

March 16–18
2025

Düsseldorf
Germany



DISCOVER

The World's №1
International Trade Fair
for Wines and Spirits

THE TASTE OF TOMORROW.



TIME TO BENEFIT FOR ATTENTION

Use the remaining time and optimize your presence at ProWein 2025 – it costs almost nothing*, except your time.

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 #prowein25.



[ProWein](#)



[@prowein_tradefair](#)

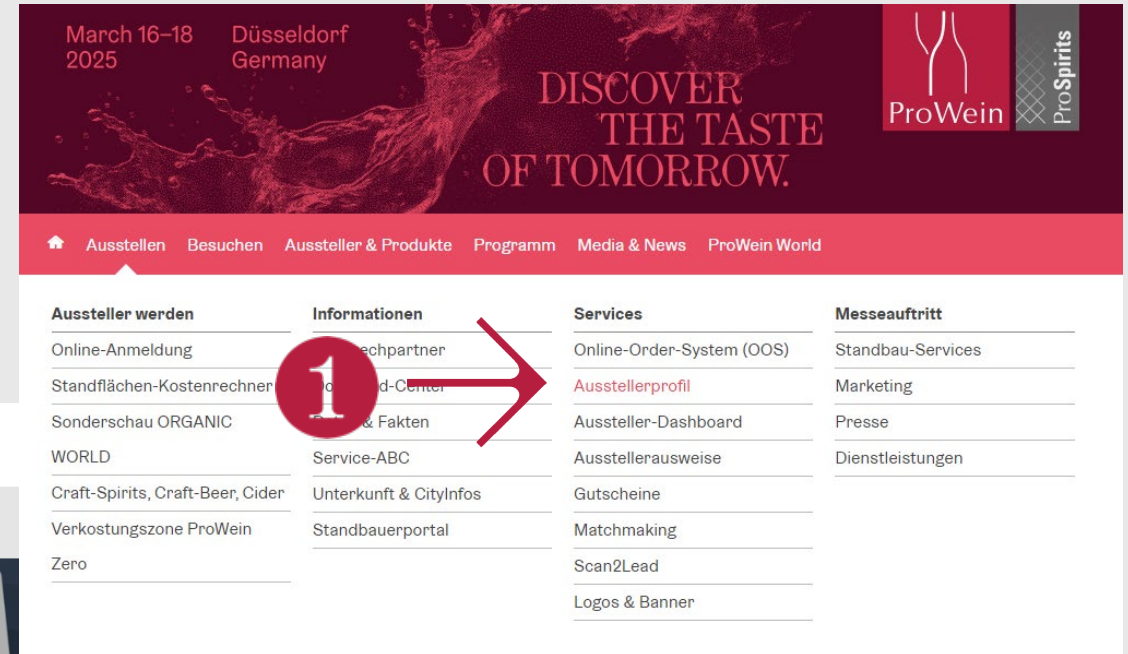


[ProWein](#)

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.



Ihr neues Ausstellerprofil für mehr Reichweite

Setzen Sie Ihr Unternehmen jetzt perfekt in Szene!

Ein gut gepflegtes Ausstellerprofil steigert Ihre Reichweite und verbessert die Auffindbarkeit Ihres Unternehmens und Ihrer Produkte innerhalb der Aussteller- und Produktdatenbank.

Befüllen Sie also Ihr Ausstellerprofil mit Ihren relevanten Informationen und pflegen Sie es von Anfang an – es bringt mehr Besucher an Ihren Stand.

Profil bearbeiten

Genauere Anleitung downloaden



Login für Aussteller

Bitte melden Sie sich an!

Dieser Bereich ist ausschließlich für die **zugelassenen Aussteller der ProWein** reserviert.

Wenn Sie ein zugelassener Aussteller der ProWein sind und Eingaben in Ihrem persönlichen Bereich vornehmen möchten, dann melden Sie sich bitte mit Ihren Zugangsdaten (Email-Adresse/ Passwort) an.



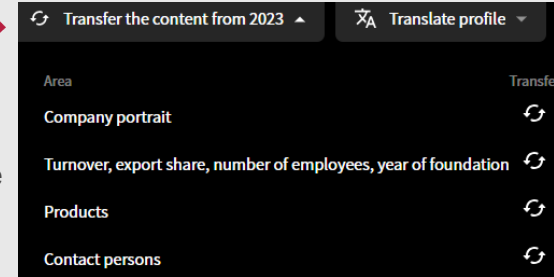
Benutzername [jetzt](#)
oder [registrieren](#)

Passwort [Passwort vergessen](#)

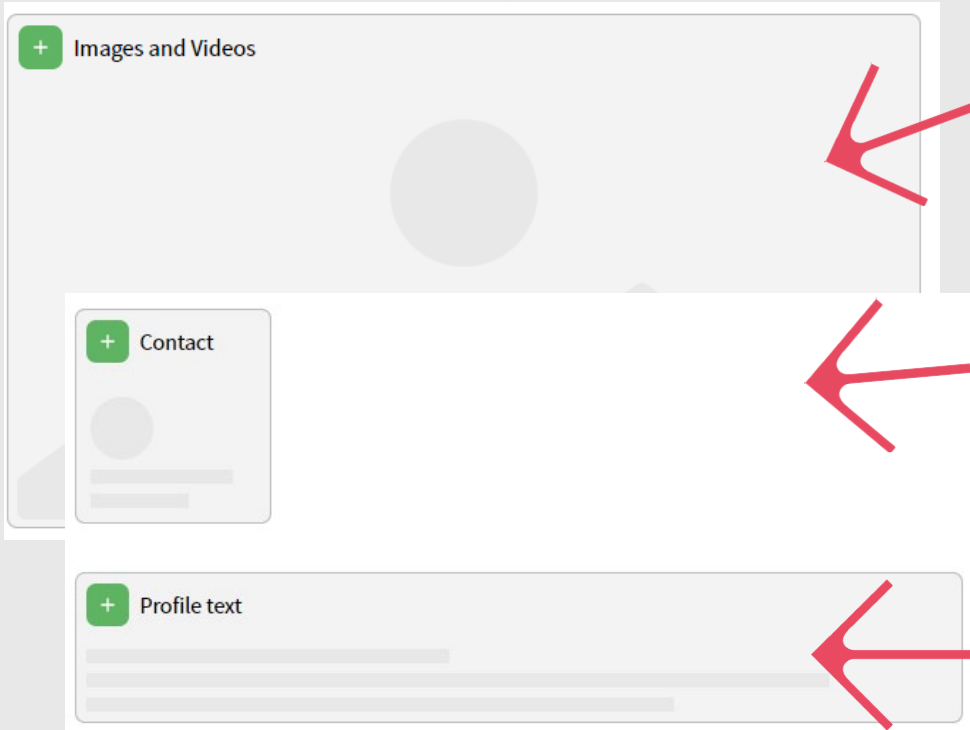
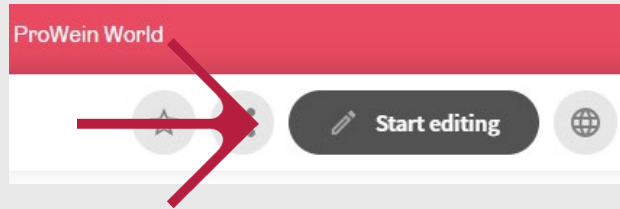
Angemeldet bleiben

YOUR EXHIBITOR PROFILE

You can add the following information free of charge:



START



1

For all previous exhibitors

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

2

Videos on your profile

Videos have more impact. Add videos of your winery (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:

+ Profile text

Company data

Street _____
Postal Code, City _____
Country _____

E-Mail: info@messe.gmbh
Telefon: +49 1111 0000
Web: https://www.prowein.com

E-Mail: kundenkontaktfür@messe.de



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.

State the key figures of your company

Maximize your trade fair success! Enter your key information - turnover, export share, number of employees and more - to make your profile even more interesting.

Bottles / year

Export content

Number of employees

Foundation



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.

Target groups

Wine, Champagne, and Spirits Specialty Retailers/Liquor Stores

Independent Food/Beverage Retailers Food/Beverage Retail Chains

Wine, Champagne and Spirits Wholesalers Import/Export

Restaurants, pubs, cafés, bars Hospitality Industry

Catering (quick service, full service, leisure, retail, transport catering)

YOUR EXHIBITOR PROFILE

You can add the following information free of charge:

Downloads

+ Brochure upload

Social networks

Visit the exhibitor on the following social networks

+ Social networks



Downloads

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



Add your social networks

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

Export regions of the exhibitor

+ Export regions

This exhibitor imports

+ Importer status

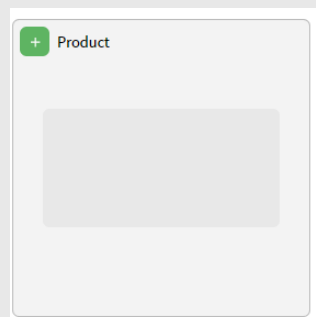


Which countries do you already export to?

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)

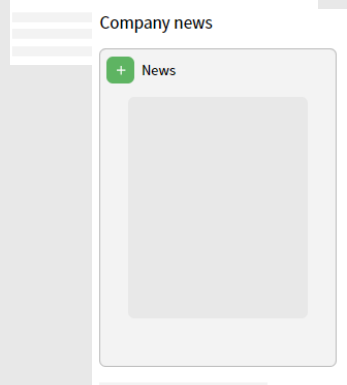
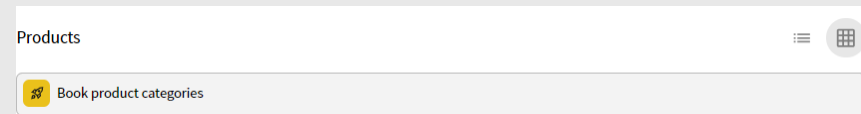
YOUR EXHIBITOR PROFILE

You can add the following information free of charge:



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)



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.



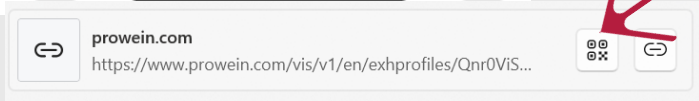
Translate exhibitor profile

As soon as you have maintained the exhibitor profile, you must translate the entire content into the respective other languages with one click!
All your information is only available in the translated languages!



Share your exhibitor profile

To direct your partners and customers to your profile, you can share your profile via a link. You can also generate a QR code (in the Chrome browser) and embed it in the preferred places.



TRADEMARK ENTRY

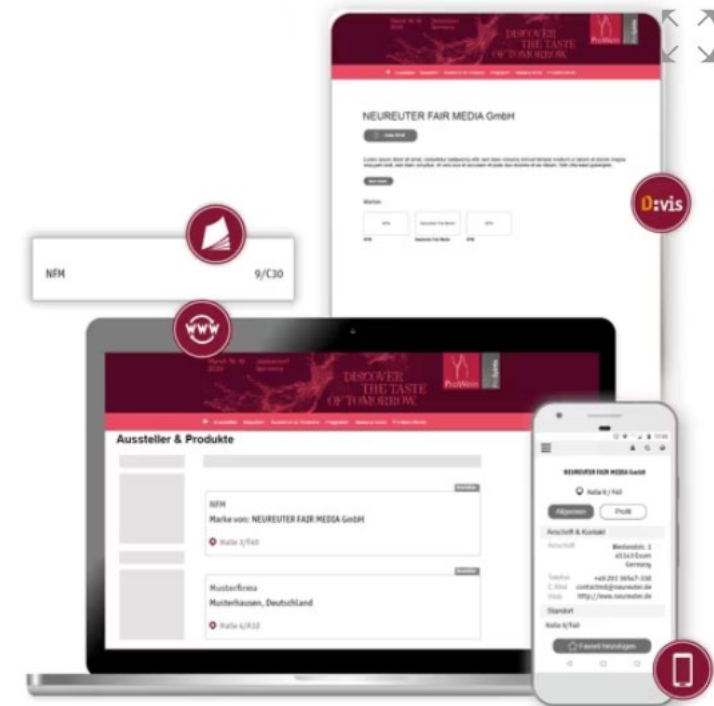
The media fee includes a free trademark entry

Log in to the Online Order System (OOS) directly with the button or via the link in your profile and, if necessary, log in with your exhibitor account.

OOS Trademark entry

Trademark entry

NEUREUTER FAIR MEDIA GmbH



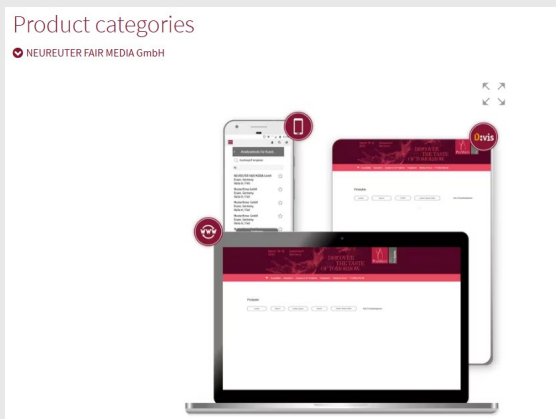
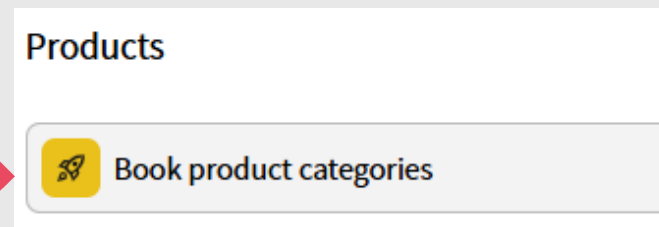
EXAMPLE PRODUCT CATEGORY

The media fee includes one free product category

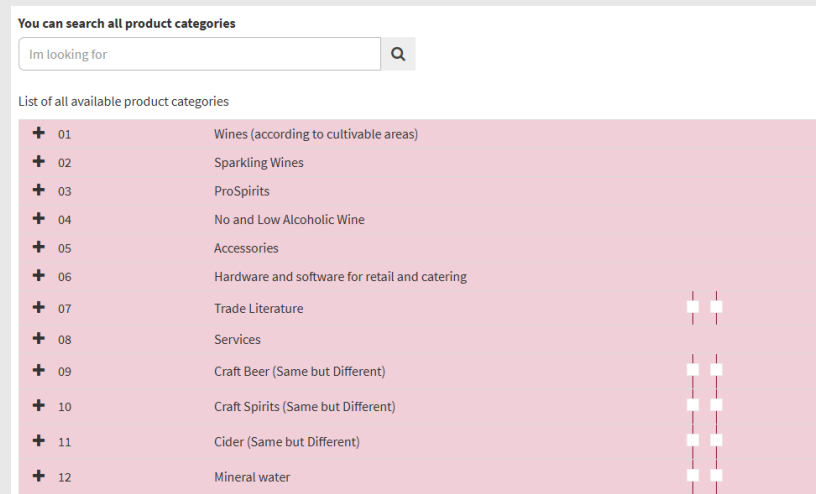
3 steps to your product category

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.

OOS product category



2 Do not be confused by the costs of €39 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.



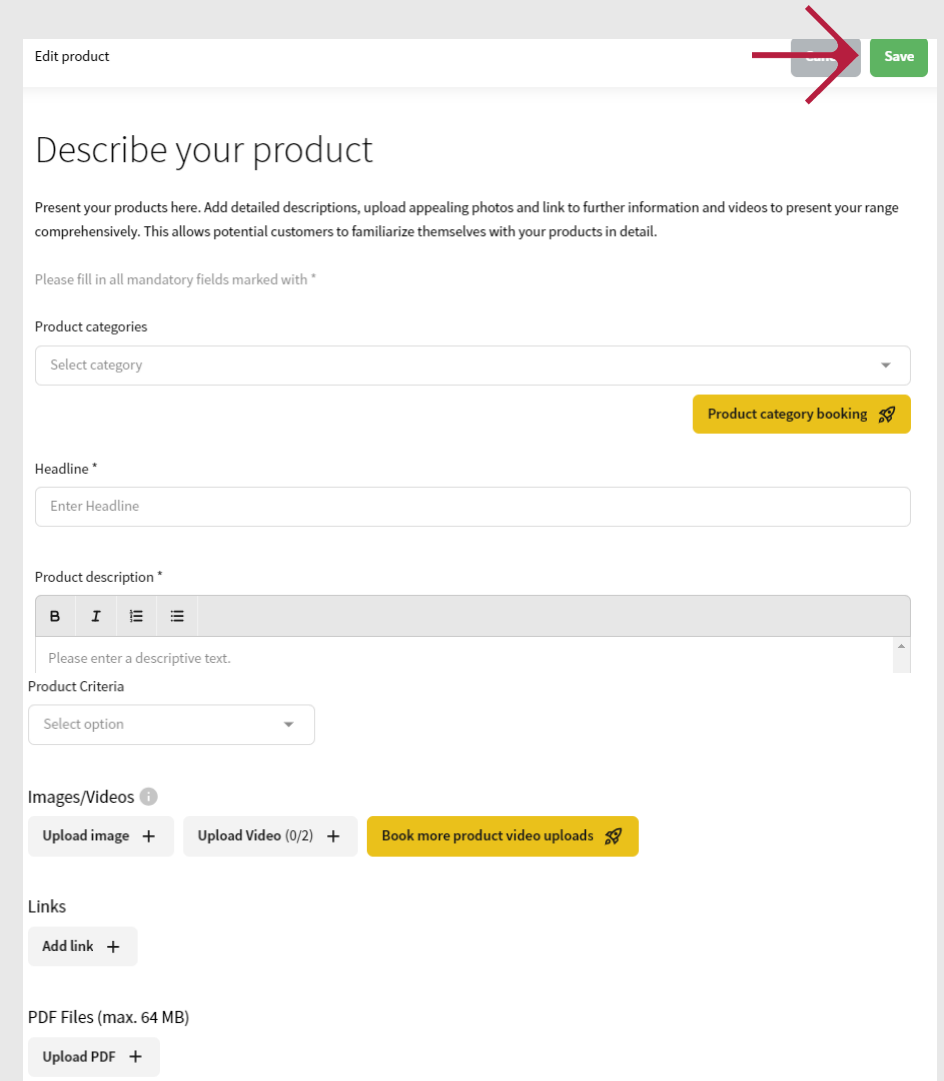
3 Choose your free product category, which is included in your media fee. Now you can assign the products to the new category in your exhibitor profile and set them up.

EXAMPLE PRODUCT DESCRIPTION

Simply fill in the mask

- Assign product category
- Name of the product
- Description
- Is it an innovation/premiere?
- Does it have sustainable packaging?
- Is the product displayed in the Tasting Area by Mundus Vini?
- Links
- Upload picture
- Link to videos
- Upload Product videos (2 included in the media fee)
- Upload PDF's

Close -> Your information is saved and online.



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!



Edit export regions Cancel Save

Export Country Selection for Wine Exhibitors

Please check the countries to which you export your wines to target the international market. By selecting the corresponding countries, you ensure that your company is visible to potential buyers from these regions, maximizing the reach of your products.

- Europe
 - Belgium
 - Bulgaria
 - Denmark
 - Germany
 - Estonia
 - Finland
 - France
 - Greece
 - Greenland
 - United Kingdom of Great Britain and Northern Ireland
 - Ireland

Or are you an **importer**? Then tick this box and the ProWein the ProWein visitor can contact you immediately.



Edit importer status Cancel Save

Support your customers in importing their products

You can use this function to indicate that your company acts as an importer and can help users to import products.

deactivated

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.

21.03.24

Ticket vouchers for visitors

You can also use the evaluation of the ticket vouchers for your customer acquisition after the trade fair.

0%

0

Codes available
This is the total number of customer voucher codes (visitor day ticket) you have received.

0%

0

Codes redeemed
That's how many visitors have redeemed their code for a ticket.

0%

0

Codes used
That's how many visitors were at the exhibition grounds with their ticket.

[To the Visitor Voucher Code Manager](#)

Your visitor voucher codes

Here you can manage your codes easily and quickly and see which customers have already redeemed their voucher code or visited the fair.

No additional costs for surplus codes: only ticket voucher codes with which admission was granted will be charged.

You can send individual codes directly by email using the mail icon in the detailed view. For multiple recipients, use our Customer Invitation Tool.

Available codes	Redeemed codes	Used codes			
Available	Redeemed	Used			
Hide details					
Manage codes Statistics					
<input type="text" value="Enter search term (e.g. code, name, company)"/>					
<input type="button" value="date"/> <input type="button" value="filter"/> <input type="button" value="download list"/>					
Action	Code	Status	Name	Company	Code type
No entries found					

GET THE BEST OUT OF YOUR TRADE FAIR PARTICIPATION



Fair Match (NEW)

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
Anne Schröer, SchroeerA@messe-duesseldorf.de