FERIEN® MESSE WIEN

14. – 17.01.2027
VIECON (Messe Wien)
ferien-messe.at

An event organised by
austrian exhibition experts
Austrian Exhibition Experts GmbH
Rotenturmstraße 11/11, A-1010 Vienna
E: ferien@expo-experts.at

ADVERTISING

Please return to ferien@expo-experts.at by Dec. 1, 2026

ADMISSION VOUCHERS FOR CLIENTS ONLY

Your contingent of admission voucher codes	You will receive 3 admission vouchers per net square metre sold. The vouchers will be sent to you automatically as electronic TAN codes by e-mail approx. 1 month before the start of the trade fair. Vouchers must be activated and redeemed online by yourself.	free of charge
Additional admission voucher codes	Additional electronic TAN codes **for your customers** can be requested from us in writing. These will be invoiced immediately and per unit.	EUR 6,00 / pcs

POSTERS, BANNER, SOCIAL MEDIA GRAPHICS & EVENT LOGO

High-resolution images for printing posters up to A1 size, banners in the most common formats, social media graphics and the Ferien logo are available for download at ferien-messe.at/ausstellen/#werbeservices.	free of charge

ONLINE ADVERTISING

Online-Werbemittel	Device	Placement	Image	Text	Use time	Costs
☐ **IMAGE-TEXT-COMBINATION**	Website	f.e. /aussteller-highlights, /outdoor	800 x 800 px jpg, webp	400 characters + Link	from receipt until 3 months after the event	EUR 310,00
☐ **LOGO-LINK limited to 10 exhibitors** NEW	Website	/besuchen AND /tickets	Logo RGB (jpg, png, svg)	Link	from receipt until 3 months after the event	EUR 900,00
☐ **NEWSLETTER BANNER**	E-Mail	Newsletter	600 x 200 px jpg, gif, png	Link	once	EUR 390,00
☐ **NEWSLETTER EDITORIAL**	E-Mail	Newsletter	400 x 400 px jpg	400 characters + Link	once	EUR 430,00

SOCIAL MEDIA PACKAGES

Package	Contents	Logo	Image	Reel (incl. concept, creation & editing)	Text	Use time	Costs
☐ **SMALL**	1 post + 1 story (incl. paid ad worth EUR 25-50)	jpg png	max. 5 images (3:4 portrait format 1.080 x 1.440 px)	-	max. 300 characters + tagging your channels	once	EUR 290,00
☐ **MEDIUM**	1 post + 1 reel +1 story (incl. paid ad worth EUR 25-50)	jpg png	max. 20 images (3:4 portrait format 1.080 x 1.440 px)	9:16 portrait format 1.080 x 1.920 px, max. 30 sec.	max. 300 characters + tagging your channels	once	EUR 650,00
☐ **LARGE**	2 posts + 1 reel + 1 story on site (incl. paid ad worth EUR 25-50))	jpg png	max. 20 images (3:4 portrait format 1.080 x 1.440 px)	9:16 portrait format 1.080 x 1.920 px, max. 30 sec.	max. 300 characters + tagging your channels	once	EUR 790,00
☐ **EXCLUSIVE***	1 video incl. paid ad worth EUR 25-50€. Joint concept coordination; min. 2 hours of filming at location; guaranteed min. 1 video as Collab post	-	-	min. 1 video	by arrangement	One-time and upon request*	EUR 210,00

PRESENTATIONS ON STAGE

Please find registration forms for Travel Cinema, Silent Cinema, ReiseArena Show Stage and Cooking Stage on **ferien-messe.at/ausstellen**

Company name	VAT N°
Address	
ZIP, city	
Person in charge	
Phone	E-mail

* The exclusive package can be booked as an additional service alongside an existing SMALL, MEDIUM or LARGE package. Limited to 10 exhibitors, can only be booked subject to availability. Filming location max. 1 hour from Stephansplatz, Vienna by public transport.

City, date

Company stamp, signature or e-signature

Prices excluding taxes and fees.

FERIEN MESSE WIEN

Packages, Services & Pricing

SOCIAL MEDIA PACKAGES

2026/2027

FERIEN MESSE WIEN

COMMUNITY

We provide our community with travel inspiration, valuable tips and insights into a wide range of destinations, cultures and travel opportunities. Regionally, nationally and internationally.

TARGET GROUP

We reach travel-minded consumers looking for holiday inspiration and relevant information for their next trip.

Through our channels, exhibitors can present their destinations, offers and travel expertise to an engaged audience before, during and after Ferien-Messe.

SOCIAL MEDIA PACKAGES

Booking deadline: 30 October 2026 | Book via ferien@expo-experts.at

FERIEN MESSE WIEN

SMALL

Feed-Post + Story
1x Feed-Post
1x Story
(incl. paid ad worth 25-50€)

Platforms

Required Material:
Logo: JPG or PNG, ideally with a transparent background

Photos: max. 5 photos
Portrait format 3:4 | 1080x1440 px

Text (max. 300 characters): short company description with a focus on the fair and what visitors can expect from the exhibitor

Links: Links to your social media channels

€ 290,-

MEDIUM

Feed-Post + Story + Reel
1x Feed-Post
1x Reel
1x Story
(incl. paid ad worth 25-50€)

Platforms

Required Material:
Logo: JPG or PNG, ideally with a transparent background

Photos: max. 20 photos
Portrait format 3:4 | 1080x1440 px

Video: Portrait format 9:16 | 1080x1920 px, max. 30 seconds, suitable for social media, Reel creation based on the provided material, incl. concept and editing

Text (max. 300 characters): short company description with a focus on the fair and what visitors can expect from the exhibitor

Links: Links to your social media channels

€ 650,-

LARGE

Feed-Post + Story + Reel
2x Feed-Posts
1x Reel
1x On-site Story
(incl. paid ad worth 25-50€)

Platforms

Required Material:
Logo: JPG or PNG, ideally with a transparent background

Photos: max. 20 Fotos
Hochformat 3:4 | 1080x1440 px

Video: Portrait format 9:16 | 1080x1920 px, max. 30 seconds, suitable for social media, Reel creation based on the provided material, incl. concept and editing

Text (max. 300 characters): short company description with a focus on the fair and what visitors can expect from the exhibitor

Links: Links to your social media channels

€ 790,-

EXCLUSIVE PACKAGE

Booking deadline: 30 October 2026 | Book via ferien@expo-experts.at

FERIEN MESSE WIEN

EXTRA

min. 1 Video
(incl. paid ad worth 25-50€)

Platforms

- Joint concept coordination before the shoot
- min. 2 hours of filming at your location
- min. 8 hours of editing & post-production
- Guaranteed min. 1 video as a collab post
- Depending on the available footage, additional videos may be produced
- Filming location max. 1 hour from Stephansplatz, Vienna by public transport
- Travel costs included

€ 210,-

SERVICE

With our exclusive package, we showcase your company directly on-site and produce high-quality, tailor-made social media content in your own business environment.

CONDITION

The exclusive package can be booked as an additional service alongside an existing SMALL, MEDIUM or LARGE package.

The exclusive package is limited to 10 exhibitors and can only be booked subject to availability.