

EXHIBITOR INFORMATION



# Weinmesse Innsbruck

*Genuss & Gourmet*

*28. - 30. April 2022*  
*Messe Innsbruck*



@weinmesseoesterreich

A man and a woman are smiling and looking at each other while holding wine glasses. They are in a crowded indoor setting, likely a wine fair or exhibition. The woman has long blonde hair and is wearing a dark grey top. The man has short brown hair and is wearing a dark blue blazer over a light blue checkered shirt. In the background, other people and blurred displays are visible.

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.

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

A photograph of two men in dark blue suits standing in front of a wine display case. The man on the left is bald with glasses, and the man on the right has short brown hair. They are both looking at a bottle of wine that the man on the left is holding. The display case behind them is filled with several bottles of wine, illuminated by warm red light. In the foreground, on the right, there are more wine bottles and a glass.

„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



„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**



„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 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



We were  
welcomed by the  
friendly staff before we  
even got out of the car  
with a smile!  
Perfect service also  
during the fair."

**Schilcherei Jöbstl**

# 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
- **Target group oriented mailings**
- **Social Media campaigns**
- **Media partnerships**



# 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	28.04.2022	4pm - 9pm
Friday	29.04.2022	2pm - 8pm
Saturday	30.04.2022	2pm - 8pm

## Set-Up

Wednesday	27.04.2022	3pm - 9pm
Thursday	28.04.2022	8am - 4pm

## Dismantling

Saturday	30.04.2022	8pm - 11:30pm
Sunday	01.05.2022	8am - 12am

# Organizer and Consultants

## Messen CMW

Peter Lindpointner GmbH & Co KG

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### Fair assistant in training

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