

# Weinmesse Innsbruck

*Genuss & Gourmet*



*West Austrias  
largest  
Winefair*

**1.-3. March 2018**

**New: Thursday - Saturday**

**Messe Innsbruck**





## *Austrias TOP - Wine event*

The 17th Weinmesse Innsbruck reached a new visitor record with 4600 visitors from 8 nations.

For the first time the fair presented 175 exhibitors from 7 nations. Four weeks before the fair started, all the exhibition spaces were already sold out!

For years the Weinmesse Innsbruck has always been among the three largest winefairs in Austria. The fair proves its quality with an constant increase of exhibitor and visitor numbers.

The Weinmesse Innsbruck is the meeting point for wine connoisseurs in tyrol.

*2017 all exhibition spaces  
were sold out!*





## *Fair topics*

### *Wine & Spirits*



- wine
- sparkling wine
- fine brandy
- distillates
- cider

### *Gourmet*



- antipasti & pesto
- vinegar & oils
- chutney
- juices
- honey
- jam
- olives
- bacon, salami, ...
- cheese
- truffle
- chocolate

### *Wine equipment*



- wine packaging
- wine glasses
- wine cellars
- climate cabinets
- wine coolers
- wine shelf systems
- decoration
- others



## *Reasons for your fair participation*

- ✓ **The largest winefair in Westaustria**
- ✓ **TOP visitor satisfaction:** about **99% of the visitors** plan to visit the fair again in 2018.
- ✓ **TOP exhibitor satisfaction:** about **90% of the exhibitors** plan to participate again in 2018.
- ✓ The Weinmesse Innsbruck developed in the last 17 years to an international wine meeting point with an superior visitor quality with visitors from 8 nations.
- ✓ TOP - wine connoisseurs use the fair to expand their private wine cellars.
- ✓ Resellers: decision maker from trade and gastronomy.







## *Advertising - a convincing campaign*

In 17 years, the advertising and PR campaign was ideally tailored to the target audience.

- ✓ **generous poster campaigns** in tyrol, south tyrol and the area around Garmisch-Partenkirchen (Bavaria, Germany)
- ✓ **extensive advertisements and paid PR reports** in the most important media:
  - daily newspapers
  - local media
  - trade magazines
- ✓ **citybus advertisement**
- ✓ **target group mailings** to private customers and gastronomy in tyrol as well as to wine shops, resellers and wine wholesalers all over Austria.

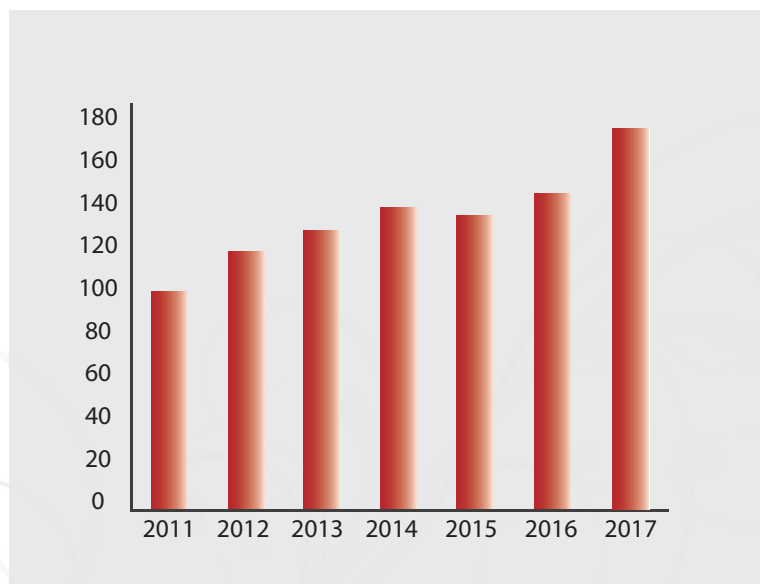
## *Facts 2017*

- ✓ 4600 visitors from 8 nations
- ✓ 175 exhibitors from 7 nations
- ✓ 13% trade visitors
- ✓ all exhibition spaces were sold out!

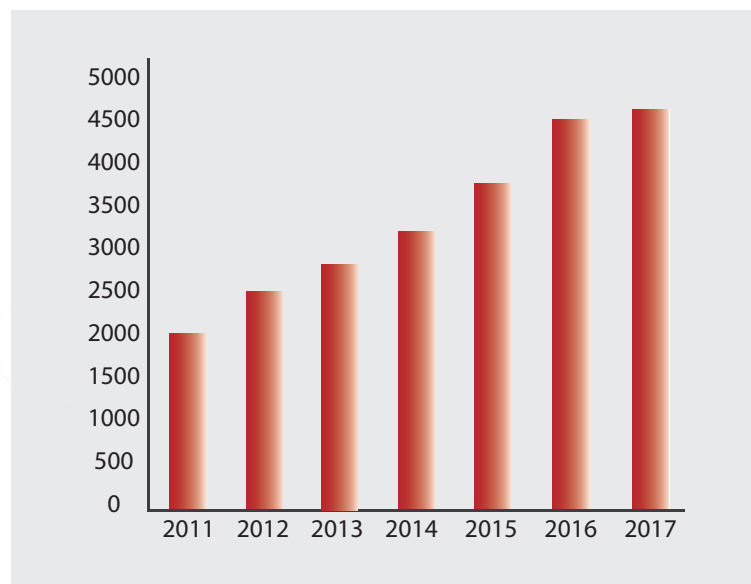


## *Numbers at a glance!*

**Development of the exhibitor numbers since 2011 + 75%**



**Development of the visitor numbers since 2011 + 130%**







## Exhibitor feedback 2017

*„We are really satisfied with the good organization, the nice and hearty colleagues, who will always try to answer all questions and try to realise every wish. Thank you very much ! We are looking forward to the next winefair.*

**-- Sandy Gebert from Müller Glas & Co --**

*„We have been there for several years and every time it is a complete success! Keep it up!“*

**-- Tanja Weber from Weingut Familie Weber --**

*„Good event, who stays home is missing something.“*

**-- Weinbau Alois und Martin Gangl --**

*„Pleasant atmosphere, lots of wines with great winemakers. This fair can be recommended.“*

**-- MAD - Haus Marienberg --**

*„Organization great, great staff and service before and during the fair. Thank you!“*

**-- StoneStyleS.at GmbH --**

*„I found a very professional team and we are so happy!“*

**-- Società agricola Titiana srl --**

*„A well-attended and versatile fair.“*

**-- Weingut Döllinger --**



## Times

### NEW 2018: THURSDAY - SATURDAY !

#### Opening times

*Entry for exhibitors on Friday and Saturday at 1pm!*

Thursday	1. March 2018	4pm - 9pm
Friday	2. March 2018	2pm - 8pm
Saturday	3. March 2018	2pm - 8pm

#### Setup times

Wednesday	28. February 2018	1pm - 8pm
Thursday	1. March 2018	8am - 3pm

#### Dismantling times

Saturday	3. March 2018	8:30pm - 12pm
Sunday	4. March 2018	8am - 1pm

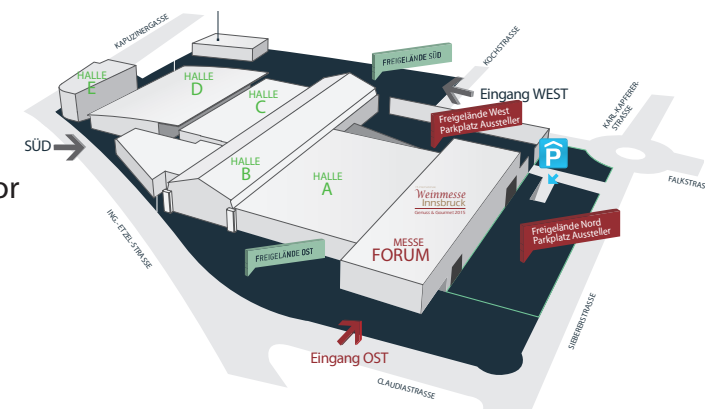
## Venue

The Messe Innsbruck stands out with its distinctive location in the heart of Innsbruck. It is only a 10min from the charming gothic old town of Innsbruck. The Messe Innsbruck can be reached easily, on foot, by public transport, as well as by car.

Arrival adress for exhibitors:

Messe Innsbruck  
Halle A - Messeforum 2nd floor  
Sieberstraße  
6020 Innsbruck  
AUSTRIA

Entrance for visitors:  
Eingang Ost







## *Your fairteam*



### **Fair management**

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### **Fair assistant**

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### **Administration**

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### **Executives assistant & stand construction**

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### **Fair assistant in training**

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## *Organizer*



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