

AUTOZUM SALZBURG

THE TRADE FAIR FOR
THE **AUTOMOTIVE**
AFTERMARKET

20 – 23 January 2027
MESSEZENTRUM SALZBURG



EXHIBITOR INFORMATION

COMPANY AND CONTACT DETAILS FOR OFFERS

GENERAL COMPANY DETAILS		
<input type="checkbox"/> Exhibitor		
<input type="checkbox"/> Co-exhibitor with:		
Company register no.	VAT ID no.	
Company name according to company register		
First name/surname: Contact person		
Street/PO box		
Country/Postcode/Town or city		
Company phone no.	Company fax no.	Contact person: mobile phone no.
Internet address		
Company e-mail address		
Contact person: E-mail address *		
Executive management		

* Please note, this e-mail address will be used for all information regarding your online exhibitor profile/fair network.

CORRESPONDENCE ADDRESS		
Company name according to company register		
First name/surname: Contact person		
Street/PO box		
Country/Postcode/Town or city		
Company phone no.	Company fax no.	Contact person: mobile phone no.
Contact person: E-mail address *		

INVOICE ADDRESS (IF DIFFERENT)		
VAT ID no.		
Company name according to company register		
Street/PO box		
Country/Postcode/City		

BOOTH DETAILS (PRICES ON THE FOLLOWING PAGE)	
<input type="checkbox"/>	Booth location, if possible, same as at previous show (2025) _____ stand number
<input type="checkbox"/>	New booth location please. Hall: _____ Type: <input type="checkbox"/> Row <input type="checkbox"/> Corner <input type="checkbox"/> End <input type="checkbox"/> Island Dimensions: _____ sqm = _____ m x _____ m
<input type="checkbox"/>	Co-exhibitor: We wish to include the following co-exhibitor. _____ Company name according to company register.
<input type="checkbox"/>	Please send an offer for a 2-level booth. We require information and a non-binding offer for the option of a booth with a built-on upper level.

PLACEMENT REQUEST

Please note that submitting this data does not automatically constitute a stand registration. The first step in returning this document is to express your interest. The next step is to make contact and discuss the next steps together.

Attention: Booth area without boundary walls!

All prices quoted do not include taxes and duties.

We have read the trade fair terms and conditions printed below, and available online at mzs.at - including the declarations of consent to the receipt of e-mails and the use of our data contained in item 27 - and accept they are integral to the contract, regardless of whether the registration form is returned without the trade fair terms and conditions printed on the back (as with e-mails). In addition, Messezentrum Salzburg GmbH house rules shall apply.

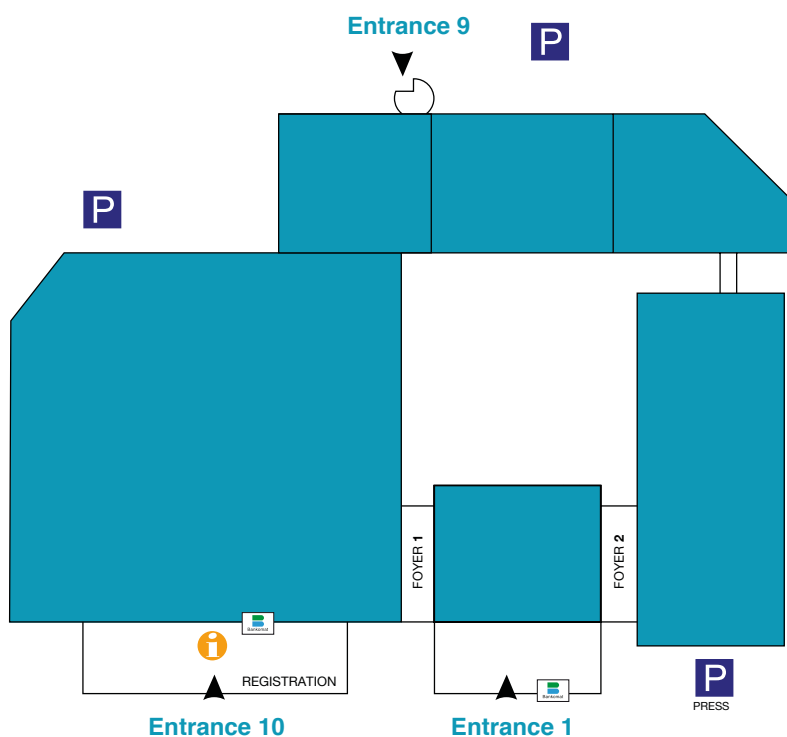
Place of jurisdiction and performance is Salzburg. As we always endeavour to adapt and improve our digital presence to keep it technologically state-of-the-art, for technical reasons there may be changes in our digital product portfolio.

PRICES & SPACE RENTAL

SPACE RENTAL FEES	EARLY BIRD (until 30 June 2026)	PRICES
Row booth	€ 149.00	€ 164.00
Corner booth	€ 165.00	€ 180.00
End booth	€ 176.00	€ 189.00
Island booth	€ 182.00	€ 195.00

The space rental fee is stated as the net price per sqm. Taxes and duties are calculated accordingly, and payable at the respective statutory rate. The price as stated does not include the standard marketing and service fee, electricity consumption, taxes and duties.

Book
before the end
of 2025 and
receive an
additional 5%
discount on the
early bird
price.



STANDARD MARKETING AND SERVICE FEE (OBLIGATORY) € 882.00

The marketing and service fee is already included on registration and encompasses:

- > Registration fee
- > Quota of exhibitor passes and exhibitor parking access cards (quota according to booth size)
- > Inclusion of – and access to – your company profile in the online exhibitor catalogue
- > Exhibitor dashboard: BASIC
- > Lead-scanning app: Emperia

CO-EXHIBITOR FEE € 282.00

Plus standard marketing and service fee

TURNKEY BOOTH OPTIONS

EASY € 105,00/sqm	FIRST € 158,00/sqm
	
excl. space fee and exhibition space	excl. space fee and exhibition space
incl. electricity package 3kW and all levies	incl. electricity package 3kW and all levies
incl. power consumption	incl. power consumption
carpet tiles black (or choose colour)	carpet tiles black (or choose colour)
walls white foiled, H = 250 cm	walls white foiled, H = 250 cm
frame clasp	frame clasp
stand lettering (original logo at surcharge)	stand lettering (original logo at surcharge)
-	1 pc. box, lockable (1 x 1 m)
-	1 pc. counter
-	1 pc. table 80 x 80cm, Chrom 1
-	3 pc. chair "Comodo" black
-	1 pc. wall hook
-	1 spotlight 100 W per 4 sqm
No changes to fixture list possible	No changes to fixture list possible

I ORDER

☐ „Easy“ _____ sqm ☐ „First“ _____ sqm

BOOTH SIGNAGE (PLEASE SELECT)

☐ Lettering signage (max. 20 black letters, precise wording/spelling required)



☐ Booth signage with logo (€ 63.90 surcharge per signage)

Please provide print-quality version of official logo (300 dpi, eps/pdf/jpg). Orders submitted 14 days or less prior to the first day of the event are subject to an additional 25% handling fee.

CARPET TILES (INCLUDED, PLEASE SELECT COLOUR)

☐ black ☐ dark grey ☐ dark red

CARPET ROLL (SURCHARGE 8.10/sqm)

☐ azure blue ☐ bright green ☐ dark blue ☐ bottle green ☐ signal red

YOUR REFERENCE

Company name

Booth number

Offer no. (as stated in first offer)

Date, town

Company name

Company stamp and signature

The prices quoted are net prices. The general terms and conditions for trade fairs at www.gastmesse.at are acknowledged by the client's signature. Subject to changes, content, printing and typesetting errors.

VARIO TURNKEY BOOTH OPTIONS

VARIO FIRST	€ 297/sqm	VARIO EXPERT	€ 329/sqm
			
excl. space fee and exhibition space		excl. space fee and exhibition space	
incl. electricity package 3kW and all levies		incl. electricity package 3kW and all levies	
carpet tiles black or grey		carpet tiles black or grey	
Vario Wall Fabric* H 250 cm (surface graphic fabric**)		Vario Wall Fabric* H 250 cm (surface graphic fabric**)	
floodlight		floodlight	
Vario Room 1 Fabric*** H 250 cm		Vario Room 1 Fabric*** H 250 cm	
Vario Bar Basic + 1 bar stool "Capri" white		Vario Bar Fabric**** + 1 bar stool "Capri" white	
standing table Lifestyle + 4 bar stool "Capri white"		Vario Bar Cube incl. refrigerator	
-		table Lifestyle + 4 chairs "Tosca" white	
-		screen 43" UK	
No changes to fixture list possible		No changes to fixture list possible	

* Vario Wall Fabric: HxWxD = 2500 x 990 x 308mm; Consisting of aluminum substructure and flex fabric with digital print (print-ready data to be provided by the customer), 1x LED floodlight Solas (50W / 230V / 4000K) in silver.

** A high-resolution, vectorised print file must be uploaded to our server up to 5 weeks before the start of the event. You will receive the link from your project management.

*** Vario Room 1 Fabric: HxWxD = 2500 x 2020 x 1030mm; Consisting of aluminum substructure and 3-sided opaque flex fabric with digital print (print-ready data to be provided by the customer), 1x lockable door, 1x wall shelf incl. 4 pieces of white insert plates (HxWxD = 1980 x 990 x 495mm), 1x white work surface (HxWxD = 880 x 990 x 495mm), 1x white compartment - max. load capacity 5kg (WxD = 990 x 300mm), 1x wall-mounted clothes hook 3-piece silver, 1x 18L black waste bin, 1x LED floodlight Solas above lockable door (50W / 230V / 4000K) in silver, 1x 3-way power distributor with a 3m cable length.

**** Vario Bar Fabric: HxWxD = 1000 / 1120 x 990 x 620 mm; Equipment: 2x lockable doors, 1x shelf, 1x cable outlet in white; Material body: 19 mm white SPA; Material front counter: Opaque flex fabric with digital print (print-ready data to be provided by the customer); 1x 3-way power distributor with a 3m cable length.

I ORDER

☐ Vario First _____ sqm

☐ Vario Expert _____ sqm

CARPET TILES (INCLUDED, PLEASE SELECT COLOUR)

☐ black ■

☐ dark grey ■

YOUR REFERENCE

Company name

Booth number

Offer no. (as stated in first offer)

Date, town

Company name

Company stamp and signature

ONLINE EXHIBITOR CATALOGUE - PREMIUM EXHIBITOR LIST

ONLINE COMPANY PROFILE

The online exhibitor catalogue on the trade fair website is the number-one source of information for visitors preparing for the trade fair, and often forms the basis for deciding whether or not to visit your booth.

Fill your company profile with information you consider important to convince potential customers of your company's benefits. The more information and details an online company profile contains, the more attractive it will be.

The **Bronze Package** is already included when exhibitors **register for the fair**.

UPGRADE: For more visibility in the online exhibitor catalogue, we offer two upgrade options: The Silver Package and the Gold Package.

BENEFITS

- > Visible showcase of your company, brand(s) & products
- > Trade fair visitors are more aware of your goods/services as they prepare to visit the show
- > Better search engine visibility (Google; search engine marketing: backlinks, content reach, ...)
- > Individuelle Informationen mit denen Sie potenzielle Kund:innen überzeugen

BRONZE PACKAGE

Basic entry in the online exhibitor catalogue

Bereits im System automatisch vorausgefüllt:

- > Company name
- > Hall/booth number
- > Contact
- > Product categories

INCLUDED
WHEN YOU
REGISTER FOR
THE FAIR!

Enhance your profile and stand out from the crowd by adding more detail!

- > Logo
- > Company description
- > Brands you are presenting
- > Link to your company website and link-up to your social media channels
- > Upload documents (PDF format), such as product catalogues, price sheets, image folders, event schedules etc.

SILVER PACKAGE

Upgrade in the online exhibitor catalogue

- > Background image
- > Colour highlights
- > Contact icons
- > Maximum visibility for your company description

UPGRADE

€ 388.50

GOLD PACKAGE

Limited no. of upgrades in the online exhibitor catalogue

- > **Silver Package** (see above)
- > Feature sponsorship of a product category at the top of the exhibitor, include „Premium“ label
- > Feature on the 'Homepage Carousel'
- > **Limited!** Only 10 packages available

UPGRADE

€ 2,077.00

ADDITIONAL PRODUCTS, EXHIBITOR PASSES & PARKING ACCESS CARDS

When registering for the fair, exhibitors are allocated a basic quota of free exhibitor passes and parking access cards, according to the size of their booths.

Do you also need additional exhibitor passes for your team, or because customers you have invited are travelling by car? Order the additional products required to optimise your trade fair presence.

- > **Exhibitor pass** € 21.50 each (not incl. 20% VAT)
Can be ordered up to fair commencement
- > **Exhibitor parking access card** € 26.50 each (not incl. 20% VAT)
Can be ordered up to 13.01.2027 –
Prices subject to change!

Please refer to the adjacent tables to identify the basic quota of exhibitor passes and exhibitor access parking cards you will be allocated – according to booth size.

QUOTA EXPLAINER FOR EXHIBITOR PASSES

Up to 19 sqm	3 exhibitor passes
From 20 sqm	4 exhibitor passes
For each additional 10 sqm	1 additional exhibitor pass

QUOTA EXPLAINER FOR EXHIBITOR PARKING ACCESS CARDS

Up to 32 sqm	2 exhibitor parking tickets*
From 33 sqm	4 exhibitor parking tickets*

*These exhibitor parking permits are valid for the entire duration of the trade fair, including the assembly and dismantling periods.

I ORDER

Exhibitor Passes _____ pcs.

Exhibitor parking access cards _____ pcs.

WE WILL
PLACE ADDITIONAL
ORDERS UNTIL
13.01.2027. PLEASE
SEND VIA EMAIL TO
AUTOZUM@MZS.AT



YOUR CONTACT

DANIEL HERGER

P: +43 662 2404 56

E: autozum@mzs.at



Messezentrum Salzburg GmbH
Am Messezentrum 1
5020 Salzburg
Phone: +43 662 24 04 0
Fax: +43 662 24 04 20
E-Mail: office@mzs.at

