



Press information

Augsburg, 02/21/2025

The trade fair highlight of the year in Augsburg – boundless experiences at the A\FAIR trade fair premiere!

From March 7 to 9, 2025, the Messe Augsburg trade fair grounds will be transformed into a fascinating world of experience. A\FAIR – Your Augsburg experience fair is celebrating its premiere, offering visitors an unprecedented combination of product presentations, interactive events, and an inspiring supporting program.

With a single ticket, visitors can explore five trade fairs in seven halls – including the new A\FAIR experience fair with the theme worlds “Region,” “Recreation & Tourism” and “Home & Indulgence.” Immobilientage Augsburg, VOLT Future Mobility, CREATIVMESSE, and the intersana health trade fair will take place at the same time on the trade fair grounds and are included in the trade fair ticket. This diverse mix of topics makes the A\FAIR 2025 extremely attractive for people of all ages. Thanks to a “family flat rate,” the fair is particularly family-friendly: Children and young people up to the age of 16 have free admission, while adults pay eight euros.

From the region, for the region: This was the guiding principle in developing the new trade fair concept, in which Messe Augsburg, together with partners pro air Medienagentur GmbH, MPA Public Relations & Event Agentur GmbH, and Mediengruppe Pressedruck as media partner, have combined their efforts into a strong, joint consumer event in Augsburg.

Five stages packed with highlights

At A\FAIR 2025, visitors can look forward to an extensive supporting program with impressive shows and hands-on activities:

- **HEALTH and IMPULSE AREA in Hall 1 – Friday dedicated to women’s health:** Numerous topics related to women’s health will provide valuable information for women of all ages.



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- **ENTERTAINMENT AREA in Hall 1 – Pure entertainment:** Whether the music group “Schwäbischwild” – winners of the Swabian Folk Music Prize – or the Lechana show dance group with their Monopoly-themed performance: They will all bring a sparkle to children’s and adults’ eyes alike!
- **FITNESS AREA in Hall 2 – Discover the latest sports trends and get active:** Interactive workouts by samoja Fitness, dance classes for children and adults by Trautz & Salmen, and numerous other fitness trends await visitors here.
- **LIVE COOKING AREA in Hall 3 – Culinary meets entertainment:** Live cooking demonstrations with VIP guest Christian Henze will provide both inspiration and entertainment.

Experiences that inspire – from gaming to street food

Visitors to A\FAIR can do more than watch – they can actively participate! Exciting hands-on activities make for an unforgettable trade fair experience:

- The digital gaming world of B2Sport for sporting challenges in virtual worlds
- The ADAC rollover simulator for realistic crash training
- The flight simulator from MBB Augsburg e.V. – be a pilot for a day!
- The street food mile with the longest table in Swabia for culinary highlights
- The FC Augsburg goal wall shooting, where everyone can put their soccer skills to the test
- and much more!

Top exhibitors guarantee an unparalleled trade fair experience

A\FAIR promises top quality with renowned exhibitors from a wide range of industries.

Whether it’s innovations for Home & Indulgence, exciting leisure and tourism offers, or regional specialties – visitors can expect a unique product range at the fair. A complete list of all exhibitors is available at <https://afair.de/en/about-afair/visiting/exhibitor-directory>.

Additionally, thanks to the parallel trade fairs, topics such as e-mobility, construction/living/renovation, and creative work and design will also be accessible to visitors in other trade fair halls.

Sustainable savings: Free public transportation and shuttle service

For all ticket holders, public transportation to the event in Zones 10 and 20 is free. Those arriving by car will receive discounted parking thanks to our cooperation with our mobility partner Auto Reichhardt. Parking in the P1 parking spaces at the trade fair grounds costs 7



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euros for a full day. At 5 euros for one day, parking in the P4 parking spaces at the WWK Arena is even cheaper, and a free, convenient shuttle service also runs from there to the trade fair – another win for both the environment and your wallet!

Day tickets entitle holders to a single entry and are valid for all events (A\FAIR, intersana, Immobilientage Augsburg, CREATIVMESSE, VOLT), including free use of local AVV public transportation in zones 10 and 20 during the trade fair.

Adults pay 8 euros for a ticket; retirees, schoolchildren, students, and people with disabilities are eligible for a reduced ticket price of 6 euros. Admission is free for children and adolescents up to the age of 16. All information and tickets for A\FAIR 2025 are available at www.afair.de.