



# Wein im Schloss

**23.-24.March 2018**  
**Schloss Mondsee**





## *The high quality wine fair for Salzburg & Upper Austria*

Despite the midsummer temperatures in March, more visitors than ever have entered the 4th edition of the winefair „Wein im Schloss“ in Mondsee. The 65 exhibitors were more than enthusiastic about the over 1100 buzzing visitors.

The pillared halls of the castle lend a stylish look and give a special ambience to the event.



# 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*

- ✓ High quality wine event **TOP catchment area:** Upper Austria and Salzburg.
- ✓ **TOP visitor satisfaction:** about 97% of the visitors plan to visit the fair again.
- ✓ **TOP exhibitor satisfaction:** 94% of the exhibitors plan to participate again.
- ✓ **Interisting target group:** wine lovers and gastronomy from the Mondsee area.
- ✓ The fair scored with a buying audience!





## *Advertising - a convincing campaign*

The advertising and PR campaign was ideally tailored to the target audience.

- ✓ **generous poster campaigns**
- ✓ **extensive advertisements and paid PR reports** in the most important regional media
- ✓ **Banner, etc.**
- ✓ **target group mailings** to private customers and gastronomy as well as to wine shops, resellers and wine wholesalers all over Austria.

## *Facts 2017*

- ✓ 1100 visitors
- ✓ 65 exhibitors from 4 nationen
- ✓ 10% trade visitors



## Exhibitor feedback Wein im Schloss 2017

*„Danke für die professionelle Unterstützung vor und während der Messe. Wir fühlten uns sehr gut betreut und freuen uns aufs nächste Jahr! Exzellenter Service von Veranstalterseite, da könnte man nicht meckern :-)"*

**-- Weingut Josef Romstorfer --**

*„Die Qualität der Veranstaltung wird von Jahr zu Jahr besser. Es macht Spaß dabei zu sein!"*

**-- Peter Sturm von Kreativschmiede / MagnuMaster --**

*„Schönes Ambiente, interessantes Publikum, gute Betreuung"*

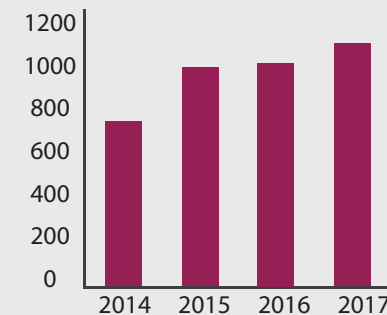
**-- Leo Strahammer --**

*„Wir freuen uns sehr, dass neben unseren langjährigen Stammkunden auch die junge Generation verstärkt guten Wein zu schätzen weiß!"*

**-- Sabine & Ludwig Ehn / Wein Ehn --**

## Numbers at a glance!

**development of the visitor numbers**





## Times

### Opening times

*Entrance for exhibitors on Saturday 13:00.*

|          |                |               |
|----------|----------------|---------------|
| Friday   | 23. March 2018 | 16:00 - 21:00 |
| Saturday | 24. March 2018 | 14:00 - 21:00 |

### Setup times

|        |                |               |
|--------|----------------|---------------|
| Friday | 23. March 2018 | 12:00 - 16:00 |
|--------|----------------|---------------|

### Dismantling times

|          |                |               |
|----------|----------------|---------------|
| Saturday | 24. March 2018 | 21:00 - 22:00 |
|----------|----------------|---------------|

## Venue Mondsee

The Mondsee country with its two lakes, Mondsee and Irrsee is easy to reach from all directions due to its location with its own motorway exit, in the immediate vicinity of the Salzburg festival center and as a gateway to the Salzkammergut. The large catchment area extends from the Salzkammergut, Salzburg to the adjoining districts of Upper Austria.

Arrival address for exhibitors

Schloss Mondsee  
Säulenhallen  
Schlosshof 8  
5310 Mondsee  
AUSTRIA



## *Your fair team*



### **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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