Vienna Book Fair 2026

Exhibitor Info Pack

Photography © Nicola Montfort, Daniela Nickmann

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Venue

Address

VIECON Messe Wien GmbH
c/o Buch Wien, Messe und Festival
Trabrennstraße Tor 01, Halls C + D
A-1020 Vienna

Visiting hours

Wednesday, 25th November
4.30 pm – 9.30 pm

Thursday, 26th November
9.00 am – 6.00 pm

Friday, 27th November
9.00 am – 6.00 pm

Saturday, 28th November
10.00 am – 6.00 pm

Sunday, 29th November
10.00 am – 5.00 pm

Opening night

The Vienna Book Fair 26 opening ceremony will take place on 25th November 2026 at 5pm.
All exhibitors and visitors are welcome to join!

Please note: Visitors have access to the venue between 4.30 pm and 9.30 pm. Your stand must not be left unsupervised during these times.

If you cannot provide stand supervision during opening hours, we are happy to arrange supervision for you. Our team consists of friendly, chatty book lovers with a variety of experience in the hospitality sector. Please don't hesitate to get in touch via:
✉ messe@buchwien.at

The deadline for bookings is 14th October 2026.

Set up & move out

Set up times

Stand set up will commence from 8 am until 8 pm on Tuesday, 24th November 2026). Alternatively, if you require set up on the opening day of the book fair, you will have access from 8 am until noon.

You must finish setting up your stand by 12 pm on 25th November.

Book delivery

Unless you choose an alternative delivery service, books will be delivered to the exhibition hall by our cooperation partner Mohr-Morawa Buchvertriebs GmbH.

Please let them know the delivery address as follows:

VIECON Messe Wien GmbH
Buch Wien + your stand number
Trabrennstraße Gate 01
Hall C OR Hall D
A-1020 Wien

It is your responsibility as exhibitor to unpack your books and prepare your stand.

Access and parking

Our aim is to ensure a smooth set up process for all exhibitors. Therefore, access to the site during set up times is restricted to **3 hours per vehicle** via **Gate 1/Trabrennstraße**. The parking time of up to 3 hours for cars or delivery vans is **free of charge**.

Once the permitted time of 3 hours is exceeded, a flat-rate amount of € 100,- per hour will be charged, to be paid before exiting the parking lot.

Please note that vehicle access to the exhibition grounds is not permitted during the opening hours of the book fair for security reasons. Deliveries can only be made one hour before/after the book fair opens/closes. It is your responsibility to pass on this information to your commissioned stand construction/delivery companies.

Please also note that vehicle access to the exhibition grounds on Wednesday, 16th November, is only possible until noon and subject to the presentation of a valid exhibitor pass. Short-term deliveries are exempt from this rule.

Pack down/move out

The exhibition hall will start to pack down once the afternoon programme finishes at 5.30 pm on Sunday, 29th November.

Please DO NOT pack down your stand before this time. **All items must be collected from the venue by 10 pm on 29th November at the latest.**

Where a vehicle pick up or courier has been organised, access to the parking lot will not be granted before 5.30 pm.

On Monday, 30th November 2026, all stands + furniture will be moved out in time for noon.

Please note that we do not accept liability for any damage or loss to exhibition items that occurs during the book fair opening hours and moving out times.

Book pick-up

For individual exhibitors
It is your responsibility to pack your books and bring them to one of the two designated Mohr-Morawa Buchvertriebs GmbH collection points:

- in Hall C, next to the New Adult stage
- in Hall D, next to the 3sat stage

Please make sure that your packages are labeled as follows:

Name of delivery company (e.g. Mohr-Morawa Buchvertriebs GmbH)
your stand number
your publishing house/name

If you use an alternative collection service, the collection must be organized by you within the designated move out times.

For exhibitors at joint stands
Your books will be packaged and brought to a Mohr-Morawa Buchvertriebs GmbH collection point by our staff, provided that the delivery/collection is carried out by the delivery company Mohr-Morawa Buchvertriebs GmbH.

If you use an alternative collection service, the collection must be organized by you within the designated move out times.

Should you prefer delivery/collection via DHL, you can contact them via:

DHL Global Forwarding Austria GmbH
Trabrennstrasse 5
1020 Vienna
T +43 (0)1 728 31 60
thomas.hausmeister@dhl.com

Passes & tickets

Exhibitor passes

Exhibitors are allocated a basic quota of free exhibitor passes. The number depends on your stand size.

The exhibitor passes will be issued six weeks before the start of the book fair via e-mail. You will receive a unique code that you can enter on buchwien.at/tickets in order to receive and print your exhibitor pass.

The exhibitor passes are valid for the entire duration of the book fair and must be presented to security staff/at turnstiles when entering the venue, starting Tuesday morning.

Please note that any service providers commissioned by you (e.g. external stand construction companies) also require exhibitor passes or delivery bills to be granted access to the venue.

Exhibitor passes cannot be returned or refunded.

Additional exhibitor passes can be ordered via our webshop until 31st August 2026 or via email to messe@buchwien.at until 31st October 2026. Should you require additional passes after this date, you will have to purchase them at the exhibitor information desk on site (payable only in cash).

Please note that exhibitor passes are personalized and therefore not transferable.

Free tickets

Exhibitors are allocated a basic quota of free tickets for customers and partners. The number depends on your stand size.

Please note that the free tickets entitle visitors to a single entry during the opening hours. They do not allow access during set up and move out times or before/after opening hours for visitors.

You will receive codes that can be turned into valid tickets on buchwien.at/tickets six weeks before the start of the event via e-mail. Additional tickets go on sale on our website on 15th September 2026.

Parking tickets

Discounted daily and weekly parking tickets are available for car park D at VIECON Messe Wien GmbH for the entire duration of the book fair, including set up and move out times (Nov 24th-29th 2026).

The car park address is Trabrennstraße 3, 1020 Vienna.

Parking tickets will be issued on your company's name and deposited at the information desk in Hall D (foyer) for pick up from 24th November.

It is possible to gain access to the car park before collection of the parking ticket. In this case, you will have to pay your parking fees, then submit your receipt for reimbursement in form of a voucher.

Parking tickets can be ordered via our webshop until 31st August 2026 or via email to messe@buchwien.at until 31st October 2026. Should you require additional passes after this date, you will have to purchase them at the exhibitor information desk on site (payable only in cash).

Disabled parking spaces are available on all decks of the car park.

Extras

Additional furniture

The order cut-off date for additional stand furniture is 1st October 2026. Please email messe@buchwien.at

Book sale

Exhibitors can either sell their books via our on-site bookshop or they can sell their books independently.

On-site bookshop
Our on-site bookshop is operated by Thalia Buch & Medien GmbH (Mariahilferstraße).

All exhibitors who register for sale via the bookshop will be contacted by Thalia in August. If you have any questions in the meantime, please message:

Julia Wolf
j.wolf@thalia.at
+43 732 7615 66728

Individual sale
If you have registered for individual sale, please note that any book tables at the event stages must also be managed by you.

Books need to be delivered in good time, approx. 30 min before the start of the event. Please prepare sufficient change or arrange for a mobile cash register terminal.

Mobile POS terminals can be rented at a reasonable price for the duration of the fair and can be connected to internet on-site. If you are interested in doing so, please contact our service provider SIX:

sales.austria@six-payment-services.com
+43 1 717 011 800

Programme

This year's event programme will be published on buchwien.at/programm on 15th September 2026.

It will be available in booklet form at select Thalia stores all across Austria, at the Vienna public libraries and participating book stores from mid-October.

Spread the word

Are you excited to join Vienna Book Fair? So are we!

If you need print and/or visual material to announce your stand at Vienna Book Fair to your customers and followers, please get in touch with:

liebig@buchwien.at

You can also connect with us on social media:

Instagram: @buchwien
Facebook: @buchwien
YouTube: @buch_wien
LinkedIn: @buch-wien

Contact us

If you have any queries, please do not hesitate to get in touch with us!

Patrick Zöhrer
CEO/Management
zoehrer@buchwien.at
+43 1 512 15 35 0

General enquiries:
office@buchwien.at
+43 1 512 15 35 – 20

Stand layouts, floorplans, exhibitor passes, parking tickets and book sales:
Eva Schuler (née Mühlbacher), BA BEd MA
Sales & technical project management
schuler@buchwien.at
+43 1 512 15 35 – 23

Marie Stoiser, MA
Sales assistant & office management
stoiser@buchwien.at
+43 1 512 15 35 – 31

Individual stand construction & additional furniture:
Vanessa Gössinger
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+43 676 851 739-262

Events and stage management:
Verena Müller
Programme management lead, new formats & international cooperations
mueller@buchwien.at
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childrens' & YA literature
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PR, marketing, social media and cooperations:
Anne Liebig, PhD
liebig@buchwien.at
+43 1 512 15 35 – 15

Accounts:
Silke Ramsenthaler
rechnungswesen@buchwien.at

On-site bookshop/book tables:
Julia Wolf
j.wolf@thalia.at
+43 732 7615 66728

If you need support concerning other services (e.g. waste disposal, catering, shipping, stand security, internet connections, electrical and water supplies), you will find all the necessary contact details on buchwien.at/download under "Authorisierte Dienstleister".

Buch Wien
Messe und Festival