

GET THE TASTE FOR BUSINESS.

19-21 March 2023, Düsseldorf

THE WORLD'S NO.1
International Trade Fair for Wines and Spirits

www.prowein.com #prowein #prowein23



To Another Great Year



13.12.2022, DÜSSELDORF



TIME BENEFIT FOR ATTENTION

Use the remaining time and optimize your presence at **ProWein 2023** - it costs almost nothing*, except your time.

* Free of charge = everything included in the media rate. All services are at your disposal



YOUR MARKETING IN 3 SIMPLE STEPS

Online exhibitor profile

Fill out your **online exhibitor profile** and present yourself and your wines on the ProWein website. **Videos, press releases, links to your website, social media channels** and much more can **optimise** your presence and **increase** your **reach to the right target group**.

Personalised advertising material

Download your **personalised ProWein advertising material** and include it in your advertisements, invitations and newsletters.

Social media reach

Become part of our **social media** channels with your story and the hashtag **#prowein #prowein23**.



ProWein



[@prowein_tradefair](#)



ProWein





HOW TO MAINTAIN YOUR EXHIBITOR PROFILE

Activity board login

Log in with your **user name** and **password** in the **exhibitor profile** on our website and complete your online trade fair presentation in the exhibitor profile easily and yourself in just a few steps.

Present your company in the perfect light!

A well-maintained exhibitor profile increases your digital reach and improves the findability of your company and your products within the exhibitor and product database.

So update and fill your exhibitor profile with your relevant information and maintain it from the start – it brings more visitors to your stand!

Update your profile now

2



Exhibitor login

Please log in!

This section is only visible for accredited exhibitors.

If you are an accredited exhibitor of ProWein and would like to edit information within your company on the portal, please log in with your login credentials (email address /password).

User name: *

Password: *

Stay logged in

Cancel

3



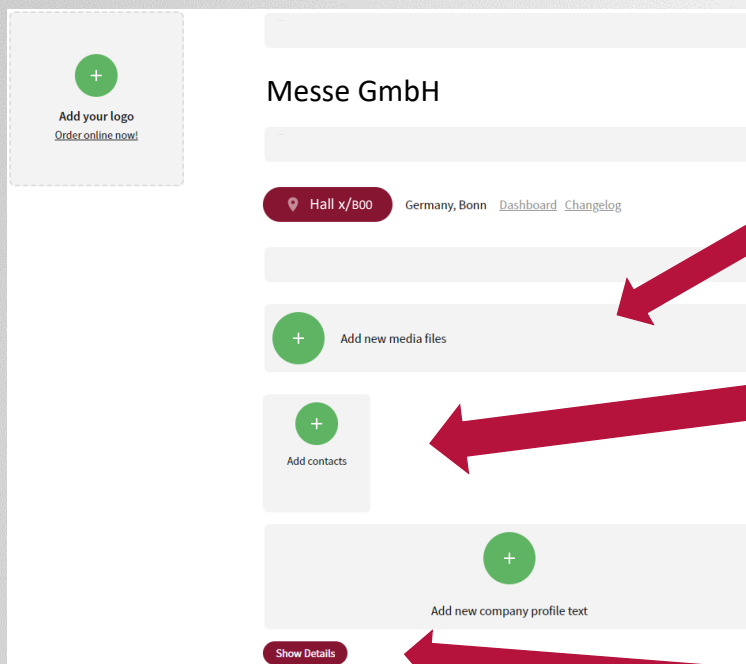


YOUR EXHIBITOR PROFILE

You can add the following information free of charge:

START

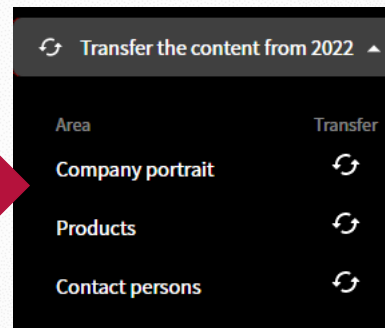
Start editing



1

For all previous exhibitors

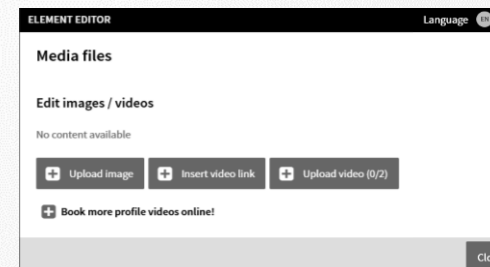
Take over the data from the last event and save valuable time.



2

Pictures & Videos on your profile

Pictures & videos have more impact. Add pictures of your winery, videos (2 free) of your association or link to already published video material here.



3

Add contact person(s)

Add your (trade fair) contact person(s) with all contact details, social media and picture. This allows the trade fair visitor to contact you in advance, set appointments and network.

4

More information about your company

To add all important information such as description text, images, links and social media to your company profile, click on "Show Details" (next page).



YOUR EXHIBITOR PROFILE

You can add the following information free of charge:

5

Company profile text

What distinguishes your company, your winery? What is the passion behind your work? Share the most important characteristics and passions with the fair visitors here.

6

Your main contact - Contact button

Add your main contact person. Enter an email address to which contact requests from visitors to the website should be sent.

7

Company data - compact on one page

Share interesting company key figures, your history and present yourself as a great player in your industry.

You can also provide PDF downloads to inform your visitors about your company.

8

Add your social networks

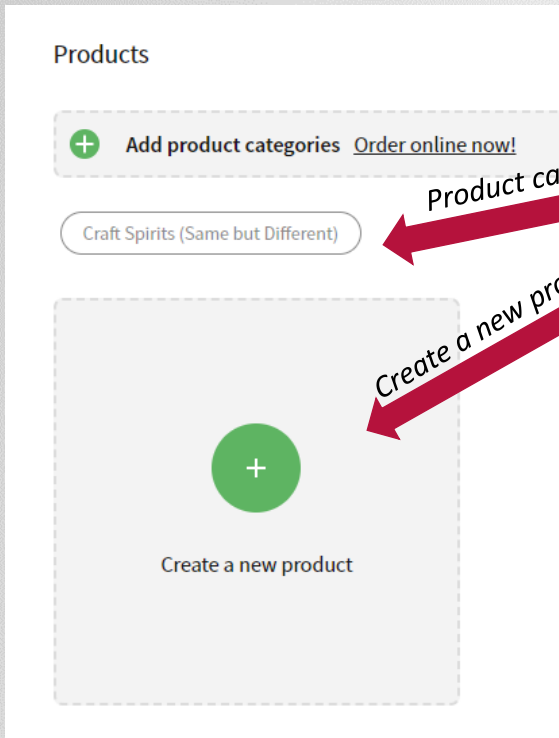
Add all your social media channels and activate more followers for your company profiles on your active channels like instagram or linkedin.



YOUR EXHIBITOR PROFILE

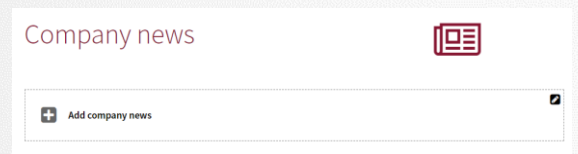
You can add the following information free of charge:

9 Which countries do you already export to?
Select all countries/territories to which you can (already) export. Visitors can thus become aware of you and make effective use of their visit to the fair. (Continue on p.9)



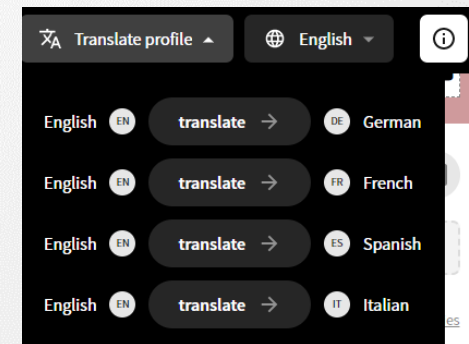
Product category
Create a new product

10 Details about your products & product category
If you already find your free product category at this point, simply create new products in your profile. (Detailed description on p. 9) And already provide the visitor with information to attract him to your stand. If you do not find a product category at this point, book your free category first. (See p.8)



11 Company news
Share your current and important company news/press releases on your extensive trade fair presence so that the international press also takes notice.

12 Translate exhibitor profile
As soon as you have maintained the exhibitor profile, you should have all the content translated into the respective languages with one click. **So that all your information is available in all languages.**





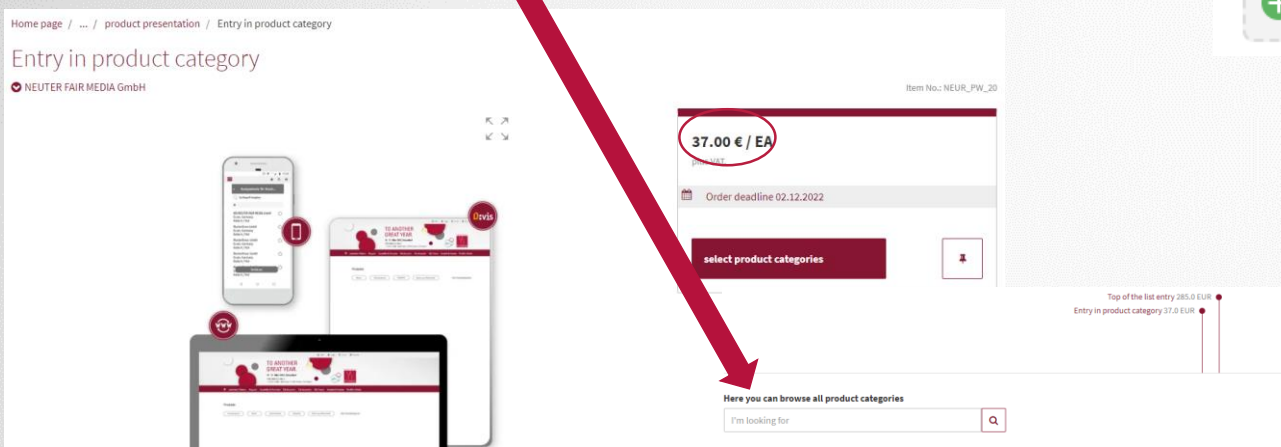
EXAMPLE PRODUCT CATEGORY

The media fee includes one free product category.

3 easy steps to your product category

1

Log into the Online Order System (OOS) directly with the button or via the link in the profile and log in with your exhibitor account, if necessary. Scroll down and select your product category.



3

Choose your free product category, which is included in your media fee. Now you can assign the products to the new category in your exhibitor profile and set them up.

List of all available product categories

+ 01	Wines (by region)
+ 02	sparkling wines
- 03	spirits
03.01	Arrak
03.02	Armagnac / Cognac
03.03	Genever
03.04	gin
03.05	grain
03.06	ouzo
03.07	Other clear spirits
+ 08/03	liqueurs
03.09	fruit brandies

OOS-Product category

Products

or



Add product categories

[Order online now!](#)

2

Do not be confused by the costs of €37 displayed at the beginning. If you have not yet selected your FREE product category, included in the media fee, the product category will first be displayed with the price and then offset against the free code number in the shopping basket before payment.



EXAMPLE PRODUCT DESCRIPTION

Simply fill in the mask

- Assign product category
- Name of the product
- Description
- Is it an innovation/premiere?
- Links
- Upload picture
- Link to videos
- Upload Product videos (2 included)
- Upload PDFs



Close -> Your information is saved and online.

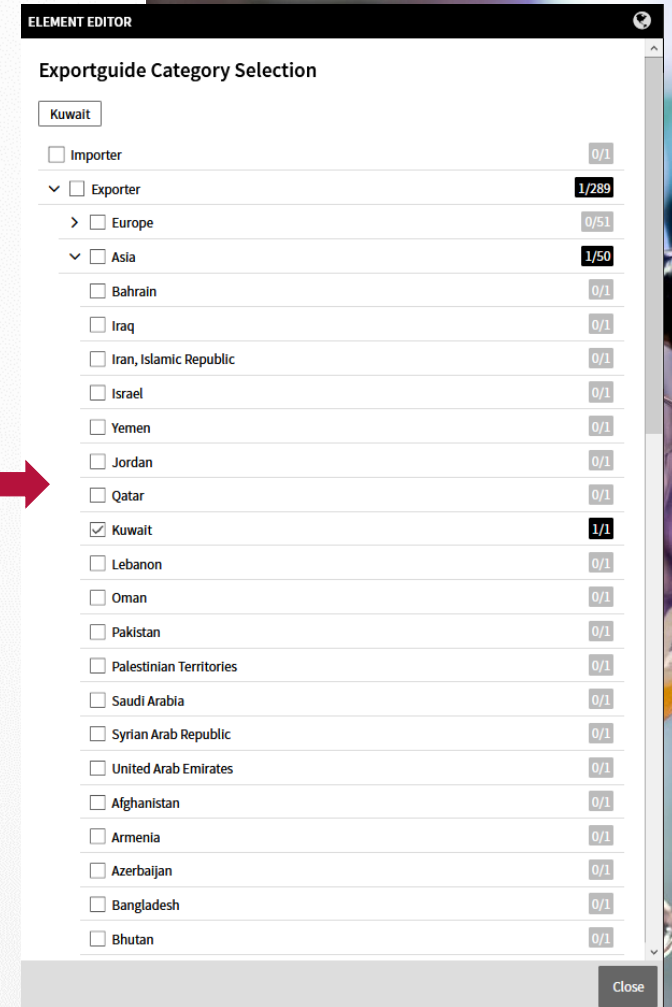
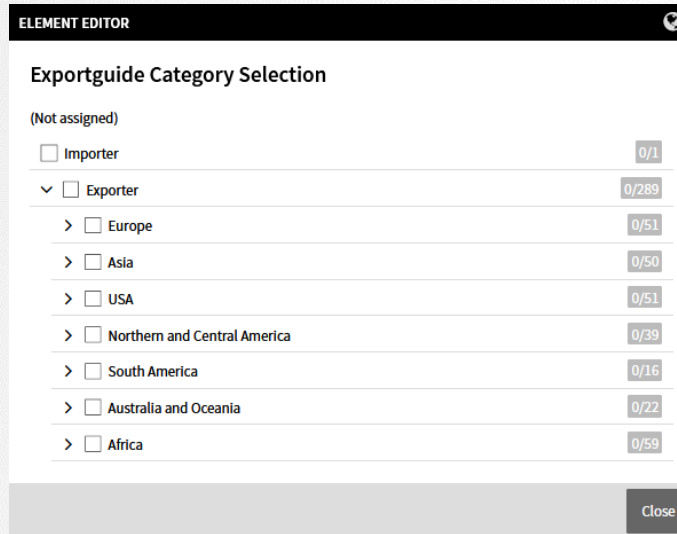
A screenshot of the ProWein product information form. The form is divided into several sections: "Product information" with a dropdown for "Product categories" and a "Title" field; "Product description" with a rich text editor; "Product details" with a dropdown for "Premiere ProWein 2023"; "Links" with an "Add link" button; "Edit images / videos" with buttons for "Upload image", "Insert video link", and "Upload video (0/2)"; "PDF file" with an "Upload PDF file" button. At the bottom right, there are "Delete" and "Close" buttons. A red arrow points to the "Close" button. The ProWein logo is visible at the bottom of the form.



EXAMPLE EXPORTS

Are you already exporting?

Select the countries you already export to. It makes it much easier for importers/traders and visitors to find you in the Export Guide and contact you specifically!





TICKET VOUCHERS

Order ticket vouchers

Order ticket vouchers for your customers and potential customers.

Sending vouchers with the Customer Invitation Tool

Send the online tickets easily collected with the new customer invitation tool and generate new leads and data from your potential customers.

Manage vouchers at a glance

Manage your voucher codes on your dashboard. Furthermore, you can review already registered and/or redeemed tickets here as well.

Note: only redeemed codes will be charged.

Your vouchers
Clever voucher administration
Customized and efficient customer management service. Check at any time.

- who has redeemed your voucher,
- who has indeed showed up at ProWein,
- the profile data of your trade fair visitors.

Voucher statistics

Vouchers ordered 235	Vouchers redeemed 165	Vouchers redeemed and used for entry 135
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Download voucher statistics
CSV Excel

Order additional vouchers
Easy and convenient with our Online Order System

Order now

Ticket vouchers

Invite your visitors

Use the admission ticket voucher as part of your sales and marketing strategy. Invite your business partners and customers to the fair quickly and easily with just a few clicks.

- Attractive exhibitor discount
- Only vouchers that were actually used as admission tickets will be invoiced
- Immediate control over redeemed vouchers
- Statistics on the profile of your visitors available at any time on the activity board

Available after the start of the ticket shop!

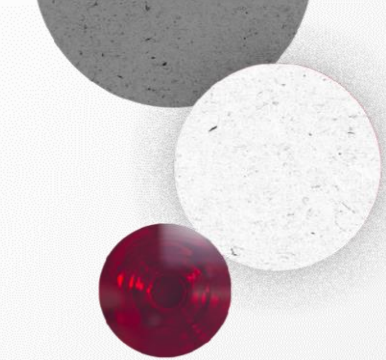
Your personal voucher overview:

Vouchers ordered	Vouchers redeemed	Vouchers redeemed and used for entry
235	165	135

More voucher statistics



GET THE BEST OUT OF YOUR TRADE FAIR PARTICIPATION



Matchmaking

Make valuable contacts based on your interests and product focus. The tool is available approx. 6 weeks before the event.



Take advantage of our digital offers

Central logos and banners for integration in your advertisements, invitations etc. can be found in the Download Centre. Personalized hall plans, banners etc. with your stand number can be found at your Dashboard.

Scan2Lead

Scan2Lead supports you in your lead management process at the trade fair, as it allows you to capture your contacts at the trade fair stand quickly, easily and digitally. Bookings via Online Order System (OOS)



Advertising material

Take advantage of our diverse range of advertising materials that can be used individually. You will find an overview in our Online Order System (OOS).





... AND DON'T FORGET YOUR PRESS WORK

- Use the press planner to plan your coverage:
Leave your contact person for the press there and inform the journalists about your stand actions and press conferences.
- Upload your company news in your exhibitor profile
- You have the option of booking additional items via our Online Order System: <https://oos.prowein.de/en/press-services>
- PR advice from our press staff included:
Do you have any further questions or do you need additional support with your press work? Then simply contact us! us! The ProWein press team will be happy to help you.

Contact: Christiane Schorn, SchornC@messe-duesseldorf.de
Monika Kissing, KissingM@messe-duesseldorf.de