



# CARP AUSTRIA

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## Saturday & Sunday - 02 & 03 December 2023

Dear ladies and gentlemen, exhibitors and business partners,

**CARP AUSTRIA** is finally back and we couldn't be more excited!

We cordially invite you to the 10th edition of this spectacular trade fair. Our goal is to make the **leading trade fair for angling in Austria** even more successful, and we are working with full passion to achieve this goal. It is time again to present your products and services on this unique platform and meet potential customers/buyers.

**CARP AUSTRIA** offers you the **perfect opportunity** to put **your company in the spotlight**. And the best part?

The space prices have remained unchanged since 2012! That's an unbeatable offer.

Let yourself be inspired by the innovations at CARP AUSTRIA 2023:

• **NEW 2023: LOCATION - Read the press release here**

• **NEW 2023: Presentation Stands**

Fishing brands with presentation stands benefit from discounted space prices and a premium advertising package. Take advantage of this opportunity to present your brand at its best to Austrian anglers.

**When booking a presentation area (no sale) of more than 101m<sup>2</sup>, advertising package worth € 1400 free of charge!**

• **NEW 2023: Fashion show for angling clothing**

We are the first carp fair to hold a daily fashion show for fishing clothing. Be there as an exhibitor and promote your sales.

• **NEW 2023: SHOW POOL for product presentations**

Finally we have space for a presentation pool where you can demonstrate mounts, baits, feeders, echo sounders and inflatables.

• **NEW 2023: Promotion in Austria and new markets Czech Republic, Slovakia and Hungary**

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We do not only want to be the biggest angling fair in Austria, but also the most successful fair for our exhibitors. Therefore, we will once again intensify our marketing activities in Austria and, starting in September, we will have a stronger presence in the Czech Republic, Slovakia and Hungary with various cooperation partners and online marketing campaigns. Our entire website will also be multilingual.

For you as an exhibitor, this means many new customers and contacts.

## Your target groups at CARP AUSTRIA

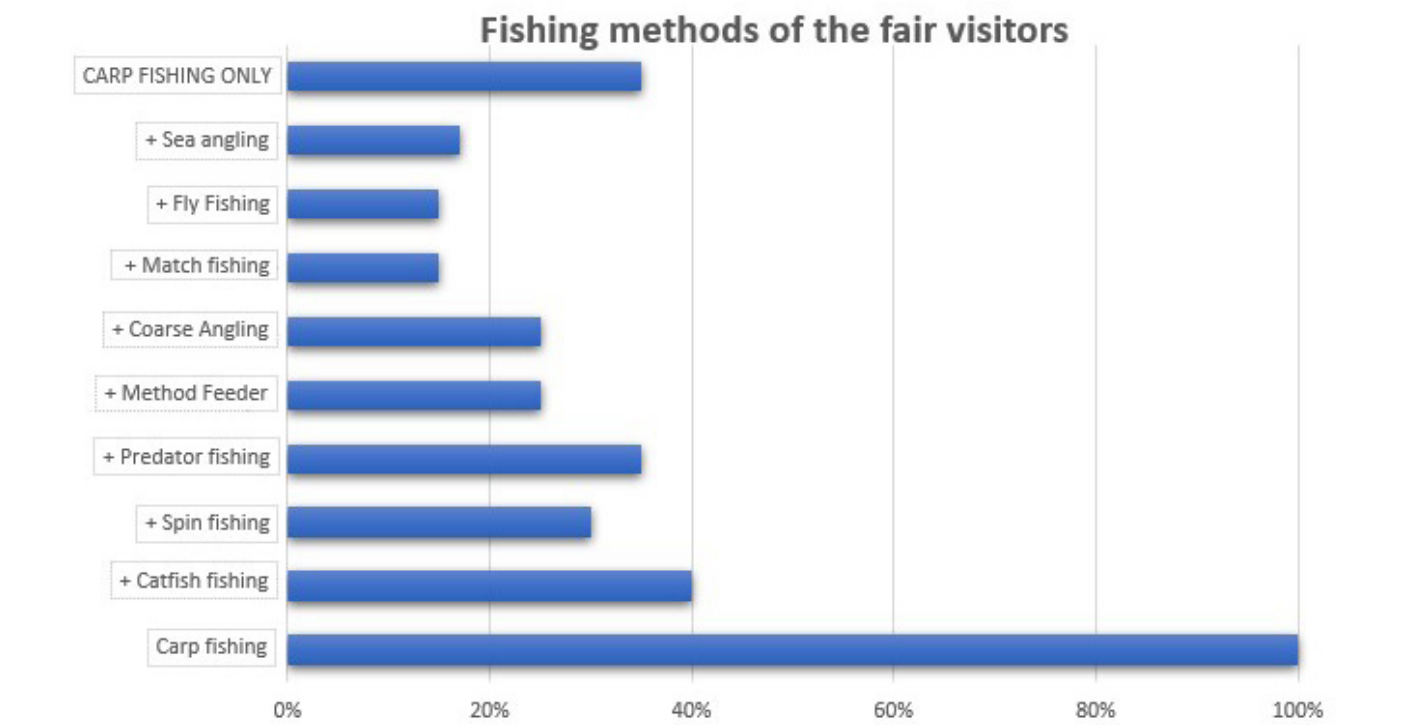
For years we have been conducting target group analyses of thousands of online ticket buyers regarding their fishing methods and the reasons for visiting the trade fair and therefore know exactly their interests, fishing methods and the reasons why they visit Carp Austria.

### Fishing methods of our trade fair visitors

**100%** of the fair visitors fish mainly for carp, of which

**35%** say **ONLY CARP FISHING**.

**65%** of the fair visitors practice at least one other fishing method, such as **40% catfishing** and **35% spinning-predator fishing**. This is interesting, because if you extrapolate the figures to the trade fair visitors +/-, then **Carp Austria** is also one of the **most visited catfish fairs** in the German-speaking world! See table:



### CARP AUSTRIA Visitor Interests:

#### Visitors to CARP AUSTRIA 99% want to BUY!

For over 9 years we have built up Carp Austria as a sales fair that customers use to a great to buy fishing accessories and/or food for their annual needs and are one of the most **most powerful fishing fair in Europe** (per capita).

We understand that trade fair participation is an essential part of your business strategy. Therefore, it is our mission to ensure **your success at CARP AUSTRIA 2023**.

With our increased marketing presence and an impressive number of visitors with purchasing power, **CARP AUSTRIA will help boost your sales** and drive your business forward.

We cordially invite you to participate in this exciting event as an exhibitor. Proudly showcase your products, make new customer contacts and **grow your business at CARP AUSTRIA**.

## Tatjana Kreinbacher and Team