

Exhibitor information

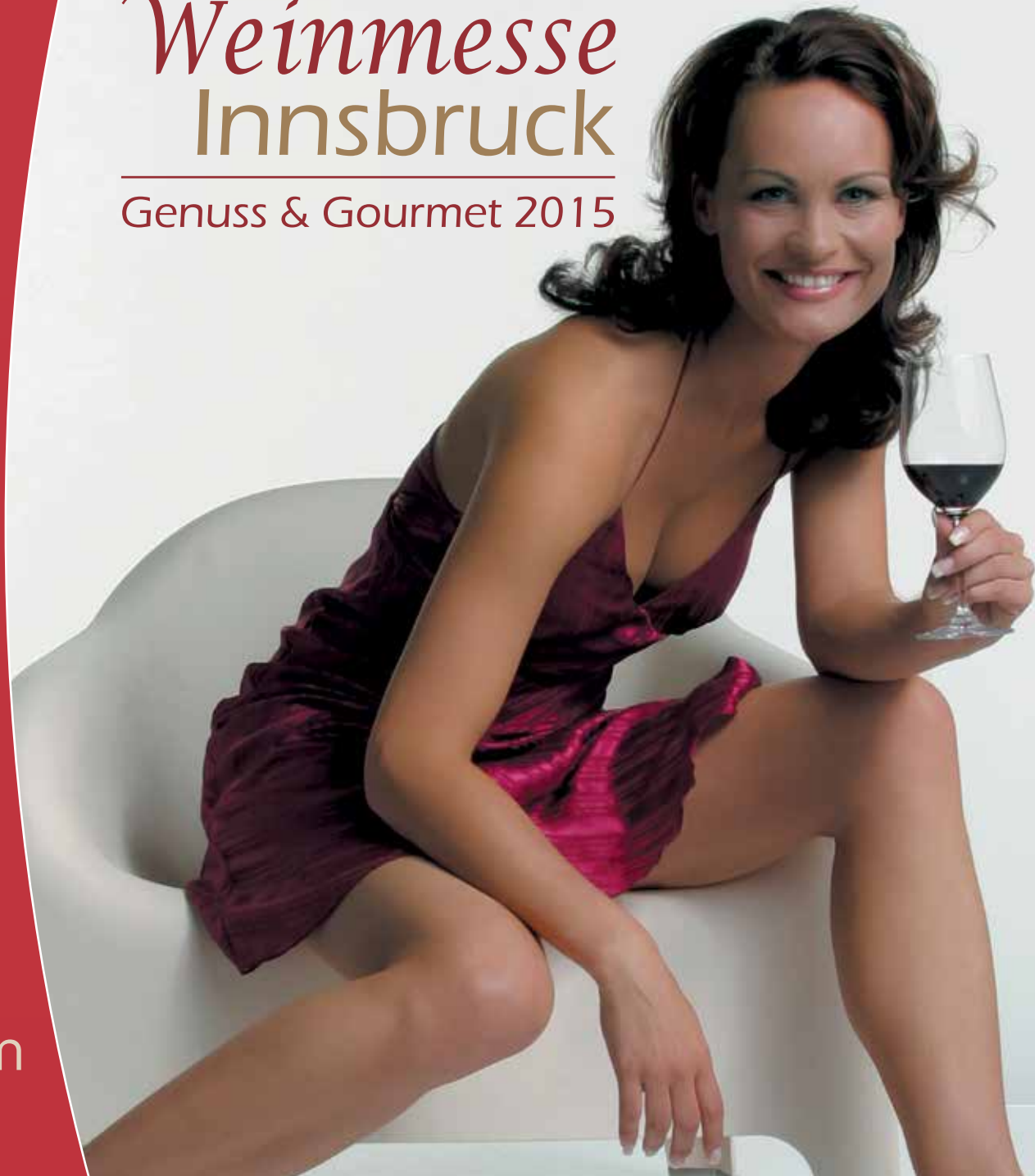
... for years one of
the three
largest austrian
wine fairs

27. Feb. - 1. Mar. 2015
Messe Innsbruck | Messeforum

15. Internationale

Weinmesse Innsbruck

Genuss & Gourmet 2015





Review 2014:

The 14th Int. Weinmesse Innsbruck presented itself as large as never in March 2014 with a new exhibitor record of 140 exhibitors. For years the fair is one of the three largest wine fairs in Austria and it is a yearly meeting point for wine lovers from all over Austria. More and more resellers and restaurateurs use the fair to expand their product range.

Preview 2015 - the anniversary fair „15 Years“:

With an expanded marketing concept the fair wants to gain more resellers and private customers as visitors.



Exhibition Areas:

WINE:

- Wine
- Champagne
- Sparkling wine
- Fine brandy
- Distillates
- Fruit juice
- Cider

OTHERS:

- Wine accessoires
- Wine packaging
- Wine glasses
- Wine cellars
- Wine climate carbinets
- Wine shelving systems
- Wine barrels

GOURMET:

- Antipasti
- Vinegar, oils, spices
- Dishes & table decoration
- Cheese
- Honey
- Marmelade
- Olives
- Pesto
- Bacon & Salami
- Truffel
- Chocolate
- Culinary highlights

Benefits at a glance:

- ✓ One of the three largest wine fairs in Austria
- ✓ For 14 years in tyrols capital
- ✓ Top - wine lovers use the fair to expand their private wine cellars.
- ✓ Resellers: Decision-makers from trade and gastronomy
- ✓ The Weinmesse Innsbruck increased in 14 years of existence to an international wine meeting point with high quality visitors.
- ✓ Blind tasting for fair visitors with an audience award for the best wines.



Advertising:

- ✓ Generous poster campaigns in tyrol „NEW“ south tyrol & area of Garmisch Partenkirchen
- ✓ Extended advertising inserts and paid PR's in the most important medias: - newspapers, from local media to trade magazines
- ✓ Target group mailings to privat customers & restauranteurs in tyrol
- ✓ Target group mailings to wine shops & wine wholesalers all over Austria

Exhibitor & Visitor opinion: (questionnaire)

Top - exhibitor satisfaction: 87 % of the exhibitors during the fair ensured their want to participate again at the wine fair Innsbruck 2015.

Top - visitor satisfaction: 99% of the visitors want the show in 2015 expected to visit again!

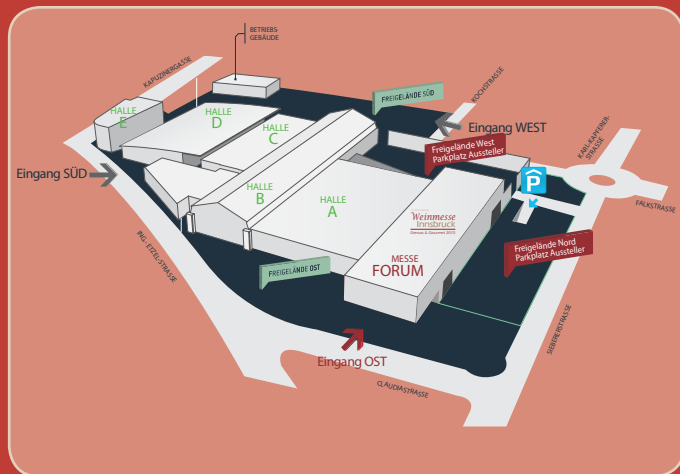


Venue:

Messegelände Innsbruck
Hall: Veranstaltungssaal „MESSEFORUM“
Claudiastraße – Sieberstraße
6020 Innsbruck, www.cmi.at

The city of Innsbruck:

Innsbruck - the capital of Tyrol and central point of tourism in Tyrol. The Exhibition Centre of Innsbruck is located directly next to the train station, the city center and just minutes from the highway. A good signage leads you directly to the fairgrounds.



Opening hours:

Entrance for exhibitor daily one hour before the fair starts.

Friday	27.02.2015	Entrance 14-21
Saturday	28.02.2015	Entrance 14-21
Sunday	01.03.2015	Entrance 13-19

Set up:

Special agreements on request!

Thursday	26.02.2015	14:00 - 20:00
Friday	27.02.2015	08:00 - 13:00

Dismantling:

Sunday	01.03.2015	19:00 - 22:00
Monday	02.03.2015	08:00 - 13:00

Organizer:

Messen CMW
Peter Lindpointner GmbH

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The Team:

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