

Simply. More. For you.

Messe Düsseldorf's media fee



16 - 18 March 2025
Düsseldorf, Germany



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Media facts: prowein.com

Make the most of the digital reach of this global trade fair brand

4.30 million page impressions

0.81 million visits

0.39 million unique users

1.76 million search queries in the exhibitor and product database

Source: Google Analytics for the period from 01 April 2023 – 25 March 2024

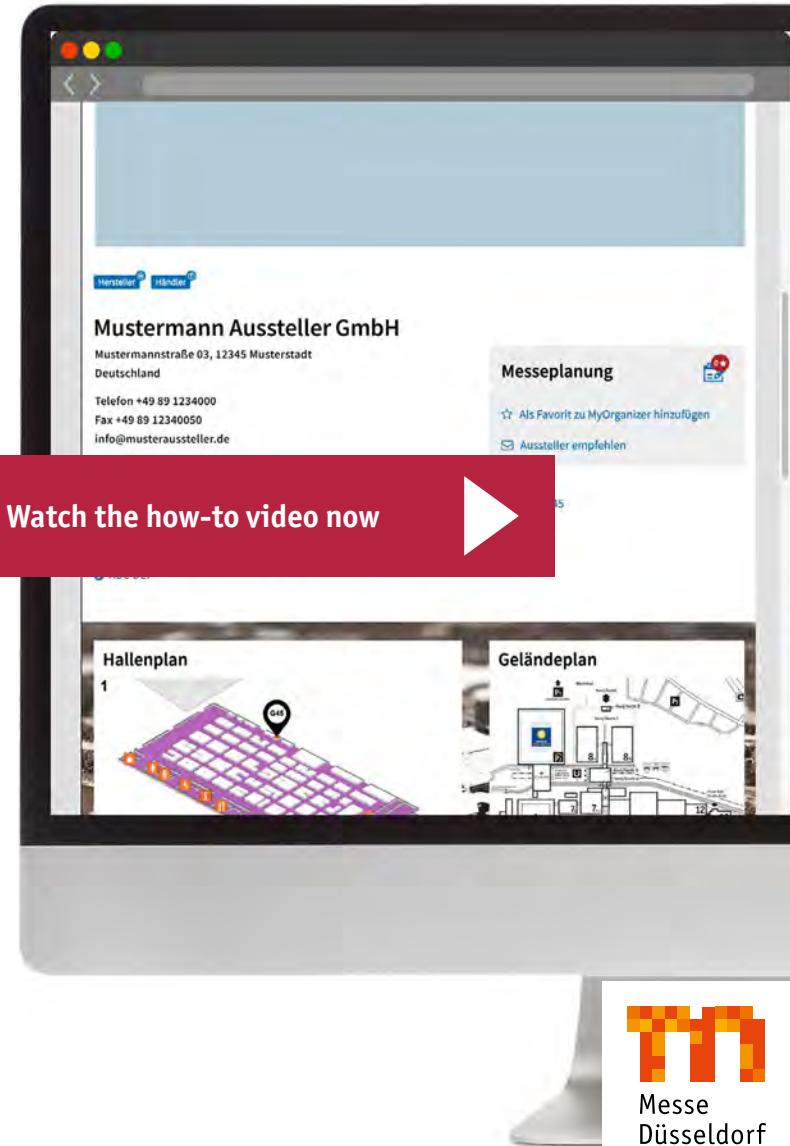


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What do you get for the media fee?

1 Visibility and leads for your company

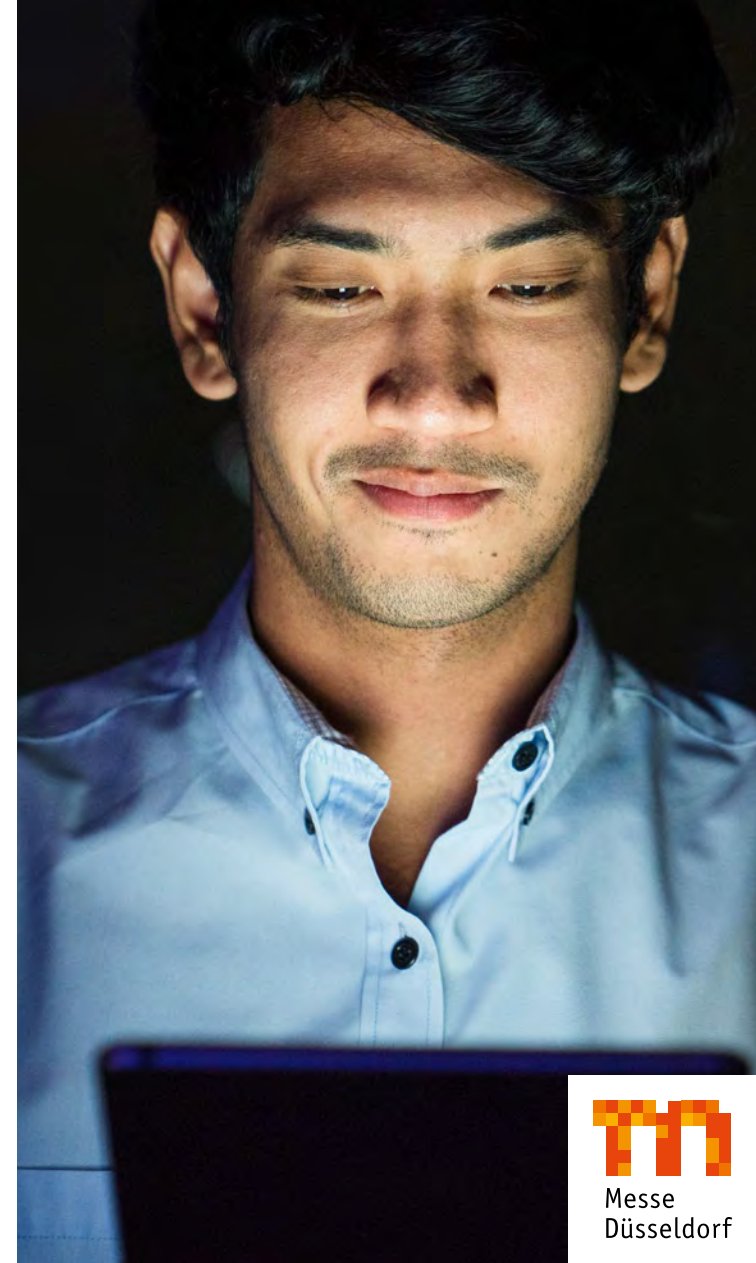
- ✓ Showcase your company, including master data, in the Exhibitor and Product Database.
- ✓ Generate leads via the exhibitor contact button.
- ✓ Publish your company and product news.
- ✓ Incorporate a product or company video (DE/EN).
- ✓ Assign your company to a product category.
- ✓ Present your products and services.
- ✓ Link to your website and social media channels.



What do you get for the media fee?

2 Digital tools to help you prepare for the trade fair

- ✓ Use the translation function, comprising several languages, for all content in your exhibitor profile.
- ✓ Automatically transfer content from the previous event into your exhibitor profile.
- ✓ Automatically invite potential customers to the trade fair and qualify leads via the customer invitation tool.
- ✓ Use the “matchmaking” networking tool to generate leads.
- ✓ Take advantage of the exclusive information in our newsletter „WEINIMPORT Aktuell“. The information service from the German Winegrowers’ Association (DWV) and ProWein on the situation and development of wine imports to Germany.



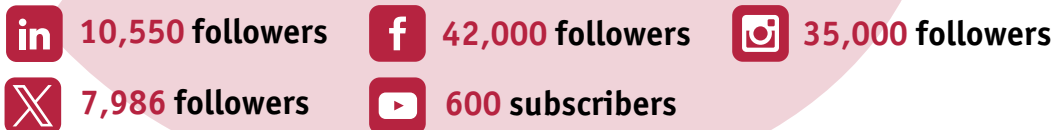
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What do you get for the media fee?

3 Our communication, at your service

- ✓ We publicise your company online, in the app and on the digital information boards, along with in the print medium the Visitor's Guide.
- ✓ We invest in global advertising campaigns on digital and classic channels for you.
- ✓ We communicate about the trade fair the whole year round in newsletters, on social media channels and in trade publications via PR campaigns.
- ✓ We increase our reach via continuous search engine marketing (SEO and SEA).

Social media channels



Your benefits at a glance

1. **Efficient target group marketing** via presentation in a high-value B2B environment.
2. **Qualified lead generation** via the exhibitor contact button and matchmaking function.
3. **Increased visibility** for your products and services in your exhibitor profile.
4. **Optimised processes** for your trade fair preparation, with innovative tools.
5. **More visitors and followers** thanks to links to your company website and social media channels.
6. **International presence** is generated via the automatic translation function, which translates your content into several languages at a click.
7. **Easy to use** as content is adopted from the previous event.
8. **Trade fair communication** all year round in newsletters, via social media and via marketing and PR campaigns.



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Your benefits in numbers

1. **Around 1000 journalists visit ProWein** and have **direct access to your press releases**. **Publish your company and product news** to reach them.
2. **Your products generate impressions for up to 365 days** and are **found by trade visitors** even **after the trade fair**. **Present your products and services in your profile** to take advantage of this.
3. **You receive high-quality backlinks worth at least ~€4000 and gain additional followers**. Link your website and social media channels to benefit from this.
4. **Showcase your brands for free**: As an exhibitor and importer, you can **display your entire brand product portfolio at no additional cost in your profile**. This makes it even easier for trade visitors to find you.
5. **Free online training to make optimum use of the ProWein marketing tools**. **Take advantage** of all the added **marketing value** included in **your media fee**.
6. **Do you represent more than 10 product categories?** If you **book 10 product categories**, you can **use all the growing regions from your country**.



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Do you want more reach?

Our distribution partner **NEUREUTER FAIR MEDIA** will be happy to provide you with further information on our marketing packages.

Your contact partners

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