

EXHIBITOR INFORMATION

20 years
anniversary



@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
Tabel decoration



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



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



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	29.10.2020	4pm - 9pm
Friday	30.10.2020	2pm - 8pm
Saturday	31.10.2020	2pm - 8pm

Set-Up

Wednesday	28.10.2020	3pm - 9pm
Thursday	29.10.2020	8am - 4pm

Dismantling

Saturday	31.10.2020	8pm - 11:30pm
Sunday	01.11.2020	8am - 12am

Organizer and Consultants

Messen CMW

Peter Lindpointner GmbH & Co KG

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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 & Sales

Alexandra Kreimer
Tel.: +43 (0)6232 6563-44
E-Mail: kreimer@cmw.at



Fair assistant in training

Hannah Oppeneiger
Tel.: +43 (0)6232 6563-66
E-Mail: oppeneiger@cmw.at

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