

Vienna, 17 March 2016

## **520m<sup>2</sup> of additional meeting space in the Austria Center Vienna lobby**

### **Five new meeting rooms on a single level right next to the main entrance open up new perspectives for events**

From autumn 2016 the Austria Center Vienna will be adding **five new meeting rooms** on the same level as the main entrance. This represents the latest step in the strategy of adding even more **networking** and **meeting spaces** at the nation's largest conference centre. The new spaces join the Business Lounge and neighbouring Café MOTTO which opened on the other side of the entrance area last year.

### **Highly attractive venue for conferences with up to 4,000 participants**

Large-scale international conferences – the Austria Center Vienna's **most important customer segment** – **add value** for the capital while also helping to support the local **scientific and research community**.

Conferences with between 3,000 and 4,000 participants that set up their industry exhibitions in the entrance hall are increasingly calling for additional **hospitality zones** for sponsors and extra space for **satellite symposiums**. If required, the **five new meeting rooms** can be **partitioned** to create **eight individual spaces**, making them the ideal complement to the existing rooms and halls. "From September the new spaces will allow us to offer a separate multipurpose area right next to the exhibition facilities," explained Head of Sales Michael Part. **Relaxation zones flooded with natural light** between the meeting rooms will help to create a **pleasant, friendly atmosphere** and bring **additional light to the entrance hall** in the process.

### **New customer segment thanks to extended choice of rooms**

"Feedback from our customers regarding these new areas shows that we are moving in the right direction. They have already been reserved by various large-scale conferences and will also give international corporate meetings a range of new options," confirmed Susanne Baumann-Söllner, Managing Director of the Austria Center Vienna. The new facilities are also geared towards the local market as a venue for meetings with up to 1,000 participants.

### **About IAKW-AG**

Internationales Amtssitz- und Konferenzzentrum Wien, Aktiengesellschaft (IAKW-AG) is responsible for maintaining the Vienna International Centre (VIC) and operating the Austria Center Vienna. The Austria Center Vienna is Austria's largest conference centre, with 24 halls, 180 offices and meeting rooms, and some 42,000 square metres of event space (including 22,000 square metres of exhibition space), and is one of the top players on the international conference circuit. IAKW-AG and the Austria Center Vienna are headed by Chief Executive Officer Susanne Baumann-Söllner.



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