



Four exciting days of innovation...

International trade fair for heating, air conditioning, sanitary fittings, baths & design

24th - 27th Jan. 2012
Messe Wien

U2 station: Messe-Prater
www.aquatherm.at



Opinions on the Aquatherm Vienna



The Austrian association of boiler and vessel providers is synonymous with energy efficiency. Our innovations make a substantial contribution to emission reduction and hence to the ability to achieve national and international goals (Kyoto, 20/20/20, etc.). However, our products are only part of the solution. Customer enthusiasm is fostered by the comprehensive information provided by all suppliers, be they energy usage advisers, planners or plumbers and technicians. The Aquatherm 2010 was a good stage for the realisation of these aims, which is why we also need the Aquatherm 2012. Of course, Hoval will be exhibiting all its latest products at the show.

Christian Hofer
CEO - Hoval Gesellschaft mbH.



The Aquatherm 2010 was an immense success for the exhibitors, and the visitor expectations of a trade exhibition were almost completely met in regards of providing a comprehensive overview of what the industry has to offer. The great response to this essential trade fair for the Austrian market is expected to ensure that any gaps that existed in 2010 are completely filled-in in 2012. I'm absolutely convinced the Aquatherm 2012 will be an even bigger success and become the central event for the sectors in question. The VIZ and its members intend to provide massive support in this quest.

Reinhold W. Scheuchl
VIZ - The Plumbing Supply Industry Association



The Aquatherm 2010 proved just how important an Austrian trade fair is for the entire sector. New products, innovation and information reach the market instantly here. I'm certain that all the manufacturers exhibiting at the Aquatherm 2010 profited immensely from the event, which is why Hansa will be at the Aquatherm 2012 too, as it provides a commercial stage to show customers and associates in the trades, guilds and the distribution sectors all the latest market trends and serves as an ideal communication interface. The effective and professional cooperation between the organisers, Reed Messe Wien, and the exhibitors means the Aquatherm 2012 will be a big success - guaranteed!

Bernhard Karlsberger
CEO - Hansa Austria GmbH



My compliments go out to every single exhibitor and the organising team at Reed Messe Wien. The results speak for themselves: around 20,000 satisfied visitors and 256 happy exhibitors on 30,000m². This shows the Aquatherm deserves its title as the leading trade fair in this sector in Austria. I'm now looking forward to 2012.

Michael Mattes
Master Guildsmen for the plumbing, heating and air supply trades.



The Aquatherm 2010 was an immensely successful re-launch of a popular, Austrian trade fair for the plumbing, heating and household technology sectors. Both the number of visitors in attendance and the quality of the conversations held at the event led to broad-based exhibitor optimism. The status given to the Aquatherm by the Austrian plumbing, heating wholesale sector was reflected in the fact that almost all the wholesalers represented on an interregional scale chose to set up a stand at the Aquatherm. The Austrian Wholesale Association (ÖVSHG) is aware that as Austria's sole trade-only fair the Aquatherm will continue to be an indispensable event. We expect that due to the success of the Aquatherm 2010 the last of the doubters who didn't attend in 2010 will sign up and be actively involved at the 2012 Aquatherm, making the event a truly comprehensive trade fair for the entire industry. The ÖVSHG is looking forward to the Aquatherm 2012 with great anticipation.

Marius Heinze
ÖVSHG - Austrian Wholesale Association



The Aquatherm is Austria's only plumbing, heating and air-con trade fair and has been very well received establishing itself as an indispensable fixture in the trade fair year. As a business that works and thinks on a European level, but one which is basically an Austrian enterprise, we think it's great something is happening on the domestic market. We will most certainly be at the event in 2012!

Johann Kalkgruber
CEO - Solarfocus GmbH



Aquatherm Vienna – The platform for fair for heating, air conditioning, sanitary fittings, baths & design

Successful re-launch for Austria's only heating, air conditioning, sanitary fittings, baths & design

That was the Aquatherm 2010 ...
 ... 256 exhibitors
 ... 19,700 trade visitors
 ... over 30,000m² of expo space

8 building blocks for your success

Trade visitor expectations were met very well:
 82% were pleased with the Aquatherm Vienna 2010 overall.

Highly recommendable:
 87% would recommend the Aquatherm to others.

Great potential for the Aquatherm 2012:
 77% of trade visitors intend to visit the next edition of the Aquatherm.

Crystal clear: Trade fair concept
 An efficient means of showcasing your products and services to members of the trade.

Top class: Top businesses
 The entire plumbing, heating and air conditioning sector together under one roof.

Outstanding: Programme of side events
 The place where the plumbing, heating and air conditioning industries meet to exchange know-how.

Comprehensive: Exhibition
 Find all the attractive products, new developments, services and offers for your part of the market.

Loud & high-impact: Advertising
 Focussed promotion attracts immense buying potential to your stand.

Optimal: Scheduling
 The interregional concept secures long-term success in the 'off-year' between the ISH Frankfurt.

Excellent: Basis
 The excellent results in 2010 provide a perfect foundation for the coming edition.

Ideal: Location
 Messe Wien unites perfect conditions and flexible infrastructure with modern architecture.



Expo themes



Heating Energy technology

Biomass | Renewable energy sources | Heating and boiler technology (gas, oil, biomass) | Low energy housing and technology | Passive house technology | Pellets | Solar energy (systems), collectors, photovoltaics | Electricity, gas, central heating providers | Heat insulation | Heat pumps | Wind power



Cooling / Air supply and conditioning

Operating fluids | Cooling technology | Air conditioning technology | Air supply technology | Interior air supply technology | Switches & circuitry | Ventilators | Heat & humidity recycling | Domestic room air flow



Plumbing / Bathrooms / Spa

Taps and faucets | Bathroom – toilet - plumbing | Bathroom furniture | Steambaths | Infrared | Bath lighting technology | Bath, toilet & shower ceramics | Sauna | Swimming pools and pool technology| Jacuzzis



Plumbed installation technology and accessories

Facilities and equipment for operative businesses | Plumbing supplies and technology | Insulation | Pumps | Rainwater usage systems | Pipes, pipe systems | Water processing | Water and waste water technology | Accessories

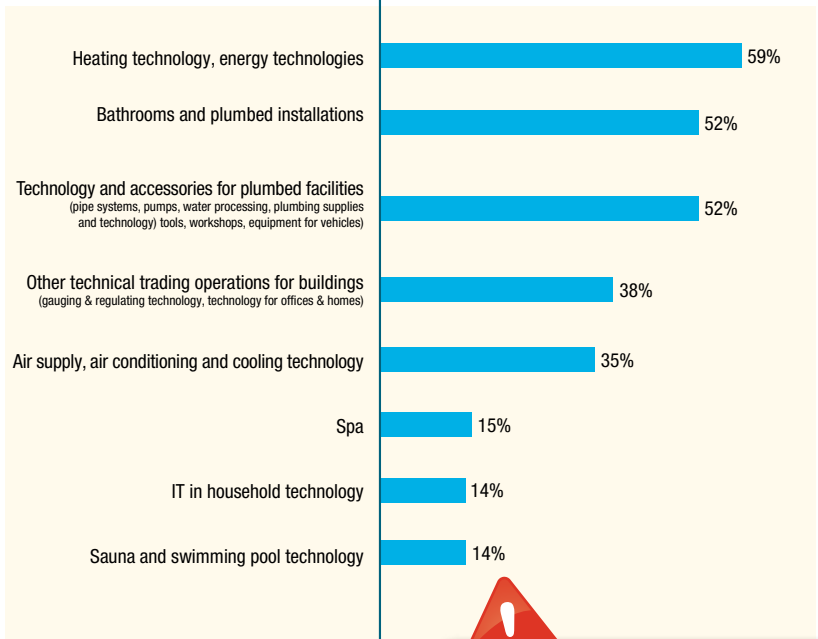


Further technical equipment for buildings and factories

Automation systems | Services | Technology for office and residential buildings | Safety technology | Technical operation and maintenance | Technical facilities for buildings | Computer link-ups for household technology

Multifaceted interests amongst trade visitors

PARTICULAR INTEREST WAS
SHOWN IN:



Did you know?

63% of the Aquatherm visitors in 2010 said the only trade fair they attended was the Aquatherm.

SOURCE: INDEPENDENT TRADE VISITOR POLL
AQUATHERM 2010



Promotion with plans and goals

The well-designed promotional plan encouraged exactly the right trade visitors from Austria and neighbouring countries and regions to attend the fair.

We provide free advertising materials

- ▶ Posters
- ▶ Invitations
- ▶ Admission vouchers
- ▶ Visitor fly posters
- ▶ Letter stickers
- ▶ and lots more...

We add the spark that sets the sector alight

- ▶ Personally addressed direct mailing send-outs
- ▶ Postcards and letters to approx. 55,000 interested parties and potential trade visitors.

We ensure there's plenty of hot air at the Aquatherm

- ▶ Regular digital info service for 15,000 registered trade visitors.

We make sure the Aquatherm is seen and heard

- ▶ Comprehensive cooperation with print media in technical and business sectors, specialist magazines and daily papers.
- ▶ High-impact, Austria-wide radio campaign with the crucial add-on: 'Access for the trade only'.
- ▶ Telephone campaign – across the whole of Austria with personal invitations for the largest businesses offering plumbing services.

Together we make the Aquatherm even stronger

- ▶ Targeted advertising in cooperation with the Austrian guilds and wholesale trading sector.
- ▶ Special packages compiled with 'Wien Tourismus' for travel and accommodation arrangements.

Visitor target groups from all over Austria

- Plant operators
- Architects
- Education & training / institutions / research
- Sales reps, building developers and site owners
- Building trade and industry
- Dual license holders
- Energy supply businesses
- Facility managers
- Cooperatives
- Caretaker companies
- Industry management
- Cooling, air conditioning and air supply technicians
- Light designers
- Network technicians
- Planners
- Chimney sweeps
- Plumbers, heating specialists and wholesalers
- Plumbing, heating and air conditioning technicians
- Safety experts
- Technical offices and civil engineers
- Public institution administrators

Teamwork counts

The Aquatherm 2012 is supported by numerous institutions:



aqua-therm

AQUATHERM VIENNA 2012

Dates

Tuesday 24th January till
Friday 27th January 2012

Opening times

Tues./Wed./Thur.
09.00 - 18.00
Friday
09.00 - 17.00

Venue

Messe Wien,
A-1020 Vienna, Messeplatz 1
Austria
U2 station - Messe-Prater
Parking garage A

Organisers

Reed Messe Wien GmbH
Messeplatz 1, PO box 277,
A-1021 Vienna

Registration

www.aquatherm.at/en/registration

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**You too can benefit from the
only B2B trade fair of its kind.
Register now!**

www.aquatherm.at

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