

EXHIBITOR INFORMATION

20 years  
anniversary

*Wine-Tradition  
in Tyrol*



# Weinmesse Innsbruck

*Genuss & Gourmet*

*19.-21. March 2020*

*Messe Innsbruck*



@weinmesseoesterreich



western  
Austria's  
biggest  
winefair

**99%**  
of the visitors  
plan to visit the fair  
in 2020 again.

## The wine experience

Taste, enjoy, experience & wine-shopping: since the year 2000 the Weinmesse Innsbruck counts to one of the most important platforms for an sophisticated wine-connoisseur.

The wine experience in Innsbruck is characterized from success and steady growth. The number of visitors has more than doubled since 2012. 2019 the winefair has reached a new visitor record.

A total of 183 exhibitors make the fair exactly what it is now.

Western Austria's biggest Winefair!

Your benefits at a glance:

- **Visitors from with a high purchasing power from 8 nations**
- **Around 13% trade visitors** from trade and gastronomy
- 2019: 183 exhibitors from 8 nations
- TOP support & exhibitor-service
- Focused advertising- and PR-campaigns online & print
- Generous poster campaigns and flags on the bridges





„Perfect organised fair - all wishes will be considered, Messen CMW again and again :)“

BioWeingut  
Raser-Bayer

## Fair topics around wine



### Wine & Spirits

- Wine
- Sparkling wine
- Spirits
- Destillates
- Most & Cider
- Spirits
- Gin
- Craft Beer



### Gourmet

- Antipasti, Pesto & Olives
- Vinegar & Oils
- Jam & Chutney
- Bacon & Salami
- Fruite juice
- Honey
- Cheese
- Chocolate



### Wine Accessories

- Wine packaging
- Wine glasses
- Wine cellar building
- Wine climate cabinets
- Wine cooler
- Wine shelf systems
- Dishes
- Table decoration





„The tyrolian visitors with a high purchasing power are interested in wine and made the winefair 2019 to the big success like every year so far.“

Weingut Bischof

# That's why you should be there!

## Fair facts

- **The biggest winefair in western Austria**
- Steady growth of visitor numbers within the last 8 years: growing from 2000 to nearly 5000 wine enthusiastic visitors
- **Exhibitor satisfaction:** approx. **90% of the exhibitors** want to participate again as an exhibitor at the Weinmesse Innsbruck 2020
- Direct sales on the fair.
- All around service for you as an exhibitor: our team constantly delivers you wine glasses, bread and mineral water.
- One of the biggest winefairs in the german-speaking-area.

## Visitors-target group

- **Visitor satisfaction:** around **99% of the visitors** are expected to visit the fair again in 2020.
- Plattform for retailers & decision-makers from gastronomy (13% trade visitors)
- **Visitors** with a high purchasing power use the fair to expand their privat wine storage
- Wine enthusiastic audience with focus to wine and culinary





„Good visitor-frequency. Nice, that a lot of young visitors are wine-interested.“

Weinbau  
Andreas Binder

## Advertising that works!

A perfect planned and tailored advertising concept for the right target group highlights the Weinmesse Innsbruck in a perfect way.

- **Generous** distributed poster campaign in Tyrol
- **Extensive Advertising** and paid PR's in:
  - Daily newspapers
  - Business newspapers
  - Local media
- **Flags on bridges**
- **Target group oriented mailings**
- **Social Media campaigns**
- **Media partnerships**



**Wein-Plus** *A LA CARTE* *Vinum* **PROST GENUSS**  
genussweinpur.at





„Before we got out of the car, the friendly staff already gave us a welcoming smile. Perfect service during the fair“

**Schilcherei Jöbstl**

# Venue & times

## Messe Innsbruck

The Messe Innsbruck stands out with its distinctive location in the heart of Innsbruck. It is only a 10min walk 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 address:**  
 Messe Innsbruck  
 Halle A | Messeforum 2. OG  
 Sieberstraße  
 6020 Innsbruck  
 AUSTRIA

## Opening times

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

Thursday	19.03.2020	4pm - 9pm
Friday	20.03.2020	2pm - 8pm
Saturday	21.03.2020	2pm - 8pm

## Set-Up

Wednesday	18.03.2020	3pm - 9pm
Thursday	19.03.2020	8am - 4pm

## Dismantling

Saturday	21.03.2020	8pm - 11:30pm
Sunday	22.03.2020	8am - 12am

# Organizer and Consultants

## Messen CMW

Peter Lindpointner GmbH & Co KG

Messen CMW Peter Lindpointner GmbH & Co KG  
Ahornweg 22, A-5311 Innerschwand am Mondsee  
Tel.: +43 (0)6232 6563, Fax: +43 (0)6232 6563-65  
office@cmw.at, www.cmw.at, www.weinmesse.at

Information  
& inquiry:

office@cmw.at  
+43 (0)6232 6563



### Fair Management

Peter Lindpointner  
Tel.: +43 (0)6232 6563  
E-Mail: lindpointner@cmw.at



### Fair Coordination & stand construction

Nina Lindner  
Tel.: +43 (0)6232 6563-22  
E-Mail: lindner@cmw.at



### Fair Coordination & Sales

Mag. Jennifer Lisa Berger  
Tel.: +43 (0)6232 6563-44  
E-Mail: berger@cmw.at



### Fair assistant in training

Janine Pöllmann  
Tel.: +43 (0)6232 6563-55  
E-Mail: poellmann@cmw.at

Concept changes & printing errors reserved!

Photo credits: fotolia.com: © donfiore, © metelsky25. More photos: © Mike Vogl www.vogl-perspektive.at, Messe Innsbruck, Messen CMW.