



EUROVINO

Fachmesse für Wein. Karlsruhe.



CALL FOR TENDERS

The
Discover Programme
at the EUROVINO 2027
wine trade fair

messe
___ karlsruhe



Agenda

1. Preamble
2. A brief introduction to EUROVINO
3. The EUROVINO Discover Programme
4. List of services
5. Call to action



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1. Präambel

Messe Karlsruhe organises EUROVINO, a trade fair for wine producers and marketers focusing on the German-speaking market. With more than 40 trade fairs a year, featuring just under 8,000 exhibitors and a total exhibition area of 82,000 m² spread across nine halls and two venues, Messe Karlsruhe ranks among the leading organisers in the German events industry. In particular, the collaborative atmosphere on an equal footing and the short lines of communication are highly valued by clients.

messe
— karlsruhe

EUROVINO is a trade fair for wine and forms part of Messe Karlsruhe's in-house exhibition portfolio. It took place for the third time in March 2026 and, with rising numbers of exhibitors and visitors, has consolidated its position as an important platform for the German-speaking and European markets. EUROVINO takes place annually and is aimed specifically, on the exhibitor side, at wine producers and marketers, and on the visitor side, at trade visitors from the retail, catering and hospitality sectors. EUROVINO thus offers an efficient sales platform at a time when the industry is facing numerous challenges, such as declines in sales and turnover coupled with changing consumer habits.



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2. A brief introduction to EUROVINO

EUROVINO is the platform for wine producers, marketers and buyers, focusing on the German-speaking and European markets.

- EUROVINO's **straightforward concept** offers **added value** for exhibitors and visitors:
- **fairly priced** participation fees
- curation by our advisory board, comprising industry experts, to ensure a **high-quality and sustainable programme**
- **personal support** from our team in all matters

“Wine meets business – Personal. Focused. Successful.”



> 500
Exhibitors



> 5.000
Participants



from a total of
12 European countries



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3. The EUROVINO Discover Programme

The **Discover Programme** is specifically designed to give international wine regions or countries – which have so far had limited market penetration or visibility in the German-speaking market – the opportunity to showcase themselves at EUROVINO through stand presentations, workshops, masterclasses and similar initiatives.

The **aim** is to demonstrate that the German-speaking market is also of interest to wine-growing regions and their products that have received little attention to date, and for EUROVINO to act as a relevant platform for achieving these objectives.

The EUROVINO **Discover Programme** is based on four pillars:

- Inclusion of the partner country as an official **EUROVINO Discover Partner**
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- A premium slot for a **masterclass** by the Discover Partner on the stage in the entrance foyer
- Co-organisation and sponsorship of the **EUROVINO networking evening** on the Sunday of the fair
- Organisation of a **joint participation stand** as an 'all-inclusive' package (covering everything from floor space and stand construction to car parking, as well as glassware, ice and bread service)



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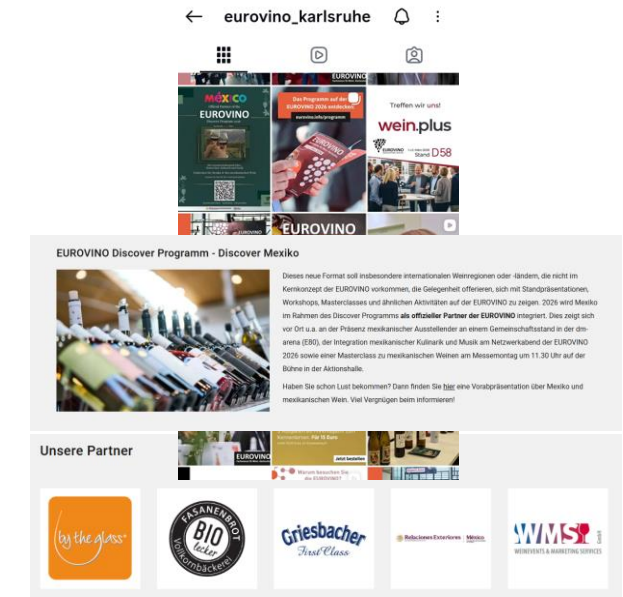
4. List of services

Inclusion of the partner country as an official EUROVINO Discover Partner

- Listing as an official Discover Partner
- Selected visibility on the EUROVINO website, social media and in press communications
- Voucher code for an unlimited number of invitations to B2B contacts
- 20 VIP tickets (both days, parking, access to the VIP lounge)
- Full-day use of the VIP lounge, including catering

A premium slot for the Discover Partner masterclass on stage in the events hall

- Use of the stage facilities in the entrance foyer during prime time (Sun or Mon)
- Sound system and LED screen
- Inclusion in the official exhibition programme
- Seating for up to 100 people
- Provision of glasses, ice, water and bread





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4. List of services

Co-organisation and sponsorship of the EUROVINO networking evening on the Sunday of the fair

- Official sponsor of the EUROVINO networking evening
- Inclusion in the opening talk
- Joint selection of musical acts – in keeping with the ‘Discover Land’ theme
- Involvement in selecting the menu
- Branded and reserved table for up to 16 people for the networking evening



Organisation of a joint participation stand as an ‘all-inclusive’ concept

- Complete organisation of a shared stand “from the space and stand construction to car parks and services”
- Two digital coordination meetings in advance with the participating wine producers and marketers at the shared stand
- Marketing package and visibility for every co-exhibitor – just like a main exhibitor
- Feasible with five or more co-exhibitors





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5. Call to action

Apply now to become a partner for the EUROVINO Discover programme!

- As a EUROVINO Discover partner, you will receive all the benefits listed below:
- Inclusion of the partner country as an official EUROVINO Discover partner
- A premium slot for a Discover Partner masterclass on stage in the entrance foyer
- Co-organisation and sponsorship of the EUROVINO networking evening on the Sunday of the fair

at a **package price of €13,997 (early bird price until 30 September 2026: €12,497)**

The service

- Organisation of a shared stand as an 'all-inclusive' package

which, depending on stand construction, will be invoiced at a rate of approximately **€2,200 per co-exhibitor** in addition to the package price listed above

Testimonial from the Discover Partner for Mexico at EUROVINO 2026:

“ ...I would like to express my sincere thanks for your outstanding support and close cooperation during EUROVINO, which took place on 1 and 2 March at the Karlsruhe Exhibition Centre.

It was a pleasure and an honour for us to take part in the fair and to present Mexico as the partner country of the Discover Programme. Our participation, along with that of our wine producers, represented a significant step towards further strengthening the presence of the Mexican wine sector in Europe....”

Cecilia Villanueva-Bracho
Consul of Mexico



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Let's get the discussion going together!
Thank you very much for your interest in working with us.



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