORTY PEOPLE'S LIFESTYLE

Our target visitors are active, mobile and urban and therefore, also our opening hours – Saturday to Sunday from 10 to 18 hrs – are in sync with their rhythm of life.



Our target visitors are fitness- and health-oriented individuals, who love golfing and spending time outdoor in the very best company.

They are quality-oriented, upmarket clients, who are able to afford an active lifestyle – ranging from sports enthusiasts to best agers. They are looking for the extraordinary – quality, not quantity.

They are open for something new and seeking inspirations to express their passion for activity while golfing in new ways.



The 1st Austrian Golf Show offers our visitors new inspirations – by an exclusive and customer-focussed portfolio for golfing, suitable for their superior lifestyle. Our carefully selected exhibitors offer made-to-measure offers for individualists, product novelties and innovative services.

Golf clubs
Golf shops
Hotels and resorts
Golf Associations
Trainers
Equipment
Sportswear
Retail traders
Lifestyle
Fashion and accessories

Tour operators
Cuisine (wine, brandy, etc.)
Medicine and health care
Fitness
Technology and innovations (VR)
Automotive industry
Insurance
Bookselling
Media & magazines



# WE PROVIDE A GREAT MEETING OPPORTUNITY FOR YOU AND YOUR (FUTURE) CLIENTS!

An individually designed space will be provided for you.

Therefore you only need to bring your innovative presentation material and you are ready to meet our visitors.

#### **PLUG AND PLAY!**

MARX HALLE exhibition halls create the perfect setting for the 1st Austrian Golf Show with more than 6.000 m<sup>2</sup> exhibition space.

#### **SELECT YOUR PRESENCE!**

We offer four sizes of space\*:

#### **PUTTER**

(linear booth)

105.- EUR / m<sup>2</sup>

#### WEDGE

(corner booth)

135.- EUR / m<sup>2</sup>

#### **IRON**

(peninsula booth)

135.- EUR / m<sup>2</sup>

#### **DRIVER**

(island booth)

155.- EUR / m<sup>2</sup>

Prices are net, plus promotion and support fee, plus 20 % VAT.

The promotion and support fee amounts to EUR 400,-.

In case you bring your own stand decoration, please assure that it complies with the fire authority regulations. Additionally, we invite our appreciated exhibitors to present their fair stands in a highly inventive and enterprising way.



Our package prices include following services:

Publicity on our website (list of exhibitors)
Publicity on social media (Facebook, Instagram)
Customer tickets
Parking space (1 passenger car)
On-the-spot support
WLAN access
Exhibitor identity card
AKM fee

#### **ELECTRICITY FEE**

We offer three different lump sums for electricity:

We don't need electricity.	0,- EUR
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up to 1 kW incl. consumption 98,- EUR

up to 3 kW incl. consumption 138,- EUR

up to 6 kW incl. consumption 195,- EUR









# MARKETING AND COMMUNICATIONS

Currently we are developing a comprehensive marketing & communications plan to raise the awareness and interest of our target visitors for the 1st Austrian Golf Show.

In any case we will position our event by intensive PR, social media presence and advertising activities. And also we are developing an inspiring accompanying program.

## SOCIAL MEDIA

Our visitors are as diverse as the wide range of products and services offered by our numerous exhibitors. Nevertheless, both of them are ready to get in touch with us via social media channels. Our marketing mix is created to build a space for exchange of information on current topics, trends and lifestyle as well as to give an update to all important facts about the 1st Austrian Golf Show.

## **SPONSORING**



Benefit from our tailor-made advertising measures and generate your PLUS AT VISIBILITY. We are happy to put together a personal offer - according to your individual wishes.

official premium partner event- & culture partner ticket-branding walking acts and much more

# WE LOOK FORWARD TO YOUR PARTICIPATION!

We are happy to assist you:

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www.golfshow.at www.facebook.com/austriangolfshow www.instagram.com/austriangolfshow

