

**FOR REAL PROS.**



**8<sup>th</sup> International Demonstration Show  
for Construction Machines and Construction Vehicles**

**MAWEV-SHOW 2012**

**Mi, 21. - Sa, 24. March 2012**

**Business park Enns/Hafen Upper Austria**

[www.mawev-show.at](http://www.mawev-show.at)



# MAWEV-Show 2012

„Demonstration instead of mere presentation“ is the motto of the **MAWEV-Show 2012** which will be in the spotlight for the 8<sup>th</sup> time from **21 to 24 March 2012**. This demonstration event will provide an opportunity to examine construction machines, construction equipment and construction vehicles produced by national and international manufacturers at close quarters and also to test them live on site. The MAWEV-Show takes place every 3 years and the number of exhibitors grows each time. This is a concept for success which has attracted and inspired an increasing number of trade visitors.



# MAWEV-Show 2012 - The turbo-charger of the construction industry

The MAWEV-Show 2012 from 21 to 24 March will be staged in the Business park of Enns/Hafen in Upper Austria. The 105,000 m<sup>2</sup> exhibition site and the hall space with about 7,000 m<sup>2</sup> will provide the showcase for more than 1,000 state-of-the-art construction machines and construction vehicles. These will be demonstrated to trade visitors in realistic use to spark interest and enthusiasm.

## Review - Around 30,000 trade visitors over 4 days at the MAWEV-Show 2009

Some 30,000 interested trade visitors in total attended the demonstration show where almost 300 exhibitors presented their latest construction machines and construction vehicles. Many exhibitors described the quality of trade visitors as outstanding. Foreign visitors accounted for around 18 % of those attending in 2009. Even greater attention will be focused on a strong international presence in 2012.

Many of the companies exhibiting reported a growing optimism among their customers. Messe Graz received unanimous praise for its perfect organisation and there was confirmation that this mega show of construction giants proved to be a significant stimulus for the industry. Last but not least, well-aimed public relations work



together with the new combination of days from Wednesday to Saturday (instead of the previous Thursday to Sunday) was also responsible for the top-flight profile of trade visitors. This successful combination will also form an important basis for the MAWEV-Show 2012.



## Comments on MAWEV-Show 2012

**Komm. Rat  
Ferdinand Beringer**  
*President of MAWEV*



*„The MAWEV-Show is a unique exhibition which presents the construction industry with the latest developments in the market every three years. The MAWEV-Show 2012, as the leading construction machinery event held in the heart of Austria, will provide new stimuli for the coming economic recovery!“*



# Top-flight trade visitors await you!

## Top ratings for the MAWEV-Show 2009

According to the visitors' survey conducted by the independent market research institute m(Research, 97.7 % of those questioned had attended the MAWEV-Show 2009 for professional or business reasons. 86 % considered that their expectations had been met or exceeded. The exceptional length of time trade visitors stayed (a remarkable 41.2 % spent 7 hours or more at the MAWEV-Show 2009 - a further 53.5 % stayed longer than 3 hours) indicated a very high level of interest. Just short of 62 % also intended to visit the next MAWEV-Show in 2012 - a further 33 % answered that this was a possibility.



## Visitor survey: Main points of interest and investment intentions

Trade visitors were interested mainly in construction machines (49.7 %), construction vehicles (28.7 %), equipment and accessories (20.5 %), construction and transport equipment (13.6 %), cranes (12 %), screening and crushing plants (11.1 %) and recycling of building waste (7.9 %). 8.8 % of visitors surveyed had purchased something at the MAWEV-Show 2009 - 13.2 % were still intending to do this on site. 23.7 % intended to purchase something at a later date based on the information obtained at the MAWEV-Show - a further 35.2 % answered that purchasing was a possibility.



### Dr. Thomas Schmitz Volvo Baumaschinen Österreich

*„The MAWEV-Show is a very important tool for VOLVO Baumaschinen Österreich GmbH which enables it to show off its strength, diversity and market presence. For us the MAWEV-Show 2009 was the best since it first started and not just because of sales during and after the show. Attendance at our demonstration stand was overwhelming. We welcomed trade visitors from all over Austria, Bavaria and the neighbouring countries and were able to impress them with our products and the services we offer. We are already looking forward to the MAWEV-Show 2012 and will certainly use it again as an event highlight next year.“*



### Günter Kuhn Kuhn Baumaschinen

*„We were very satisfied with the infrastructure created at die MAWEV-Show 2009 and with the excellent quality of trade visitors. The show will be of even greater interest to us in 2012 as the more central location fits in even better with our ideas.“*





## Products and services on offer at the MAWEV-Show 2012

Construction machines, construction vehicles, construction and transport equipment for structural, civil and highway engineering. Machine, equipment and vehicle accessories plus tools and appliances. Construction facilities, formwork, scaffolding. Cranes, all-terrain forklifts, screening and crushing plants, recycling of building waste, waste disposal and landfill technology. Planning, surveying, designing, equipping, maintaining, care and winter clearance of roads and open landscapes. Road traffic safety. Municipal engineering and municipal vehicles, planning, surveying, consulting, financing.

## Massive promotion, strong performance:

- € Strong cooperation partner
- € Effective direct marketing aimed at target groups
- € Intensive cooperation with media relevant to target groups
- € Cooperation with business publications
- € Free promotional items for exhibitors (mailing stickers, customer cards, posters, etc.)



## The target group of the MAWEV-Show 2012

Owners, senior executives and employees of structural, civil and highway engineering companies and relevant construction trade companies, dike diggers, demolition companies, landfill operators, asphalt companies, mining and smelting companies, concrete works, power stations and waterworks, forestry enterprises, sawmills, timber processing industry, producers of construction materials, relevant lobby groups and associations, building authorities, municipal representatives, highways departments, developers, planners, surveyors, relevant professional groups and vocational schools, etc.

### Wolfgang Jonke Kohlschein

*„Demand at the MAWEV-Show 2009 was more optimistic than anticipated. As a trade visitor, it makes a massive difference whether the functions of a construction machine are merely explained to you or whether you can actually try them out yourself.“*



### Ing. Friedrich Mozelt Zeppelin Österreich

*„The MAWEV-Show 2009 was a really gratifying and enjoyable event for us. Thanks to the unique design concept and the enormous advertising value of this event, we were able to welcome a fantastic audience to our stand and to cultivate great contacts. We are already looking forward to 2012.“*





# DOs and DON'Ts Demonstration guidelines



- **Current models only:** Only as-new machines and demonstration equipment may be used (no older than 12 months). Emphasis is on the latest models.
- **Action is essential:** The machines must be moving all the time, i.e. they must be shown in realistic use. The digging depth is restricted to 3 m due to the ground-water table.
- **Safety takes priority:** Exhibitors must ensure maximum possible safety for both visitors and employees working the stand.
- **Staying clean:** The site must be restored to its original condition after the MAWEV-Show ends. The event organiser will have the restoration carried out if this is not the case. The exhibitor concerned will be charged accordingly costs for this.
- **"50:50":** No more than half the space rented (in the case of outdoor areas larger than 125 m<sup>2</sup>) may be used for structures and stationary exhibition purposes. The remaining stand area is reserved exclusively for demonstration purposes.



**Harald Hornbacher**  
Josef Laurer KG

„We have always welcomed top-class trade visitors to our stand at the MAWEV-Shows. That is why, from a completely Austrian point of view, I am particularly pleased that in 2012 the venue in the Linz/Enns area will be so easily accessible to EVERYONE. The existing infrastructure is fantastic so once again there will be plenty of opportunity for live, hands-on experience of the construction machinery. The fact that the established team at Messe Graz has again been entrusted with organisation of the MAWEV-Show in 2012 is a sure-fire guarantee that plenty of thought will go into all the details required for such a professional event.“



**Roswitha Dreger**  
Dreger Construction  
Equipment

„I was very pleasantly surprised by the last MAWEV-Show. Although there were fewer visitors than three years previously, those who did attend were far more interesting and I am now looking forward to a large number of new customers. The MAWEV-Show is always an experience for both exhibitors and visitors alike.“



# Registration for the MAWEV-Show 2012

Stands will be allocated on submission of the registration form which should be filled in and returned to the event organiser, **Messe Congress Graz** Betriebsgesellschaft m.b.H., Messeplatz 1 / Messeturm, 8010 Graz, Austria.

The Management Board of the Federation of Austrian Construction Equipment Dealers will make the decisions regarding approval for the **MAWEV-Show 2012**. Space will be allocated on a first come, first served basis and will be specified in writing when the confirmation of registration is sent out.

## Attendance Fees:

Demonstration space on the open-air site:

1.500 m <sup>2</sup> _____	EUR	20.937,-
1.000 m <sup>2</sup> _____	EUR	14.290,-
500 m <sup>2</sup> _____	EUR	9.389,-
250 m <sup>2</sup> _____	EUR	6.593,-
125 m <sup>2</sup> _____	EUR	4.494,-
64 m <sup>2</sup> _____	EUR	2.945,-

Exhibition space in the mobile hall:

Stand area (min. 12 m <sup>2</sup> ) _____	EUR	86,-/m <sup>2</sup>
Registration fee _____	EUR	195,-

All prices plus. VAT and 1% contract fee.

# Contacts and contact information:

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### Event Organiser: messe graz

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A-8010 Graz, Messeplatz 1 / Messeturm  
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messe.graz@mcg.at  
www.mcg.at

### Dates and Times:

Wednesday, **21 March** to  
Saturday, **24 March 2012**  
Daily from **9 am** to **6 pm**

