

Wiener Immobilien Messe

10 Years
WIM

16 - 17 March 2024
Messe Wien, Austria

**Exhibitor
Information**

At the same time with:

**[WOHNEN &
INTERIEUR]**

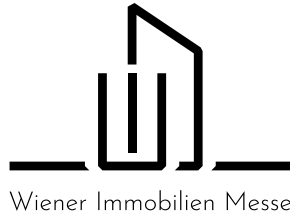
FERIEN
MESSE WIEN

The Marketplace for Residential Real Estate

immobilien-messe.at

Built by
RX

In the business of
building businesses



Wiener Immobilien Messe
 RX Wien GmbH | Messeplatz 1, 1020 Wien, Austria
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The Marketplace for Residential Real Estate

Every year, the Wiener Immobilien Messe presents the entire spectrum of the industry. It is therefore a fixed date for all who are interested in real estate - and brings buyers, sellers and investors together. From the best real estate companies with exciting new construction projects, legal specialists, financiers and a comprehensive range of services for buying and selling real estate, all major players are represented.

Over 6,500 real estate-seeking consumers from Vienna and the surrounding area, as well as Austria are visiting the so called „WIM“ every year to get personal advice from experts.

The fair offers you the ideal platform to present your company and your projects to a broad public, make valuable contacts and hold personal conversations with customers. As an exhibitor you will also gain interesting insights into the current market trends and have the opportunity to meet every key player in Austria's real estate business.

Great Audience Approval

The visitor survey conducted by the viennese market research institute "marketmind" confirms the success:

88 % were satisfied with the fair

69 % praised the full range of products and the presence of all the important exhibitors

71 % have discovered new objects and suppliers at the fair

68 % recognized personal conversation with exhibitors as very important

70 % rate the concurrence with Wohnen & Interieur fair as "very good"

67 % considered a purchase of up to € 1 million after visiting



Visitor Data

86 % come from Vienna / Lower Austria

83 % are employees, self-employed or in a managing position

68 % are looking for ownership

16 % are looking for rental property

67 % attended out of personal interest

33 % attended for business reasons

46 % are at the WIM for the first time



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Strong Show Advertising

Our targeted approach to engage visitors through comprehensive 360° marketing initiatives ensures that highly qualified and potential clients are present on-site.



The Exhibition Areas

- | | | |
|----------------------------------|-----------------------------------|--------------------------------------|
| ■ Architects | ■ Interior Designer | ■ Property & Facility Management |
| ■ Brokers (Real Estate Agencies) | ■ Legal & Tax Advice | ■ Real Estate Services |
| ■ Cooperatives | ■ Media & Online platforms | ■ Real Estate Valuation |
| ■ Court Surveyors | ■ Notary office | ■ Rental Properties |
| ■ Developers | ■ Ownership | ■ Start-ups |
| ■ Financing & Banks | ■ Pension & Investment Properties | ■ Telecommunication & Infrastructure |
| ■ Home Staging | ■ Plots of land | ■ Vacation Properties |
| ■ Insurances | ■ Proptechs | |
| ■ Interest Groups | | |



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Side Events

WIM Stage Live

The WIM stage is one of the audience highlights at the fair. Also this year we offer exhibiting companies to present their topics and expertise on 2 days. The program will be organized after successful pre-registration.

Exhibitor Lounge

Only exhibiting companies are granted access to the exclusive Exhibitor Lounge. Enjoy free catering with your stand colleagues on both days during the fair.

Chill and Talk Afternoon

We provide good mood - with jazzy lounge music - so that you can exchange with your customers and partners and let the Saturday end in a relaxed atmosphere.

Data and Facts

When

16 - 17 March 2024

Opening hours

Saturday 10 a.m. - 6 p.m.
Sunday 10 a.m. - 5 p.m.

Venue

Congress Center
der Messe Wien
Messeplatz 1, 1020 Wien,
Vienna
Entrance Foyer A

Organizer

RX Austria & Germany

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Application
Deadline
15 January
2024

