

Reed Exhibitions ATD Factsheet

All figures, data and facts at a glance

Reed Exhibitions ATD (Austria and Germany) is part of the London-based Reed Exhibitions Group (RELX Group), which operates globally in more than 40 countries and is the second largest trade fair organizer in the world. Reed Exhibitions ATD includes Reed Exhibitions Messe Salzburg; Reed Exhibitions Messe Wien, exclusive operator of Messe Wien; STANDout, one of the top 20 companies in European exhibition stand construction; and Reed Exhibitions Deutschland. Reed Exhibitions ATD has around 400 employees at its locations in Salzburg, Vienna and Düsseldorf.

Management Austria and Germany



Benedikt Binder-Krieglstein,
CEO und Vorsitzender



Barbara Leithner, COO



Ronald Herzog, CFO



Michael Köhler, CSO

Facts & Figures Austria

	2020
Events	15 (2 digital)
Exhibitors at physical events	2.922
Visitors at physical events	292.929

Facts & Figures Germany

	2020
Events	6 (3 digital)
Exhibitors at physical events	788
Visitors at physical events	17.381

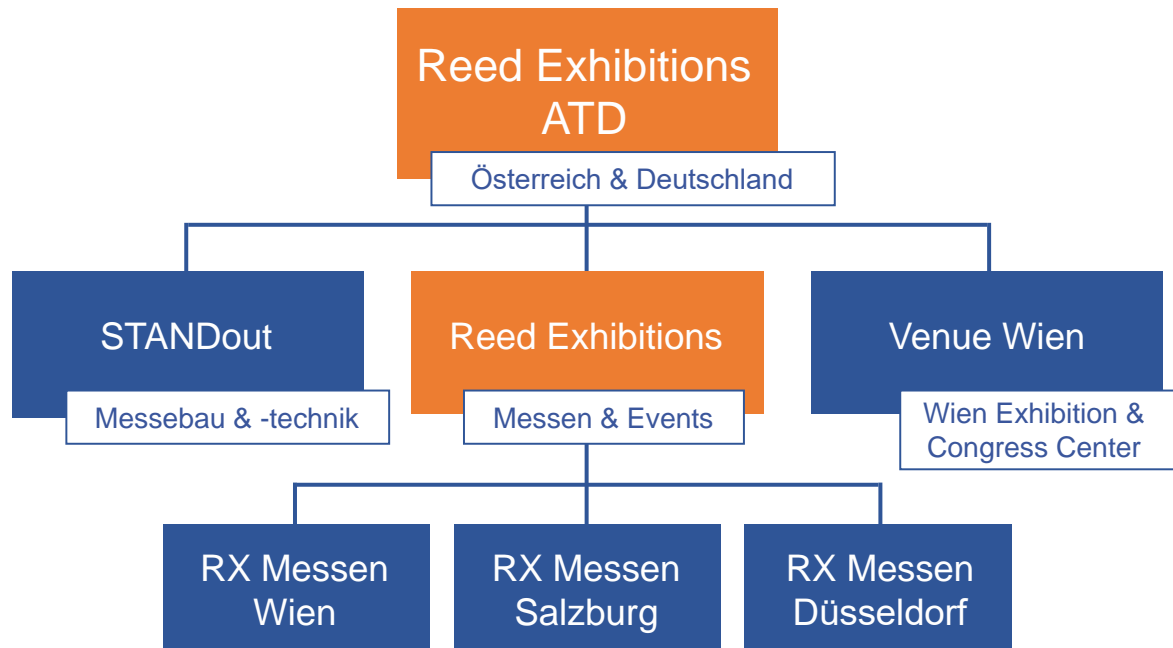
Facts & Figures Austria incl. external events within Messe Wien

	2020
Events	34
Exhibitors	3.426
Visitors	448.338

Our mission

Through trade fairs and business events, Reed Exhibitions gives its customers the opportunity to build and strengthen business relationships through personal contact. To this end, Reed Exhibitions seeks out and identifies the specific needs of markets for presentation, exchange and contact. Exhibitors and visitors use these business platforms to generate new business opportunities. Reed Exhibitions sees its activity as the management of high-quality business contacts - true to its mission: "We connect people with contacts, knowledge and emotions".

Our divisions



Type of events held

In Austria, for example, FERIENMESSE, BAUEN + WOHNEN, HOHE JAGD & FISCHEREI and ALLES FÜR DEN GAST are well-known and popular trade fairs. Licensed are Vienna Comic Con, Interpädagogica, Tracht und Country, Modellbaummesse and others.

The Messe Wien Exhibition & Congress Center also hosts international congresses, conferences and major events, including ECMIDD - European Congress of Clinical Microbiology and Infectious Diseases, ESTRO - European Congress in Radiation and Oncology, EAGE, Conference & Exhibition of the European Association of Geoscientists & Engineers, the Ronald McDonalds Gala and many others.

In Germany, leading international industry trade fairs such as FIBO (leading trade fair for fitness, wellness and health), EQUITANA (world equestrian trade fair), PSI (Europe's largest trade fair for the promotional products industry) and the ALUMINIUM industrial trade fair play a key role in shaping the image of Reed Exhibitions. With BAR CONVENT BERLIN (BCB), the company also organizes the largest trade fair for the bar and beverage industry in Germany.

Trade fair portfolio Reed Exhibitions Austria

- The portfolio includes 15 trade shows, 10 of which will be held in 2021.
- 5 of the 15 trade fairs are held every two years.
- In addition, 10 trade fairs have been held by licensees in Austria since 2021.




Trade fair portfolio Reed Exhibitions Germany

- The portfolio includes 8 trade fairs, 6 of which will be held in 2021.
- 2 of the 8 trade fairs are held every two years.

Memberships of Reed Exhibitions Austria

Union des Foires Internationales (UFI) www.ufinet.org	
Society for Voluntary Control of Fair and Exhibition Statistics (FKM) www.fkm.de	
Working Group Trade Fairs Austria www.messen-austria.at	

Memberships Messe Wien Exhibition & Congress Center

Austrian Convention Bureau (ACB)	
International Congress and Convention Association (ICCA)	
International Association of Convention Centres (AIPC)	
Sponsor of The Vienna Convention Bureau	

Memberships of Reed Exhibitions Germany

Union des Foires Internationales (UFI) www.ufinet.org	
Society for Voluntary Control of Fair and Exhibition Statistics (FKM) www.fkm.de	
Association of the German Trade Fair Industry (AUMA) www.auma.de	
FAMA Trade Association for Trade Fairs and Exhibitions www.fama.de	