

DIE HOHE JAGD & FISCHEREI®

24th INTERNATIONAL TRADE FAIR FOR HUNTING AND FISHING



Reserve your expo
space today:
www.hohejagd.at

23rd-26th February 2012, Exhibition Centre Salzburg

www.hohejagd.at

Organised by
 Reed Exhibitions®
Messe Salzburg

alongside:



IN SALZBURG FOR THE 2nd TIME:



The World Taxidermy
CHAMPIONSHIPS®

Die Weltmeisterschaft der Präparatoren



'Die Hohe Jagd & Fischerei': More than just a trade fair!

This is the largest trade fair for hunting and fishing goods and services, and the second largest on the European continent. On the **23rd – 26th February 2012** the 24th edition of 'Die Hohe Jagd & Fischerei' will be attracting the whole spectrum of hunters, hunting enthusiasts, nature lovers, professional and amateur anglers to Salzburg. It's a trade fair for the record books: **In 2011 a total of 442 exhibitors and over 35,000 visitors came from home and abroad.** Take the chances this event offers to increase sales and display all your latest offers and special features to exactly the right target group!

'Die Hohe Jagd & Fischerei' is more than just a trade fair. Taking place in 2012 there's the **'absolut allrad'** display of off-road and 4x4 vehicles, plus a truly special event – **The World Taxidermy Championship!** The competition is now taking place in Europe for the second time and, once again, the organisers have chosen Salzburg as the venue.

Profit from the synergies between these three events as they attract the crowds once more. **Get involved as an exhibitor and reserve your expo space today!**

An overview of your benefits:

- Meet your target group on 4 days in Salzburg!
- Show your latest products & highlights!
- Provide the visitors with your latest information!
- Discover new market niches and use the expo to acquire new customers!
- Seize this opportunity to exchange information and opinions with colleagues, counterparts and experts!
- Secure your market position and convince potential customers with your product and service portfolio!
- Enhance your corporate image!

Review 2011:

- 442 national and international exhibitors (incl. 'absolut allrad' 2011) during four days in 10 halls (23.000 sqm).
- Visitor record: Over 35,000 national and international trade visitors (incl. 'absolut allrad' 2011)
- Visitor poll: 93.6% of visitors questioned were very satisfied with the show.

The fair

The 2010 exhibitor list can be seen at www.hohejagd.at!



Blow your horn!

Over half of the exhibitors come from other countries and all exhibitors are delighted by the large crowds of visitors and high concentration of specialist visitors at the event. This trade fair is a regular fixture in the diaries of all hunters, gamekeepers and outdoor fans. Blow your horn and take control of your own success. This sector get-together is also a perfect opportunity to show your goods and services! Surprise customers and competitors with new products! Establish new contacts and land some 'big prey'.

Product groups:

- Archery
- Bee-keeping
- Clubs and associations
- Collectors' weapons
- Dogs & related issues
- Forestry management
- Game foods
- Game pens
- Hunting accessories
- Hunting antiques
- Hunting clothes
- Hunting equipment
- Hunting lodge facilities and rooms
- Hunting paintings
- Hunting tours & holidays
- Hunting trophies
- Hunting weapons
- Knives & melee weapons
- Optical equipment
- Range supplies and facilities
- Specialist literature
- Services
- Taxidermy

Highlights & features planned for the hunting-area 2012:

- Archery and crossbows
- Austrian and international deer cry championships
- Crow hunting
- Falconry demonstration
- Forestry nature studies
- Hunting and working dogs
- Hunting horn blowers
- Hunting films and cinema
- Night vision parcours
- Red Fox Award



'Die Hohe Jagd & Fischerei is increasingly becoming the leading hunting trade fair in the Central European Alps. The regional hunting organisations and the Salzburg Hunting Association benefit from the popularity of the show every year'.

Salzburg Hunting Association
Salzburg Master Hunter - Josef Eder (KR)



'The Salzburg Hunting Association and the Bavarian Hunting Association have been cooperating closely for several years, so it's no surprise 'Die Hohe Jagd & Fischerei' attracts a large number of visitors from Bavaria and that the Bavarian Hunting Association is continuing the well established tradition of exhibiting at the show'.

President of the Bavarian Hunting Association
Professor Dr. Jürgen Vocke

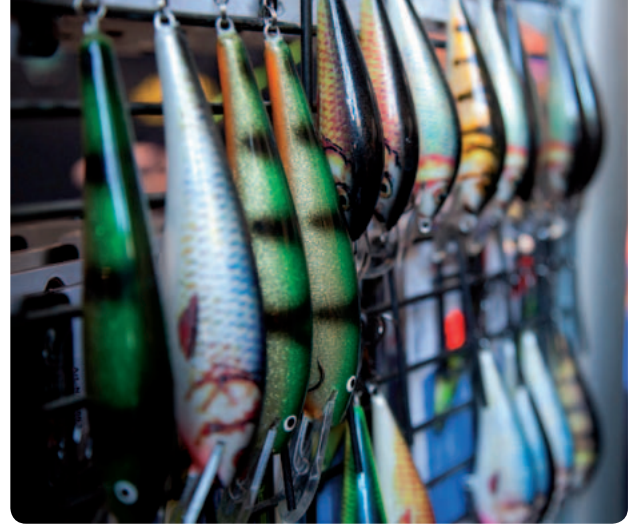


'Die Hohe Jagd & Fischerei' is the most important trade fair of the year in Austria for STEYR MANNLICHER. The central location of the event enables us to access hunters and marksmen in Austria – but also in neighbouring countries. We are always very satisfied with the quality of the exhibitors and the visitors at the show'.

STEYR MANNLICHER GmbH
Martin Fehringer, Sales Manager



Hunting



Cast your net!

This internationally renowned trade fair shows the entire scope of angling interests and equipment; from angling supplies and fishing gear – to all the right fishing clothes. Put your goods and services in the spotlight – centre stage. Cast your line and hook new customers, and give visitors and potential buyers the benefit of good sales advice – for a full four days.

Product groups:

- Angling clothing
- Angling equipment
- Angling supplies and accessories
- Angling tours and holidays
- Clubs and associations
- Fishing boats
- Fish smoking equipment and techniques
- Fly fishing
- Fly-tying
- Services
- Specialist literature
- Taxidermy

Highlights & features planned for the fishing-area 2012:

- Casting
- Fly-fishing
- Fly-fishing pool
- Workshop lane with the fishing forum



'Die Hohe Jagd & Fischerei' is an important annual fixture in the event diary of the Salzburg Region Fishing Association. The fishing village has now established itself as a significant stage showcasing all the fishing districts in the county of Salzburg and allowing premium quality domestic fish products to be viewed and sampled'.

*Salzburg Region Fishing Association
Master Angler for Salzburg - Gerhard Langmaier (FM)*



'This show of goods and services from both sides of the borders is worth supporting for the various fishing associations if we want to achieve something of benefit for the natural underwater environment – both sides of the borders. By joining forces with the Salzburg Region Fishing Association at 'Die Hohe Jagd & Fischerei' over the last few years, this has been something we have become acutely aware of'.

*President of the Upper Bavarian Fishing Association
Alfons Blank*



The world taxidermy championships



'Die Hohe Jagd & Fischerei' 2012 is going to be big! **The World Taxidermy Championship** is also being held parallel to the fair and this very special event is being organised by Reed Exhibitions Messe Salzburg, the Austrian National Guild of Furriers, the European Taxidermy Federation and Breakthrough Magazin Inc.

Take this unique chance to stand in the spotlight and find new customers in this productive and profitable segment. Be part of the accompaniment to the championship as a sponsor. The event draws extra crowds of visitors into the expo centre – and straight to your stand. A **sponsorship package** places you centre stage amongst approximately 40,000 visitors (www.wtc-2012.com). Feel free to contact the expo team if you have questions or need information.

Adventures in 4x4



The '**absolut allrad**' 4x4 show also takes place on the 23rd – 26th February at Salzburg Exhibition Centre and provides a comprehensive overview of the 4x4 market. This show presents the whole range of 4-wheel-drive vehicles, all the latest models and is, hence, an attractive stage for the big auto makers. It generates ideal synergies with the trade fair for hunters and anglers. Many hunters, gamekeepers, anglers and lovers of 'the great outdoors' are interested in 4x4 and offroad vehicles, which is another reason these groups come to the Hohe Jagd and another opportunity to make them acquainted with your business. '**absolut allrad**' – **absolutely perfect!** For more info on the trade fair – go to www.absolutallrad.at

Product groups:

- 4x4 cars
- Off-road vehicles and accessories
- ATVs and quad bikes
- Hunting vehicles
- Skidoos
- Equipment
- Hunting vehicles
- Offroad tourism
- Clubs and associations
- 4x4 clubs



WTC



absolut allrad



Our service for your expo plans!

Reed Exhibitions is Austria's leading organiser of trade fairs and, hence, the ideal partner for ensuring your appearance at the trade fair is an all round success. We are delighted to be able to help you conceptualise, plan and promote your participation at the fair.

We can help you to organise accommodation:

Book your hotel via our Visitor Service Centre and profit from specially negotiated packages available from our partner hotels.

Susanne Wiener is always happy to help:

T: +43 (0)662 4477-2600

E: bsc@reedexpo.at

Do you need help planning or assembling your stand?

Our partnership with System Standbau GmbH is a guarantee for absolute professionalism and excellent value-for-money. For more information – go to www.systemstandbau.at.

Take advantage of our promotional materials to advertise your presence at the fair:

Invitations: Let your customers know you will be exhibiting at 'Die Hohe Jagd & Fischerei' 2012 and invite them to visit your expo stand. These invitations contain important information on the event. Let us know how many you need – we'll be happy to send them to you free of charge.

Admission vouchers entitling customers to free entry: Invite specific customers to the show with a free admission voucher. After the show you will only be charged for those vouchers actually redeemed.

Stickers: Inform customers of your participation at the trade fair by placing these free stickers on all outgoing correspondence!

Logo & banner: Draw attention to your website and to ads promoting your presence at the fair!

Order forms and other information can be found at
www.hohejagd.at/exhibitorservices.



Did you know...

...Salzburg Exhibition Centre is currently being reconstructed?

Halls 10 – 15 are being replaced by a new multifunctional hall that will provide an ideally variable opportunity to accommodate trade fairs, congresses and events. Building began at the start of April 2011 and the multifunctional hall is scheduled for completion by the end of October 2011. The meeting and conference facilities are to be completed by the summer of 2012.



Everything at a glance!

- International trade fair for hunting and fishing
- Around 440 national and international exhibitors in the hunting, fishing and 4x4 driving sectors
- Around 40,000 visitors expected
- visitor target groups: hunters, anglers, nature lovers, foresters and farmers, weaponry enthusiasts, shooting clubs and hunting dog keepers, off-road and 4x4 vehicle fans
- 2012 alongside: 'The World Taxidermy Championship' (www.wtc-2012.com) and 'absolut allrad' (www.absolutallrad.at)

Date: 23th – 26th February 2012

Opening times:

Thursday – Saturday: 09.00 -18.00

Sunday: 09.00 -17.00

Venue: Salzburg Exhibition Centre

All registration
forms can
be found at
www.hohejagd.at

Your exhibition team!

Feel free to contact us anytime with questions and inquiries!

Reserve your stand space today and register now!



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