

To Another Great Year



VISITOR INFORMATION

15-17 March 2015
Düsseldorf, Germany

International Trade Fair Wines and Spirits
www.prowein.com

GB Exclusively for trade fair visitors



PROWORLD: THE ENTIRE WORLD OF WINE AT ONE LOCATION.



ProWein to an indispensable information platform for the experts.

Competent visitors: ProWein is only accessible for trade visitors from retail, gastronomy and the hotel sector. The professional atmosphere is thus guaranteed.

Simple orientation: Due to the continuing demand, ProWein is going to be enlarged. Also the range on offer will be qualitatively expanded and even more clearly structured according to regions and product ranges.

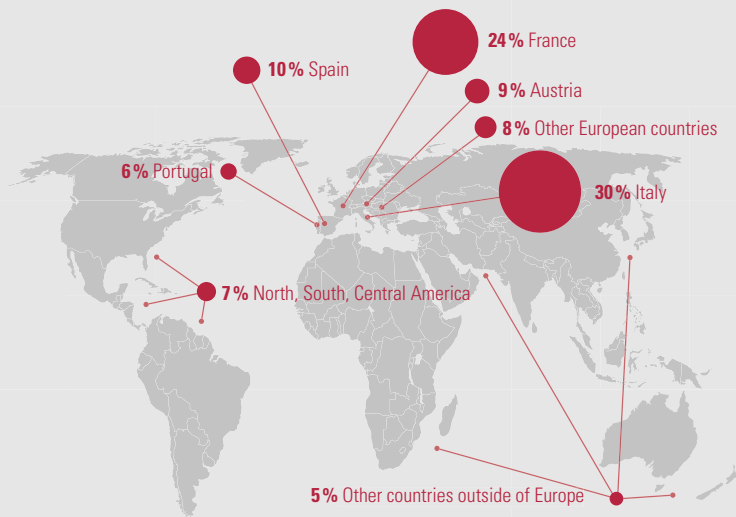
> New hall plan on page 8 + 9

More than 4,800 exhibitors await around 50,000 international trade visitors with a comprehensive selection of wines and spirits. For the world of experts, ProWein 2015 is the unrivalled top-event and the most important international business platform of the wine industry.

Greatest variety of products: ProWein is notable for its international diversity. It is only here that wines and spirits are presented from around 50 countries.

Targeted information: More than 400 exhibitor events and the tasting areas make

4,830 exhibitors in total*



*845 from Germany, 3,985 from all over the world. Source: ProWein 2014

PROINSPIRATION: LOTS OF ROOM FOR DIVERSITY.

Three days long, the focus in Düsseldorf is on wines from every relevant winegrowing region with informative tastings of high-quality wines, proven classics and new creations.

In addition, numerous winegrowers will present sustainable and environmentally produced wines at their stands, flanked by every relevant international organic association.

Also the spirits segment offers you a diversified selection. Not only will you find exquisite brandy, old cognac or high quality vodka but also numerous cocktail inspirations for individualists. A large and qualitatively balanced range of products awaits you as a visitor.



ProWein goes global

Since 2013, ProWein has also been growing in the direction of the mega market Asia. Directly with the first "ProWine China", the trade fair in the Far East took the lead and opened up new market horizons. The commitment shown in the world metropolis Shanghai emphasises ProWein's internationality and global claim to leadership.

PROSHOW: THE WINE EXHIBITION WITH THE MOST ATTRACTIVE SIDE SHOWS.



Exhibitors await you at their stands **with more than 400 events**. Winegrowers present their wines and spirits with passion and competence, give expert lectures, allow an insight into the latest developments, organise informative talks and guided tastings, lead expert discussions and seminars.

Meeting point **ProWein Forum**: Special tastings, specific trainings as well as oenological insider seminars will be held by the exhibitors – every hour on the hour – at the central presentation area in Hall 13.

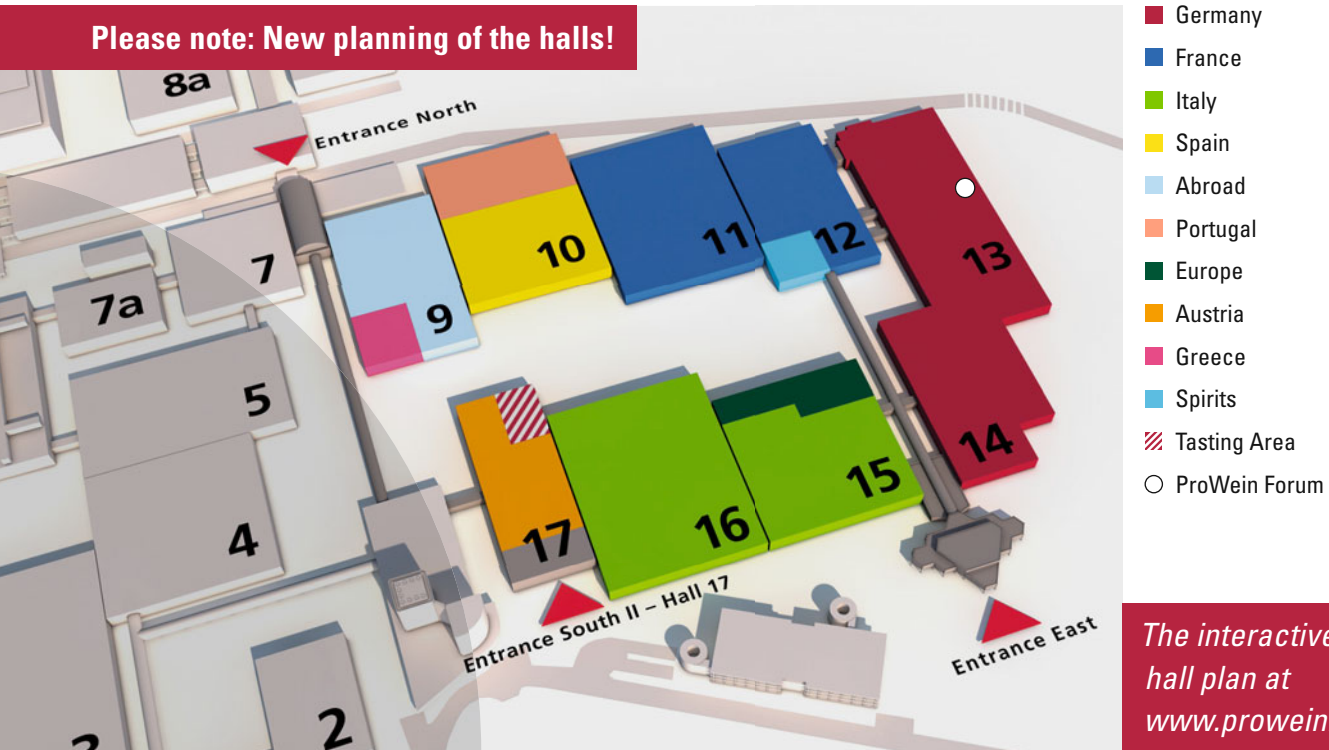
In the **FIZZ Lounge** in Hall 12, cocktail inspirations on the topic of **“Drinks of Tomorrow”** are waiting for you.

*All events at
www.prowein.com/events
from February 2015*



PROEFFICIENCY: FOR AN EVEN MORE EFFICIENT TRADE FAIR VISIT.

Please note: New planning of the halls!



Thanks to the new planning of the halls, your visit will become even more efficient from 2015. The more favourable hall layout and the fair entrances East and South II/Hall 17, available for the first time, ensure ideal accessibility from every starting point.

With the new planning, the exhibition space will increase – an initiative with which Messe Düsseldorf responds to the continuing

demand. For you this means especially:
An even **clearer hall structure** and **better orientation**.

As the world's leading trade fair, ProWein also offers you various tools, with which you can comfortably prepare and plan your trade fair visit before the exhibition.

> [Service overview on page 12 + 13](#)

*The interactive
hall plan at
www.prowein.com/2410*

PROFESSIONAL: THE TRADE FAIR FOR TRADE VISITORS.



With the trade visitor concept, ProWein purposely restricts itself to a group of professional participants. Based on our legitimization policy, during the entire run of the trade fair, only the trade specialists from the following sectors are allowed to visit:

Retail

- Specialist shops for wine, sparkling wine, spirits
- Independent food retailing
- Beverage warehouses
- Organic specialist shops/organic supermarkets
- Duty-free shops
- Mail order companies

Wholesale and foreign trade

- Wholesale for wine, sparkling wine, spirits
- Import / export
- Sales agents for wine, sparkling wine, spirits

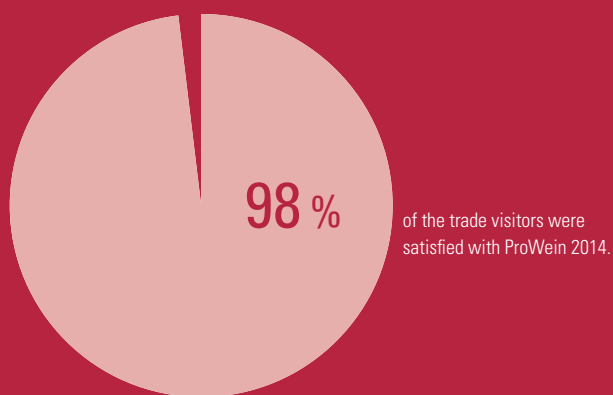
Gastronomy

- Gastronomy (restaurants, pubs, cafés, bars)
- Hotel industry
- Community catering, factory catering
- Systems catering
- Catering and party service

Miscellaneous

- Specialised associations and institutions

Visitor satisfaction



PROSPEED: ONLINE EVEN FASTER TO PROWEIN.

With the purchase of an eTicket in our online shop, you take advantage of many benefits:

- Reduced advance sale price
- Direct admission without queues at the cash desks
- Free travel on VRR public transport (in the price category D, Region South; Deutsche Bahn (German Railway) in supplement-free trains in the 2nd class)



*Order your eTicket at
www.prowein.com/ticket2*

Already registered trade visitors

- You will automatically receive your personal login data for the direct purchase of an eTicket by February 2015.

Not yet registered trade visitors

- You first have to register yourself as a trade visitor at www.prowein.com/ticket2.
- After your successful registration, you will receive your personal login data for the purchase of an eTicket in the online shop.

*Find more information at
www.prowein.com/ticket2
Online shop is open as of 11/2014.*



PROTOOLS: FOR YOUR TRADE FAIR PREPARATION.

Make use of our services in order to specifically prepare yourself and to organise your trade fair visit even more efficiently.

At www.prowein.com, you will find amongst other things:

- ProWein in overview
- Exhibitor and product search
- News
- Matchmaking as a contact platform
- MyOrganizer/MyCatalog
- ProWein app
- mobile.prowein.de

*Your first address for information and
services of all sorts:
www.prowein.com/visit*



PROSERVICE: NOT MANY CAN OFFER THIS.

Düsseldorf is one of the most important trade fair cities in the world – the host for 24 globally leading trade fairs, amongst which ProWein. In the centre of one of the economically strongest regions, the metropolis on the Rhine offers everything what international guests could wish for:

- airport and main railway station close to the fair,
- large selection of hotels,
- short ways from the trade fair into town,
- optimal infrastructure

and professional service, provided by experienced trade fair professionals.

Also at the end of a trade fair day, there is still such a lot to discover: The world-famous Altstadt (Old Town), a modern Düsseldorf with the just opened Kö-Bogen and the MedienHafen (Media Harbour) or the restaurants – from the traditional brewhouse right up to award-winning experimental cuisine.

PROEVENT: LOTS OF ACCOMPANYING DELIGHTS.



Also in 2015 on the occasion of ProWein, many renowned restaurants and local wine merchants will again participate in the initiative “ProWein goes City” and will offer **exciting and enjoyable epicurean events** in Düsseldorf.

Be inspired by the numerous tastings, wine menus and sommelier parties provided by Düsseldorf’s lively hotel and catering scene!

ProWein goes city. *Detailed information at www.prowein-goes-city.de*

*Hotel and travel arrangements:
Düsseldorf Marketing & Tourismus GmbH
Tel.: +49 (0)211/17 202-839
business@duesseldorf-tourismus.de*

FACTS & FIGURES

Time and location:

Date: 15–17 March 2015

Opening hours: Daily from 9 a.m.–6 p.m.

Halls: 9–17

Düsseldorf, exhibition grounds

Entrances North, South II/Hall 17 and East

Tickets and catalogue:

Day ticket: € 45

Day ticket in advance online sale: € 30

Day ticket and catalogue in advance online sale: € 40

Multi-day ticket: € 70

Multi-day ticket in advance online sale: € 55

Multi-day ticket and catalogue in advance online sale: € 65

Catalogue in advance online sale: € 17

Advance online sale:

www.prowein.com/ticket2

Catalogue:

You can order the catalogue plus postage and handling directly at:

A. Sutter Fair Business GmbH

P.O. Box 10 32 44 · 45032 Essen

Fax: +49 (0)201/8316-229 · Email: katalogorder@sutter.de

Hotline:

+49 (0)211/45 60-7613

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