

# GRILL & BBQ OUTDOOR



 **MESSE WIESELBURG**

**WIR SCHAFFEN BEGEGNUNG**

A key event of the Messe



**LAND & FORST**

**INVITATION FOR EXHIBITORS**



Photos: www.shutterstock.com



**BBQ passion**

**1 to 4 June 2023**



# GRILL & BBQ OUTDOOR

## Austria's SPECIALIST EVENT for outdoor grilling & BBQs

as part of the LAND & FORST - trade fair for agriculture & forestry



### BBQ passion

Regional indulgence, quality and **“do it yourself”** are just a few of the trends that have gained ever more importance in recent years. As a major part of this, **grilling** plays an essential role in the **food sector** and has also become a **real passion** for many people (whether individuals or gourmet experts).

There are many international festivals and events. With the **GRILL & BBQ OUTDOOR**, the Wieselburg fair is offering a dedicated event for the first time in Austria, featuring prominent exhibitors and high-quality **live demonstrations**.

We look forward to working with you and are also looking to work with **advertisers**.

We bring people together,

Ing. Werner Roher Trade fair director      Franz Bock Project manager      Gerhard Blabensteiner Head of sales

“I'm really pleased that there is a dedicated event in Austria for outdoor grilling & BBQs.

The Wieselburg trade fair ground in the heart of Lower Austria - near the A1 motorway - offers the ideal venue for this!

*Franz Bock, project manager*

We are always happy to help!

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### All you need for BBQing!

The first specialist event for outdoor grilling & BBQ will take place **from 1 to 4 June 2023** in Wieselburg.

The exhibition is aimed at

- **Private individuals**
- **Dealers**
- **Gastronomy**
- **Catering managers**
- **Grilling schools**



PS: Secure your **early booking bonus BY THE END OF FEBRUARY** and check out the additional discounts if you attend multiple trade fairs in Wieselburg!

Photos: Gabriele Moser and donated (Franz Bock)



# BBQ passion

Cuisine under the open skies: when it comes to **baking, cooking, grilling & smoking**, we're certainly not just tied to indoor options anymore. From big BBQ feasts to a modest brunch on the terrace with a little contact grill, "grilling" **offers massive potential for interested consumers**.

At **GRILL & BBQ OUTDOOR** we will address the needs of potential consumers and **offer the right communication platform for providers of grilling and outdoor cooking products**. There will be a special focus on demonstrating the wide range of possibilities and showing that there is a **perfect grill or terrace fireplace size to suit everyone**.

**Become part of this initiative and exhibit your product or services!**



## A WELL-ROUNDED AFFAIR

Hall 5 (Europa Hall) and the surrounding outdoor area provide the ideal exhibition space for grills and terrace fireplaces. You'll also be able to impress visitors with live demonstrations.



## GRILLING DEMONSTRATIONS

Pros give tips and tricks for creating the perfect BBQ feast. From heating your grill properly to the perfect BBQ temperature. There is also a focus on the wide variety of dishes that can be prepared with a grill.



## ALL ABOUT GRILLING

The GRILL & BBQ OUTDOOR in Wieselburg will offer varied themes: from the right equipment and grilling outfits and accessories to delicacies such as grilling sauces and seasonings. There is also useful info about "BBQ safety" and other topics.



## SMOKER GRILLS

For many grilling fans, slow and gentle cooking, the preparation of a tasty brisket or FOB ribs ("fall off the bone" ribs) are absolute highlights, which is why the event will feature special emphasis on smoker grills.



## OUTDOOR KITCHEN SPECIAL

What do you need from a high-quality outdoor kitchen and which topics are of particular interest to consumers? The event provides an overview – from private use to professional solutions, catering businesses and mobile options.



## HEAVEN FOR HOBBY BBQERS

You can still enjoy BBQing without a big garden. The GRILL & BBQ OUTDOOR in Wieselburg will offer the right solutions for even the smallest of needs.

## MARKETING & ADVERTISING

The advertising campaign for the GRILL & BBQ OUTDOOR event is also being reworked. The following packages are planned:

- **Adverts** and **collaborations with specialist media**
- **Posters**
- **Online advertising / social media**
- **Advertising cooperations** with our exhibitors

We are always happy to hear from you, for example, to establish joint social media campaigns, provide support with customer invitations, collaborate on adverts and organise additional advertising options on the grounds!



# GRILL & BBQ OUTDOOR - the Austrian specialist BBQ event

## STAND RENTAL FOR EXHIBITORS

Hall	Price per m <sup>2</sup>
0 to 40 m <sup>2</sup>	EUR 63.00
40 to 60 m <sup>2</sup>	EUR 61.00
from 60 m <sup>2</sup>	EUR 59.00
Outdoor area	Price per m <sup>2</sup>
0 to 150 m <sup>2</sup>	EUR 28.00
151 to 200 m <sup>2</sup>	EUR 25.50
201 to 300 m <sup>2</sup>	EUR 21.50
from 301 m <sup>2</sup>	EUR 20.00

## DATES, OPENING HOURS & CONTACT

1 to 4 June 2023 (Thursday to Sunday)

Opening hours daily from 9 am to 6 pm

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 Austria

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## MAP Trade fair with added value: one ticket - lots to see!

**Hall 7**  
Trade show  
Shopping  
Small animal husbandry

**Hall 3**  
Farm & forest  
Exhibition hall with stage

**Hall 8 & 9**  
Energy for agriculture

**Hall 10 & 11**  
Operating equipment & special interests

**Forest area**

**Hall 12**  
LK-Zentrum  
Warehouse

**Hall 5**  
BBQ zone & outdoor kitchen

**Hall 13**  
Animal husbandry  
Innovation farm

**Eurojack stage**

A1 Westautobahn  
Abfahrt Ybbs / Wieselburg

HOTEL

Erlauf

**EINGANG**

St. Leonhard Markt

Scheibbs Purgstall

Gresten  
Steinakirchen

**GRILL & BBQ OUTDOOR**