

Information for Exhibitors



**Early Bird  
Discount until  
July 31, 2025**

Regular Prices from  
August 1, 2025

# EUROVINO

Trade fair for wine. Karlsruhe.

**1. + 2. March 2026**



# EUROVINO

Trade fair for wine. Karlsruhe.

Date **1. + 2. March 2026**

Frequency **Annually**

Opening Hours **10 a.m. to 6 p.m.**

Doors open **9:30 am**

**Welcome to Karlsruhe evening** after setup on Saturday

Get-together for the industry **Networking evening** Sunday of the fair

Location **Karlsruhe Trade Fair Center** Messeallee 1 | 76287 Rheinstetten

## Listened to it yet?

ConVINOsation - the EUROVINO podcast focuses on current topics from the wine industry. Listen now: [eurovino.info/podcast](http://eurovino.info/podcast)



## Your competent contacts



Team Lead  
**David Köhler**  
tel +49 721 3720-5128  
[david.koehler@messe-karlsruhe.de](mailto:david.koehler@messe-karlsruhe.de)



Chairman of the Advisory Board  
**Dr. Hermann Pilz**  
tel +49 160 5399934  
[hermann.pilz@eurovino.info](mailto:hermann.pilz@eurovino.info)



Project Manager  
**Anita Dietrich**  
tel +49 721 3720-5126  
[anita.dietrich@messe-karlsruhe.de](mailto:anita.dietrich@messe-karlsruhe.de)



Project Manager  
**Petra Schäfer**  
tel +49 721 3720-5074  
[petra.schaefer@messe-karlsruhe.de](mailto:petra.schaefer@messe-karlsruhe.de)

### Austria

DHK Österreich  
**Ulrich Schlick**  
tel +43 1 545 14 17-37  
[ulrich.schlick@dhk.at](mailto:ulrich.schlick@dhk.at)

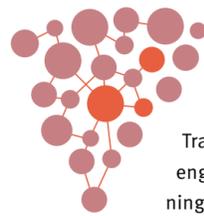
### Italy

INT.SHOWS  
tel +39 342 626 6511  
[sales@internationalshows.it](mailto:sales@internationalshows.it)

### Spain

Argos Wine Consulting  
**Maria Moya-Angeler**  
tel +49 6221 651960  
[germany@argoswine.net](mailto:germany@argoswine.net)





## EUROVINO - The new platform for wine producers, marketers and buyers with a focus on the European especially German-speaking market

Trade visitors from the retail, catering and hotel sectors as well as the more than 400 exhibitors used to engage in discussions in a relaxed and bustling atmosphere. These interactions facilitate the strengthening of existing business relationships and the establishment of new ones. EUROVINO provides the ideal sales platform at a time when the industry is facing numerous challenges, including declining sales and turnover, as well as changing consumer habits.



>400 Exhibitors



>4.000 Participants



from a total of 10 EUROPEAN countries

## Exhibitors

### Exhibitor satisfaction levels

#### Wine in Focus

#### Personal

- 97 % Project Management and Exhibitor Service
- 98 % General organization + personal Contact
- 97 % Overall concept of the trade fair

#### Relevant

- 87 % Visitor Quality
- 96 % Compilation of the range of services offered
- 96 % Transportation links

#### Fair

- 94 % Evaluation of the stand equipment
- 96 % Hotel offer
- 98 % Parking situation



## Visitors

### That is how satisfied the visitors were

- 93 % with the trade fair overall
- 96 % with the offer of EUROVINO
- 93 % Recommendation to business partners and colleagues
- 93 % have planned to visit the fair again
- 95 % praise the quality of the exhibitors

### Industry 2025

- 48 % Wine trade, Beverage trade, Food trade, wholesale, E-commerce
- 24 % Gastronomy, Sommeliers, Hotel industry
- 2 % Wine agencies
- 3 % Import/Export
- 7 % Wine producers
- 16 % Other



## Sustainability

### The EUROVINO was designed to be sustainable

- Focus on **sustainable stand construction**: The use of reusable stand modules contributes to enhanced sustainability and reduces costs for all involved parties.
- Organic and sustainable exhibitors** gain more **visibility**.
- EUROVINO supports **sustainable travel**
- Karlsruhe Trade fair center is **EMAS validated** and therefore **committed to sustainability**.

### Purchasing intention of visitors



have a critical and influential role in their organization



intend to place an order or conclude a business transaction after the trade fair



bought directly at the trade fair or were planning to do so

### How we support you with visitor recruitment

- Voucher flat rate: Invite **all** your customers and business partners to visit the trade fair free of charge - at no extra cost
- Extensive print and online advertising campaigns in all relevant trade media
- Individualisierte Online-Banner sowie Textvorlagen für Ihre Kundenansprache
- Listing of your wines all year round in the **EUROVINO wine guide** at [eurovino.info/weinguide](http://eurovino.info/weinguide)
- A wide range of advertising options that can be booked during the trade fair (value-added services)
- Extensive press work

## Wine Experience

EUROVINO offers all exhibitors as well as winegrowers and wine producers who do not have their own stand on site the opportunity to present their wines in the innovative Wine Experience and Wine Experience - Alcohol-free tasting zones.

### This is how it works:

- Register wines online: [eurovino.info/ausstellen](http://eurovino.info/ausstellen)
- Send wines to the Karlsruhe Trade Fair Center
- Enter wine details in the Exhibitor portal

We take care of the optimal presentation on site!

60,- € per wine / 90,- € per wine incl. digital presentation of your winery



## Presentation options

### The following services are included in the complete stand:

- Stand setup and takedown
- 2 passes for exhibitors
- 3 kW power connection
- Marketing fee „Basic“
- Unlimited invitation vouchers for your customers
- Glassware rental, dishwashing service, bread service, crushed ice
- Fee for general hall ancillary costs
- AUMA fee

### 12m² or 16m²

#### Complete EUROVINO Stand

- Stand area = 3 x 4 m² or 4 x 4 m²
- Octanorm system rear walls, height = 2.5m
- 3 or 6 chairs, 1 or 2 tables, 1 sideboard
- 1 or 2 spittoon for tasted wine

	Early booking (until 31.07.2025)	regular
12 m²	€ 2,439	€ 2,469
16 m²	€ 2,929	€ 2,959



### 6m² Complete Stand in New Style

- Stand area = 3 x 2m²
- Bookable in two versions
- Rear wall = 3 X 2.5 m²
- 1 counter 2 x 0.9 m², wood design, one shelf
- 1 spittoon for tasted wine 1l
- Stand labelling

Early booking (until 31.07.2025)	regular
€ 2,399	€ 2,449



### Stand area without stand construction

- plus glassware rental, dishwashing service, bread service, crushed ice (€ 99)
- plus marketing fee „Basic“ (€ 265)
- plus fee for general hall ancillary costs € 6.65
- plus AUMA fee € 0.60 per m²

Row stand	€ 115.5 /m²
Corner stand	€ 123.5 /m²
Peninsula stand (from 15m²)	€ 129 /m²
Island stand (from 24m²)	€ 139 /m²

Stand construction & marketing upgrades can be booked for all stands

Examples of individual community stands  
Calculation and prices on request



## EUROVINO Wineguide

The year-round digital platform that shows the exhibitors' wines and enables targeted searches. Further advantages with registration:

- Bookmark Wines
- Add notes to wines

Register now: [eurovino.info/weinguide](http://eurovino.info/weinguide)

## Online stand registration

Exhibitor information available at [eurovino.info/en/exhibit](http://eurovino.info/en/exhibit)

„This year, we had the pleasure of welcoming visitors from across Germany to our stand. We had the opportunity to engage in meaningful conversations with customers from prominent cities such as Munich, Hamburg, Bremen, and Berlin. We also benefit from our additional image at the Wine Experience: Visitors taste our wine there then come to our stand. I think this is a very effective strategy.“

**Sandra Gless, Sales Managerin, Les Grands Chais de France**



„We had the pleasure of attending the 2024 premiere and were impressed by the organization of the trade fair last year. The event was very customer-friendly, e.g. offering shuttle service from the train station or hotel. In addition, we are pleased to report that communication with the contacts at Messe Karlsruhe is excellent. This contributes to a positive overall experience for us. This is yet another reason why we are certain that we will participate again in 2026.“

**Markus Klumpp, CEO, Weingut Klumpp**



„We had very positive discussions at EUROVINO 2025 and met a high-quality and interested trade audience, with whom we had a great exchange. We are very pleased with our debut at EUROVINO, and we look forward to returning with an expanded stand in 2026.“

**Giovanni Sampino, Export Manager, Brugnano**



„EUROVINO in Karlsruhe is an outstanding trade fair for the Wein-Wolf Group. It is a valuable opportunity for us to meet our specialist retailers, restaurateurs, and sommeliers. The trade fair is characterized by its excellent organization, which is equally appreciated by both exhibitors and visitors. During the event, we successfully inspired our regional and national client base by showcasing our extensive and diverse product line, along with several novel advancements. EUROVINO 2025 exceeded our expectations with an even more diverse selection of exhibitors, wines, and spirits from all over Europe. All these factors contribute to EUROVINO's status as a particularly attractive trade fair.“

**Gaël Hervé, Wein Wolf GmbH**



„EUROVINO provides a platform for both prominent and emerging specialist retailers and restaurateurs to discover the latest trends and innovations in a concise and focused setting. The company's processes are structured in a way that is particularly noteworthy. The infrastructure for setting up and dismantling is well thought out, and communication with trade fair management is direct and uncomplicated. We are pleased to support the advantageous and beautiful location in Karlsruhe, which is strategically situated between the largest wine-growing regions in Germany. We also recognize the great growth potential of the trade fair in the future.“

**Patrick Dachnowski, Winery Hensel**

