

EXHIBITOR INFO

EVA

MESSE FÜR DIE FRAU

TULLN

Vacation &
Lifestyle

Fashion &
Beauty

Hobby &
Creative

Health &
Fitness



16. - 18. Oktober 2020
Messe Tulln

*... a paradise
for every woman!*



EVA...
*Einfach Verführerisch Aufregend
Simply seductively exciting*

EVA

MESSE FÜR DIE FRAU

... the lifestyle fair that makes women's hearts beat faster.

The EVA trade fair is entering the second round and is the „hotspot“ for the 2020 women's world. Female shopping enthusiasts with a high purchasing power meet a diverse exhibitor mix from **lifestyle, beauty, hobby to health and much more!**

We offer:

- Austria's largest fair for women
- High purchasing and target group audience
- Personal all-round-service
- TOP organization before, during and after the fair
- Targeted advertising and PR campaigns
- Attractive advertising possibilities
- **Exciting program** with fashion shows, sweepstakes, talks, Via Culinaria, ...

„Strolling, marvelling, enjoy“ describes the fair-theme at it's best!
The ladies world will be seduced into the unique (fair-)paradise.

Topics all around STYLING



Fashion

Clothing & Underwear
Accessoires (scarves, glasses, hats, ...)
Shoes & Bags
Personal Shopper
Trachten

Highlight: Fashion Show

Hairstyling
Cosmetics
Pedicure & Manicure
Hair removal & Tan
Beauty Surgery
Skin Care & Anti-Aging
Dental Clinics

Beauty



Jewellery



Fashion Jewellery
Lifestyle brands
Watches
Pearl jewellery
Gems
Piercings

Topics that MOVE women

Women's Health
Preventive Medicine
Alternative Methods
Dietary Supplements
Medical Services & Products
Gyms, Personal Training
Fitness Equipment, Courses (Yoga, Self-Defense, ...)

Health



Nutrition



Vegetarian & Vegan
Organic, Raw & Health Food
Detoxing
Diet- & Nutrition Concepts
Slow Food

Crafting & Painting
Handwork & Sewing
Creative baking
DIY Jewellery & Crafts
Highlight:
Lessons & Workshops

Hobby & Creative



Topics that women ENJOY

Vacation & Fun



Wellness hotels
Getaway
Cruises
Sports travel
City trips

Lifestyle



Apps (everything for women)
Styling advice
Sexuality, Periode & Co
Tattoo's, Photo Shootings
Magazines
Prevention & Security

Culinary & Drinks



Wine, Sparkling wine & Co
Cocktails
Lifestyle- und organic drinks
Sweet temptations
Pesto, Chutney & Co
Hearty delicacies
Highlight: Via Culinaria

Program

Not „just a fair“, but an experience!

- **Main Stage with catwalk**
 - Fashion shows (twice a day)
 - Current fashion trends for every women from Young Design to top-class fashion top
 - Lectures and talks on lifestyle issues
- Fair competition with great prices
- Culinary & sparkling
 - Enjoyment & Gourmet - Quality instead of typical bulk goods



Advertising, that works

The 2nd fair EVA appeals to wealthy and target group-specific visitors who use the (fair)-paradise as an information and shopping platform.

Fixed advertising tools - the classics:

- Generous poster campaigns - Lower Austria, Vienna, Burgenland
- Cooperation with Austria-wide magazines
- Advertising Inserts & PR in the daily papers
- Online advertising campaigns
- E-Mail-Marketing
- Free advertising banner generator for exhibitors

... further advertising tools in planning!



The digital world is unstoppable...

- Intensive trade fair application and content creation on Facebook and Instagram
- Social media interactions
- Paid advertisements on Facebook

We turn **EVA** into an EYE CATCHER!

Venue

Messe Tulln / Halle 3

The site - Messe Tulln:
In the middle of Austria's largest metropolitan area, where around 60% of the Austrian population live.

Messe Tulln GmbH
Messegelände
A-3430 Tulln



The main advantages for the new location Messe Tulln:

- Only **30 km northwest of Vienna** and therefore extremely central Autobahn A22
(Wien Prater - Messe Tulln approx. 35 minutes)
- **Region with very high purchasing power**
All top purchasing power districts are in the immediate vicinity Neighborhood of Messe Tulln (according to GfK ranking)
- **Population density (60 % of the total population of Austria live in the immediate catchment area of Messe Tulln)**
- Free parking / free WiFi for exhibitors
- Messe Tulln: **Very popular and successful location**
for some of Austria's leading trade fairs. www.messe-tulln.at

Arrival

Arrival by car:

- Autobahn A22 (Wien Prater - Messe Tulln approx. 35 Minuten)
- Through the A22 connection to the Autobahnen: A1, A21
- Up to 7000 free parking spaces are available

Arrival by train:

- Trainstation Tullnerfeld: (High-performance railway - western rail way line) from Vienna Central Station and Vienna West Station, Linz, Salzburg, ...
- Trainstation Tulln

Afterwards take the free shuttle bus from Tullnerfeld or Tulln station to the exhibition center. The free shuttle bus runs every 20 minutes.



Fair times

Visitor-Opening hours

Fr.	16.10.2020	10am - 6pm
Sa.	17.10.2020	10am - 6pm
Su.	18.10.2020	10am - 6pm

Exhibitor Set-Up - & Dismantling

For exhibitors with stands booked by Messen CMW

(Trennwände, Teppich, Mobiliar, ...)

SET-UP

Your stands will be completed by Thursday 15.10.2020 at 10am.

Th.	15.10.2020	10am - 7pm
Fr.	16.10.2020	8am - 10am

DISMANTLING

Su. 18.10.2020 6pm - 10pm
The dismantling must be finished on sunday!

For exhibitors with their own booth or stand construction

SET-UP

Tu.	13.10.2020	1pm - 6pm
We.	14.10.2020	8am - 6pm
Th.	15.10.2020	8am - 7pm
Fr.	16.10.2020	8am - 10am

ABBAU

Su.	18.10.2020	6pm - 10pm
Mo.	19.10.2020	8am - 4pm

Organizer

Messen CMW

Peter Lindpointner GmbH & Co KG

Organizer:

Messen CMW - Peter Lindpointner GmbH & Co KG

Ahornweg 22, A-5311 Innerschwand/Mondsee

Tel.: +43 (0)6232 6563, Fax: +43 (0)6232 6563-65

E-Mail: office@cmw.at

Website: www.cmw.at oder www.eva-messe.at



Consultants



CEO / Fair Manager

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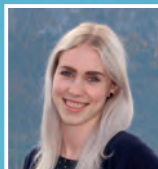


Fair Coordination / Sales

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You can
find all application
forms online on

www.eva-messe.at