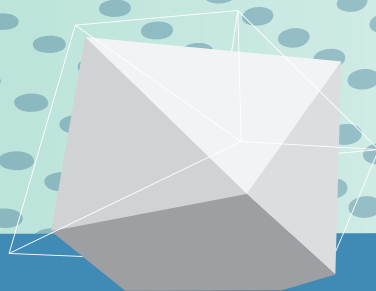


# WEBUILD

ENERGIE  
SPARMESSE  
WELS



energiesparmesse.at



## EVEN MORE TRADE FAIR!

The 3-day concept for B2B-focused  
exhibitors at WEBUILD 2025

05.-07.03. HVAC-Specialist day



# SUCCESSFUL PREMIERE OF THE NEW TRADE FAIR CONCEPT 2024

The **WEBUILD Energiesparmesse** set new standards in 2024 as the most important HVAC trade fair in Austria by opening a 3-day exhibition area in the **modern exhibition hall 21** from Wednesday to Friday for the first time for purely B2B-focused exhibitors.

The numerous HVAC trade visitors were impressed by the top-class exhibition portfolio and the tailor-made supporting programme.

- + **Focus on innovation:** The new **HVAC Trend Podium**, a central attraction at the trade fair event, offered exciting presentations and discussions on the latest industry topics. With **top speakers** such as Ali Mahlodji, well-known **influencers** such as @nample, @lissyshandwerk and @fat\_sestak, as well as experts from the industry and politics, the event covered pioneering approaches installation and sanitary technology, energy and heating and heat transition.
- + **Pure networking:** The lively exchange over all **3 trade fair days** was intensive. Highlights such as the „**Long Night of Installation**“ with more than 600 guests and the HOLTER's traditional networking evening demonstrated the close strong cohesion in the HVAC industry.
- + **The focus is on community:** at the joint stands, such as that of **OaseBad** in cooperation with the Federal Guild, the SHL Future Forum and industry partners, as well as the **Austrian Heat Pump Association**, there was an intensive exchange and advice .

+ **Further development guaranteed:** „The perfect implementation of the 3-day trade fair area was very well received by exhibitors and visitors. We are endeavoring to further develop, remove our offer and expand our range,“ says exhibition director Robert Schneider, who is delighted with the success.

**WEBUILD Energiesparmesse Wels** remains the place where innovations are celebrated, knowledge is shared and the future of the HVAC industry is shaped.





# STATEMENTS OF SATISFIED EXHIBITORS

**Mario Kokot, Sales Manager**

**1 A Edelstahl Aschl**

„The HVAC trade days and the newly created 3-day area have prompted us to take part in the WEBUILD energysaving trade fair again after a long break. We were more than positively surprised and the Energiesparmesse will once again be a permanent part of our trade fair activities again.“

**Sebastian Dörenkämper, Event Manager/Marketing**

**E3/DC by HagerEnergy GmbH**

„After our participation in the 3-day area of Hall 21, we can draw a very positive summary: We were able to make our brand even better known in Austria and had promising discussions with trade about our concept of the home power station.“

**Herbert Bachler, Managing Director**

**PAW Vertriebs GmbH**

„We are very pleased with our participation for three days, especially on the first day, because we had constant customer inquiries. Surprisingly also, that many installers visited our stand even on Friday, so we were always busy.“

**Cengiz Kulaksiz,**

**Key Account Manager Austria**

**Hutterer & Lechner (HL)**

„We were delighted with the large number of installers. The trade fair offers the advantage that we can meet so many professionals in one day than anywhere else.“

**Ing. Robert Buchinger, CEO**

**Sunlumo Technology GmbH**

„This was our company's first time. The 3-day trade visitor area enabled us to have an efficient trade show presence, allowing us to focus clearly on our important customer groups. Electricians and solar installers gave us positive feedback on this concept. We are looking forward to 2025!“



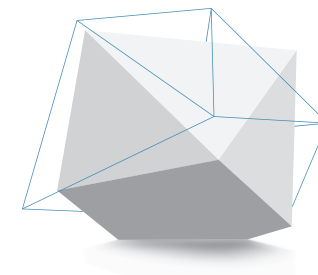
# NEW: 3 SPECIALIST DAYS FOR B2B-FOCUSED EXHIBITORS

- + Do you believe that an **independent trade fair** for **installation, sanitary and energy technology** is important in Austria?
- + You want to **adress a trade audience** exclusively and no end consumers?
- + Do you want **to reach as many professionals** as possible in a short space of time?
- + Do you want to **save costs** on staff personnel and accommodation?

Then we have the tailor-made concept for you!  
At the request of many partners and exhibitors, we have created an extended B2B concept.

**These 3 specialist days for building technology at WEBUILD are just right for you!**

**B2B CONCEPT  
IN AN EXCLUSIVE  
HALL AREA**



## THE CONCEPT

### TWO AREAS FOR BUILDING SERVICES IN HALL 21

#### **3 specialist days for B2B**

From Wednesday to Friday you concentrate on the 3 trade visitor days. This area will be separated and closed on Friday evening.

#### **5 trade fair days for B2B and B2C**

3 trade days for B2B from Wednesday to Friday and additional 2 public days for B2C from Saturday to Sunday.

#### **How does it work?**

The WEBUILD energy saving trade fair is a unique combination of B2B and B2C trade fair.

**With our new hall concept we are able to unite and separate both!**







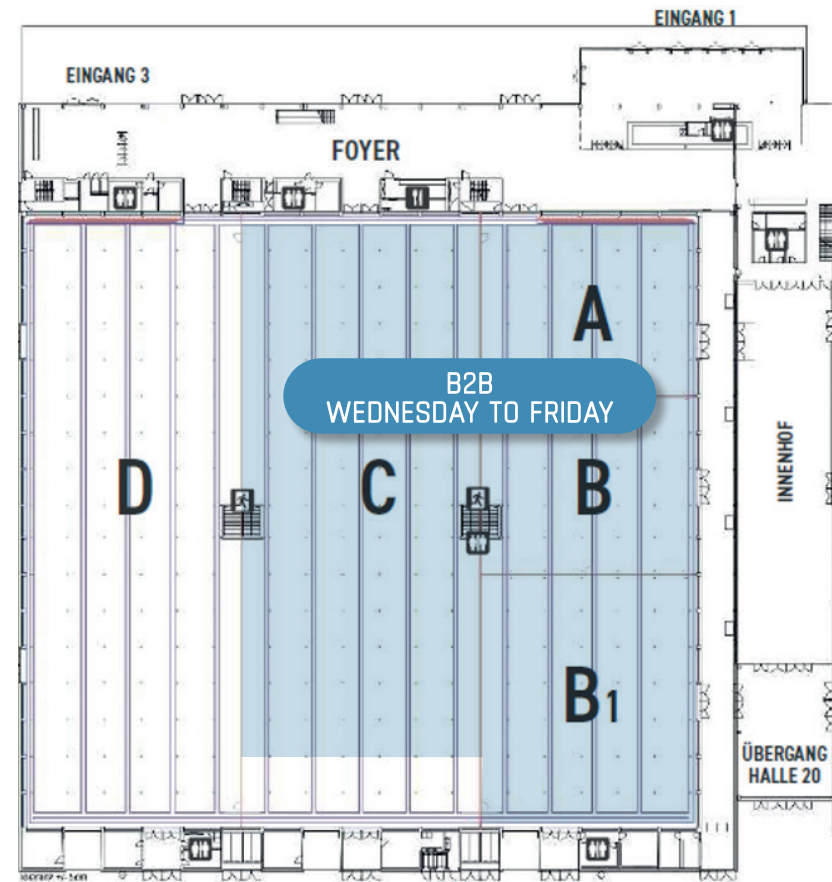


# THE EXHIBITION AREAS IN EXHIBITION HALL 21

## WEDNESDAY TO FRIDAY B2B TRADE DAYS

A shared exhibition area for the entire industry in sectors A/B and C on an exhibition area of around 6,000 m².

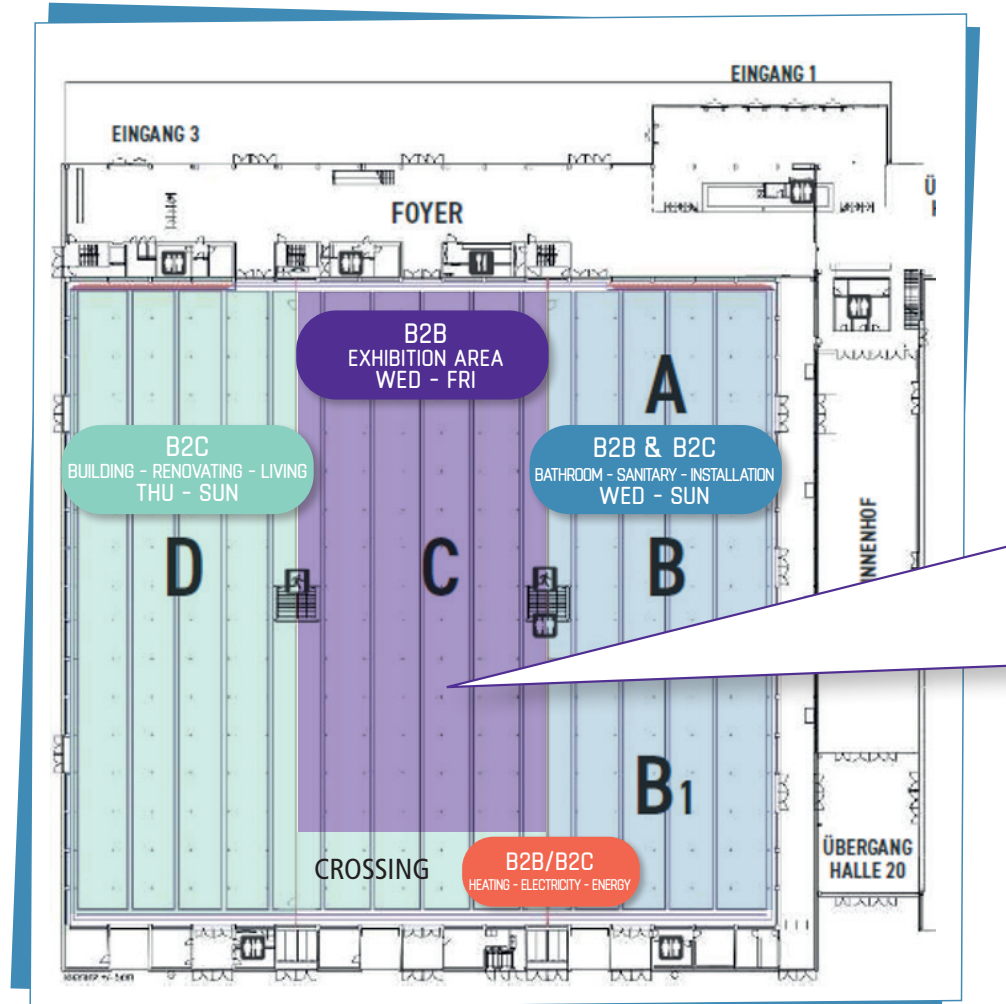
Sector D (Building & Living) is separated by a hall wall. This creates an exclusive area with its own ambience for building technology.





# PLANNING CONCEPT HALL 21 SECTOR C

**WE BUILD**  
ENERGIE  
SPARMESSE  
WELS



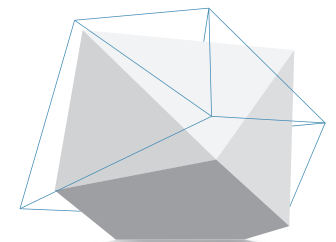
## SEKTOR C

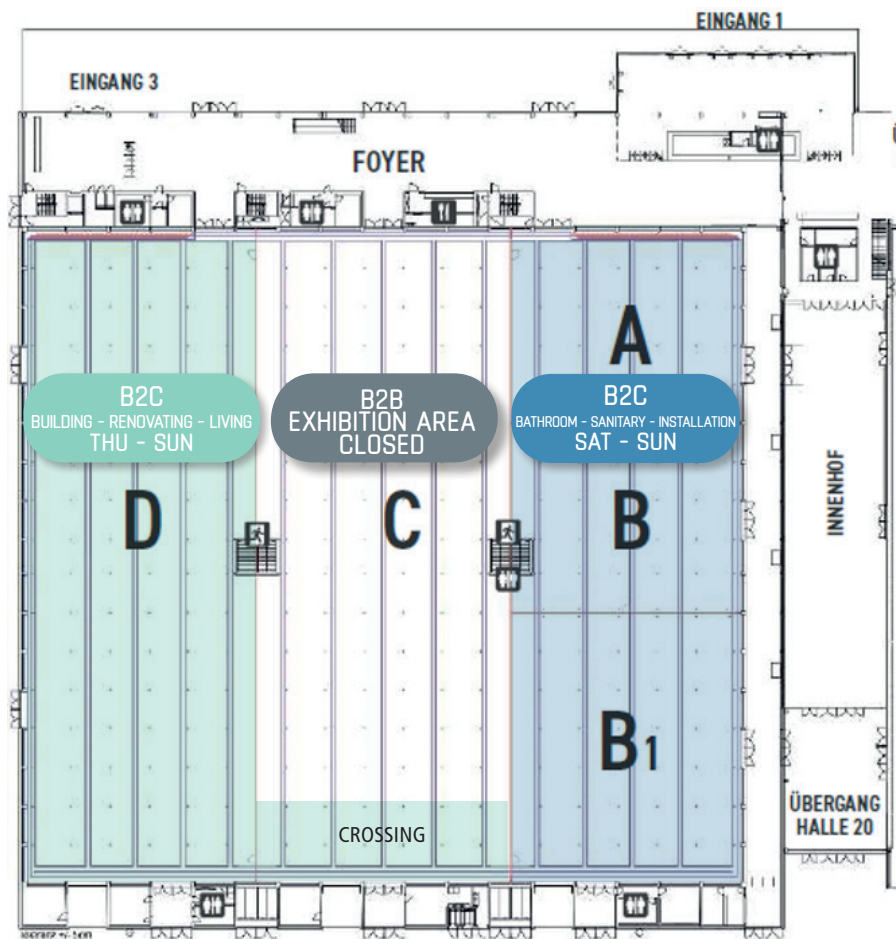
Entrance  
Foyer

INDIVIDUAL  
STANDS

HVAC-  
TRENDPODIUM

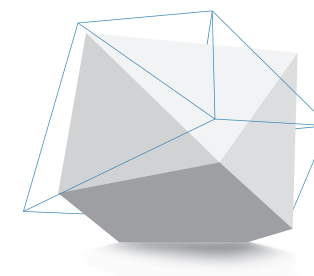
PACKAGE STANDS  
BONUS & SUPERIOR





## SATURDAY AND SUNDAY B2C PUBLIC DAYS

The 3 specialist days for B2B in Sector C will be separated by a hall wall on Friday evening. Exhibitors who are also interested in the B2C days will remain and have therefore booked their stand space there. The Building & Living exhibition area is connected to the terminal by a transition area.





## WHAT ELSE DO WE OFFER?

### + HVAC trend-podium

The B2B-oriented trade fair stage for expert talks, panel discussions, market trends and prospects in the HVAC sector. You will have the opportunity to present your products and solutions.

### + Long Night of Installation - the networking evening event

Together with the exhibitors, we organize an evening event for all trade visitors in Hall 21.

### + Planning your trade fair appearance cost-effectively?

Ask for an all-inclusive offer with package including stand construction, stand space and additional services.

## 25.735 TRADE VISITORS

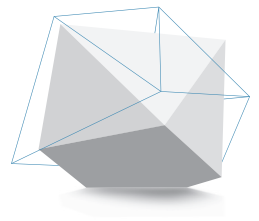
Take advantage of Austria's largest trade fair and benefit from the unique combination with the leading trade fair for the HVAC industry.

## OUR EXHIBITION THEMES

- + Heating, cooling, air conditioning, ventilation, sanitary and water installation technology
- + water installation technology
- + Installation supply industry (rear wall technology)
- + Installation requirements (TBE) and building services
- + Heat distribution/output systems
- + Pipes, pipe systems
- + Water and waste water technology
- + Water treatment
- + pumps
- + Shut-off devices
- + Tanks
- + Insulation materials for installation technology

## YOU CAN REACH THESE TARGET GROUPS

- + Gas, water and heating installers
- + Plumbing, heating, air conditioning and ventilation technicians (HVAC)
- + Planners for installation technology, electrical engineering and building services
- + Planners for measurement, control and regulation technology (MSR)
- + TBE specialist planners
- + Electrical installers, planners and electrical engineers
- + Technical offices
- + Facility managers
- + Safety and fire protection technicians
- + System operators
- + Vocational and technical schools





# COMMUNICATION MEASURES

## CONTENT CAMPAIGN

**YOU ARE AT THE CENTER OF COMMUNICATION AS AN EXHIBITOR WITH YOUR INNOVATIONS!**

**Starts:** End of September  
**End:** Until WEBUILD 2025

### **How do we implement this?**

Our editorial team will get in touch with you and prepare the content for the campaign. The content will then be used in the form of text, images and video for all our communication measures.

### **What communication measures are planned?**

- + **Creation of qualitative blog posts that emphasize the expert status of WEBUILD:** Published on [energiesparmesse.at](https://energiesparmesse.at).  
The focus will also be on selected exhibitor testimonials.
- + **Visibility on social media channels (LinkedIn, Facebook and Instagram):** Exhibitor news is provided through organic postings and blog posts with important updates on current HVAC topics are featured for trade visitors.
- + **Newsletter marketing:** Blog posts and news are included and highlighted in the exhibitor/trade visitor newsletter and in the general visitor newsletter.
- + **Social Media Traffic Ad & Google Ads:** Paid campaigns for visitor and exhibitor acquisition will expand the radius and round off the 360-degree communication.



## Website, Newsletter & Online Campaign

# SUCCESS REPORT



**60.968**

New Users  
www.energiesparmesse.at

**357.667**

Page views  
www.energiesparmesse.at

**32 %**

Returning Users  
www.energiesparmesse.at



**3.409**

+13 %

Newsletter  
Construction contacts

**14.089**

+47 %

Newsletter HVAC  
Construction contacts

**19.905**

+35 %

Newsletter  
Visitor contacts



**143,41 Mio**

Potential reach digital\*

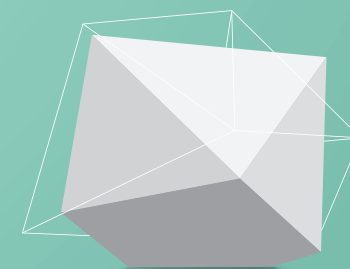
**4,1 Mio**

Impressions  
Facebook/Instagram

**90/29.953**

LinkedIn Posts /  
Impressions

\*Meltwater evaluation, Sep.23 – Apr.24







## Facebook & Instagram

INCL.  
PARTICIPATION  
OF INFLUENCERS  
FROM THE HVAC-  
INDUSTRY

# SUCCESS REPORT

The top posts (organic)

4,1 Mio

Impression

11.391

Reach content interactions

6.293

Content-Interactions



### 🌟 Aussteller-Innovationspreis...

Donnerstag, 7. März 07:00

👁 4.869    ❤ 140  
💬 2    ➡ 22



### Der letzte Tag der WEBUILD...

Sonntag, 10. März 09:00

👁 2.605    ❤ 66  
💬 4    ➡ 9



### Wir freuen uns über hohen Besuch am 1....

Mittwoch, 6. März 07:21

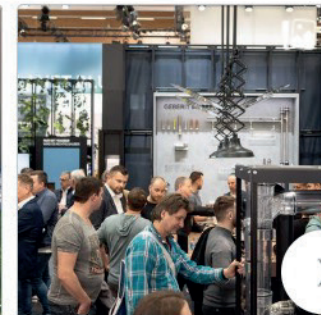
👁 2.549    ❤ 40  
💬 1    ➡ 4



### 🎉 Premiere auf der WEBUILD...

Freitag, 16. Februar 01:56

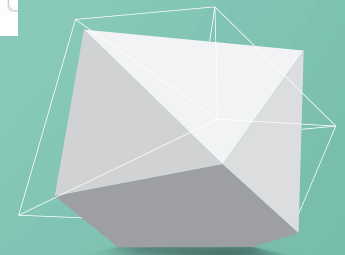
👁 2.130    ❤ 23  
💬 1    ➡ 8



### Ein Messeauftakt nach Maß 🍷 Mit dem...

Mittwoch, 6. März 08:13

👁 2.110    ❤ 36  
💬 2    ➡ 4





Extensive content campaign on Meta & Google



# SUCCESS REPORT

B2B CONTENT-CAMPAIGN 06.02. - 07.03.2024

800.938

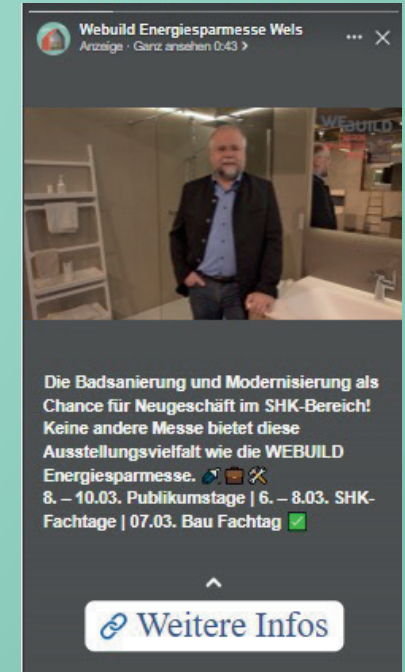
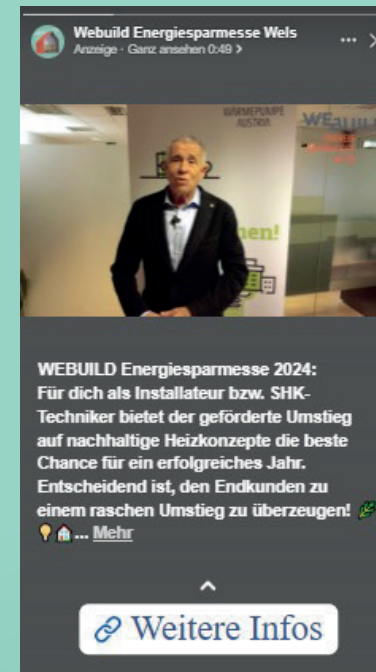
Impressions

11.391

Clicks

12

Ad-variations







Extensive content campaign on Meta & Google



B2B GATED-CONTENT-CAMPAIGN 06.02. - 07.03.2024

354.939

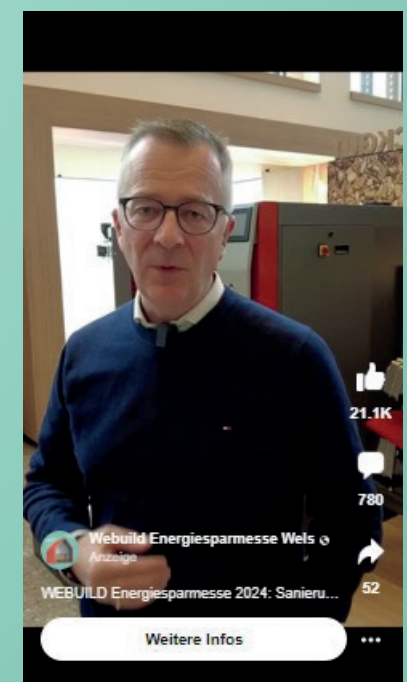
Impressions

3.806

Clicks

9

Ad-Variations





# WE BUILD

## ENERGIE SPARMESSE WELS

### CONTACT US AND BECOME PART OF THE BIGGEST HVAC - EVENT IN AUSTRIA!

Take advantage of Austria's largest trade fair and benefit from the unique combination with the leading trade fair for heating and energy.

#### YOUR TRADE FAIR TEAM



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Get in touch with us 

#### FAIR OPENING HOURS

Daily from 9 a.m. to 5 p.m.

#### Exclusively for HVAC-trade visitors

March 05 - 07, 2025

#### Exclusively for building & HVAC trade visitors:

March 06, 2025

#### PUBLIC DAYS:

March 07 - 9, 2025



Messe Wels

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