

Exhibitor information

# 51plus

Die Erlebnismesse für die  
zweite Lebenshälfte

24.-26. Oct. 2014  
Messezentrum  
Salzburg

Fair for the best  
time in life

**Messen CMW**  
Peter Lindpointner GmbH



# Your benefits at a glance

## Salzburgs first fair for the generation 51plus

The generation 51plus is the growing market no. 1! The target group is at its best age & has a strong financial position to finally realize long-held wishes. Today the generation 51plus is „younger, more active and healthier“. The 51plus fair is an experience for all about „51“.



## Highlights & Facts

- ✓ Salzburgs first fair for the generation 51plus
- ✓ Attractive program planned:  
show stage, fashion show, lectures, workshops, activity areas, sweepstakes
- ✓ Advertising campaign reaching out to high quality visitors

## Ideal advertising for your success:

- ✓ Focus on advertising in Salzburg & an parts of Upper Austria & Bavaria
- ✓ extensive advertising in print media (e.g.: newspapers, magazines, ... )
- ✓ Generous poster campaigns
- ✓ Mailings to senior citizens' associations
- ✓ Free promotional materials for exhibitors
- ✓ Website: [www.51plus.info](http://www.51plus.info)

# Fair topics

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## Health

Doctors, hospitals, pharmacies, convalescent homes, health insurance, alternative methods ...

## Leisure & hobby

Course providers, associations, ...

## Communication & new media

Computers, cell phones, consumer electronics, internet, courses for new media, ...

## Culinary

Healthy food, local food, wine, spirits, .....

## Long-held wishes

The luxury watch or the „Harley“ that you afford now!

## Fashion

Comfortable and elegant fashion

## Law, insurance, social

Insurance, financial services, estate planning, patient rights, volunteering, ...

## Travel & Tourism

Cruises, hiking, spa breaks, health vacations, ...

## Wellness & Beauty

Infrared cabins, sauna, hot tubs, massage chairs, recliners, cosmetics, ...

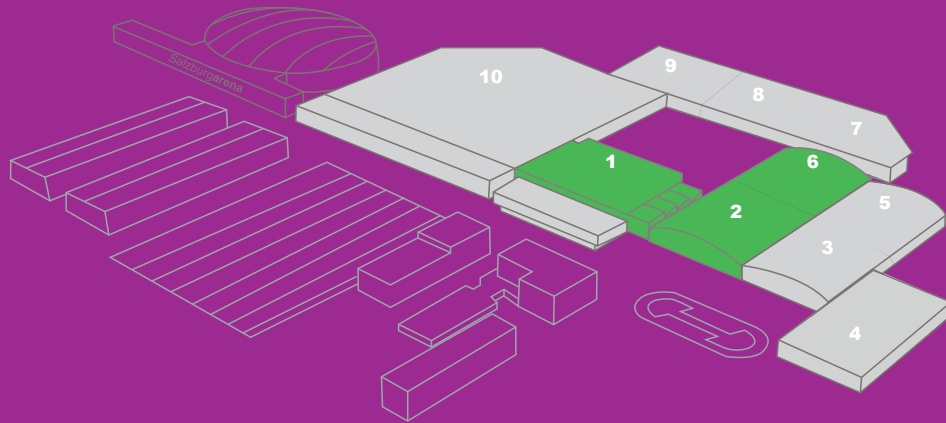
## Life with nursing & support to life

Assisted living, senior residences, stair lift, bath lift, ...

## Living

Age-appropriate setting, barrier-free living, ...





## Venue:

Messezentrum Salzburg GmbH  
 Am Messezentrum 1  
 5020 Salzburg, Austria  
[www.messezentrum-salzburg.at](http://www.messezentrum-salzburg.at)

## Arrival:

By car: A1 freeway access/exit „Messe“  
 By bus: the bus (Linie 1) stops directly at the fairgrounds  
 By train: the main station ist only 2,5 km away  
 By plane: the aieport is only 7 km away

## Opening hours:

Entrance for exhibitors daily from 8 am.  
 Friday 24.10.2014 9:00 - 18:00  
 Saturday 25.10.2014 9:00 - 18:00  
 Sunday 26.10.2014 9:00 - 18:00

## Set-up:

Special agreements on request!  
 Wednesday 22.10.2014 08:00 - 20:00  
 Thursday 23.10.2014 08:00 - 20:00

## Dismantling:

Special agreements on request!  
 Sunday 26.10.2014 18:00 - 23:00  
 Monday 27.10.2014 08:00 - 16:00

## Organizer:



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## The fair team:

### Fair Coordination:

Cornelia Lohninger  
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### Fair Assistent:

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### Fair Management / CEO:

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### Executives Assistent & Stand construction:

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