

abf

Messe für aktive Freizeit

Hannover – Exhibition Center

January 30th – February 3rd 2019

Information and sales exhibition

Five days, seven halls, more than 550 exhibitors from 17 different nations. abf, northern Germany's biggest holiday and leisure fair, offers your visitors a wealth of enjoyment on 90,000 square meters of display space.

And it offers you an ideal platform to present your products and services in a sales-conducive setting. As an exhibitor, you'll benefit from a successful trade show concept, providing an excellent combination of entertainment and shopping to draw in some 92,000 visitors.

But it's not just the quantity, but above all the quality of visitors that speaks for itself: The majority of visitors come with firm buying intentions which are then put into practice – the best prerequisite for achieving strong sales at the show.

The rich and varied supporting program and the accompanying events are also key components of the abf success recipe. Special displays like "Wanderdorf" and "Photo & Adventure" offer a rich collection of goods, complemented by a delightful atmosphere, creating ideal conditions for good sales. New events staged daily are especially geared to the relevant target groups, producing high spirits and positive results for exhibitors.

The afternoon ticket, bike day and celebrity appearances were all real crowd pleasers.

abf features special themes

Sign up today as an exhibitor at the 42nd abf and learn about the various options available for participants at the big leisure fair.

Themes

- Active & Fit
 - "Wanderdorf"
 - Northern State Group Pavillion
- Autotage Hannover
- Caravaning & Camping
- Cycling & Outdoors
- Photo & Adventure
- Travel & Holiday/Culinary Holidays

*Customer proximity –
your advantages as an exhibitor*

Customer proximity
■ Direct sales – direct success
■ Present your offerings in a direct-sales context in a unique, sales-conducive atmosphere with loads of interesting special topics and great events
■ Enhance your company image through direct customer contact
■ Reinforce customer loyalty and expand your customer base
■ Promote sales the effective way, without any waste coverage
■ Experience instantly measurable success for all your communication activities

Let us promote you

Professional advertising and press publicity for your success!

Marketing services
■ Targeted visitor brochures
■ Ads and reports in daily and weekly newspapers at the local and regional level
■ Extensive outdoor advertising in Lower Saxony
■ A website containing exhibitor and visitor information, highlights, the supporting program schedule, an online catalog featuring a product database plus extensive search facility
■ Free advertising materials for exhibitors
■ Professional media relations for print media, radio and television, including topic-centered press conferences
■ Extensive, targeted direct mailings

Facts

- 55.5% of visitors either ordered or purchased goods on-site
- On average each person spent EUR 1.225,10
- 85.0% of people would visit the trade fair again
- 87.1% of people would recommend the trade fair

Visitor residence radius	
Hannover residents	15.3%
Up to 25 km away	22.2%
Over 25 km and up to 50 km away	26.5%
Over 50 km and up to 100 km away	25.0%
Over 100 km and up to 300 km away	9.0%
Over 300 km away	1.9%

Age structure (in years)	
Up to 20	4.1%
21–30	11.5%
31–40	11.2%
41–50	19.2%
51–60	26.8%
61–70	19.1%
Over 70	8.2%

Rental prices per sqm*	
Row stand	EUR 78.00
Corner stand	EUR 81.00
End stand	EUR 85.00
Island stand	EUR 87.00
Open-air site	EUR 56.00

* prices differ for caravan manufacturers and dealers and tents larger than 301 sqm, plus exhibition stands for water sports and bicycles

www.abf-hannover.de

Book now! We look forward to receiving your call!

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FACHAUSSTELLUNGEN

HECKMANN

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