

EXHIBITOR INFORMATION

20 years
anniversary



Genuss & Gourmet

29.-31. Oct. 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
- 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**



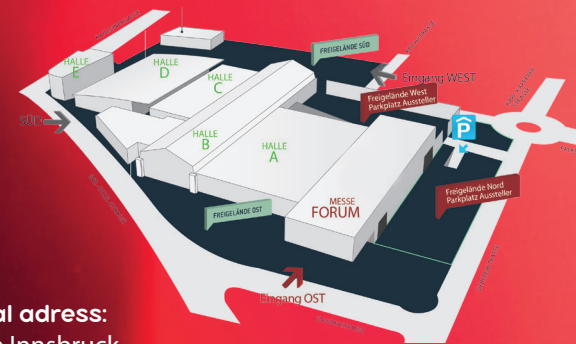
Wein-Plus *A LA CARTE* *Vinum* **PROST** **GENUSS**
genussweinpur.at



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

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

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



Fair assistant in training

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