# EUROVINO 2027 – FAQ for Exhibitors

EUROVINO
Trade fair for wine. Karlsruhe.

Karlsruher Messe- und Kongress GmbH | P.O. Box 1208 | D-76002 Karlsruhe

Dear EUROVINO 2027 exhibitors,

The fourth edition of EUROVINO will open its doors on 28 February and 1 March 2027. With this document, we would like to provide answers to the most frequently asked questions from exhibitors, to make planning as easy as possible for all of us. Of course, the EUROVINO team is always happy to assist with any specific queries. We look forward to seeing you there!

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# 1 BEFORE THE FAIR

## 1.1 When will I receive my stand confirmation and my invoice?

All exhibitors who had already registered by this point received their stand confirmations in September 2026. New exhibitors will receive their stand confirmations as soon as their applications have been vetted by our advisory board. Companies that submit their registration after this date will usually receive their stand confirmation a few days after their registration is received. In addition to confirming the applicable participation fees, the stand confirmation also includes the current hall plan, showing the location of the exhibition stand. Co-exhibitors at shared stands will also receive a stand confirmation stating their stand position (although in most cases, financial details are listed only under the lead exhibitor's name - please contact the organiser of the shared stand for further details).

Invoices will be issued in calendar week 2/2027 and at regular intervals thereafter. IMPORTANT**:** Services will be invoiced after the trade fair if they are not already listed on the initial invoice (e.g. as part of a package). You will therefore receive two invoices - one for stand services in early January and one for other services in April. Exceptions may apply.

## 1.2 Where can I find the OSC login details and the link to the exhibitor portal where I can enter information about my company and my wines?

The OSC (Online Service Centre) login details will be sent out in a separate email to all exhibitors and co-exhibitors in early December. Exhibitors and co-exhibitors who register after this date will receive these automatically a few days after their stand confirmation. Using these login details, you can book additional services such as exhibitor passes, parking spaces or furniture at any time, and view the customer voucher registration link and your VIP vouchers. You will also find a tile in the OSC leading to the exhibitor portal ("Access to the EUROVINO Wine Guide"), where you can enter further information about your company and your wines into the Wine Guide.

## 1.3 Where can I find the exhibitor portal where I can enter information about my company and my wines?

Your OSC login details will provide you with a direct link to your customer account. Here, via the 'Access to the Wine Guide' tile, you can enter further details about your company and your wines into the Wine Guide. You will also find a self-guide on the EUROVINO website explaining why and how you can enter your company details and your wines, and where this information will appear.

## 1.4 Where can I get my exhibitor passes (this also applies to co-exhibitors)?

You can personalise and send your exhibitor passes yourself via the OSC 'Ticket Portal' under 'Send passes/tickets' or download them afterwards. You can order these yourself free of charge. At least two exhibitor passes (depending on the stand size) are provided in advance. You can order further free exhibitor passes directly from the OSC and register them as well.

Please note: Do NOT use the customer voucher codes as a substitute for your exhibitor passes. As an exhibitor, you have access to EUROVINO during set-up and dismantling, as well as early in the morning and in the evening - this is not possible with a visitor invitation! You can find a step-by-step video guide here (in German only).

## 1.5 How do I use the free voucher code?

Invite your target audience to visit the trade fair. We have created a customer voucher registration link for this purpose, which you can use to invite all your customers and prospective clients an unlimited number of times, free of charge. Further information can be found in the OSC under the 'Passes, Tickets and Customer Vouchers' tile. You have also received a VIP quota from us for your most important customers. You can manage this in your 'Ticket Portal'. To make it easier to manage this important aspect, you'll find a quick guide to voucher management in PDF format, which explains in detail how to use the customer vouchers. We have also summarised the added value of customer vouchers - why you should use them to ensure your success at the fair - as well as insights from other exhibitors in a video. This video will be available on the EUROVINO website from the end of November.

Further advertising opportunities can be found in the OSC under 'Marketing Upgrades' and 'Marketing and Sponsorship Packages', as well as on the EUROVINO website.

In addition, you can use the following link to submit information about your company and product portfolio to our communications department for potential press activities relating to EUROVINO 2027. Press relations services are free of charge for exhibitors. Please note that we cannot guarantee that all submissions will be considered.

## 1.6 Are there any partner hotels for bookings in Karlsruhe?

EUROVINO has negotiated special rates for exhibitors at four hotels. You can find the full list here. These hotels (except for the Styles/HeyLou Hotel in Rheinstetten) will be served directly by a trade fair shuttle on Sunday morning, Sunday evening, Monday morning and Monday evening during the fair; the

departure points are clearly marked with 'EUROVINO'. The shuttle timetable will be available on the EUROVINO website from mid-February.

### 1.7 What is the best way to get to the trade fair?

The exhibition centre is easily accessible by public transport as well as by car. Exhibitors have the option of booking parking spaces directly at the hall via the OSC. Alternatively, you can park in the visitor car parks. You can find detailed information on travel options here.

During set-up and dismantling, you may drive directly to the hall upon payment of a €100 deposit - if you have booked a parking permit for the hall, this deposit will not apply to you. Please follow the signs in the immediate vicinity of the exhibition centre marked 'Gate A'. During the exhibition, an 'Exhibition Express' service runs from the main railway station directly to the exhibition centre entrance; it operates regularly in both directions and is free of charge (primarily for visitors). The partner hotels Intercity, Motel One and Santo are also served by a separate hotel shuttle - see section 1.6 for details.

### 1.8 How can I send materials to the exhibition centre before the event?

You are welcome to send your parcels or pallets directly to Messe Karlsruhe. Please use the following address:

Messe Karlsruhe / Kühne+Nagel
EUROVINO 2027
Messeallee 1
76287 Rheinstetten
Germany

On the EUROVINO website, under 'Downloads', you will find an internal parcel label designed to facilitate the allocation of deliveries to the exhibition stands, tasting zones or masterclasses.

Please complete the fields on this parcel label and attach it clearly to the parcel or pallet. It does not necessarily replace the courier's label; you are responsible for the delivery costs. Upon arrival at the exhibition centre, Kühne+Nagel will pre-sort your consignment. On the set-up day, Saturday 27 February 2027, it will be taken to a central warehouse near the exhibition management office. You may collect your delivery from there yourself. We will be happy to provide you with forklifts and trolleys.

Alternatively, you can have the delivery brought to your stand at a time of your choosing. Please book this service at least seven days in advance via

customer.event@kuehne-nagel.com or directly on the set-up day by calling +49 40 30333-2800.

### 1.9 When can I set up my stand? Where can I find a contact person on site?

Set-up for EUROVINO takes place on Friday 26 February 2027, from 2.00 pm to 8.00 pm, and on Saturday 27 February 2027, from 8.00 am to 8.00 pm. On Sunday, 28 February 2027 (the first day of the fair), you may begin setting up or finalising the layout of your stand from 07:30. If you need to start setting up before 2.00 pm on Friday, please let us know in advance by emailing info@eurovino.info.In this case, we will add you to a separate list for early set-up.
As the majority of exhibitors have booked a modular stand through the trade fair - either as a complete stand or as part of a shared stand - we recommend taking over and fitting out your stand on Saturday morning or at midday. If you have booked a stand through the organisers but would still like to set up or fit out your stand on Friday, please let us know in advance by emailing service@eurovino.info.This will allow your stand to be prioritised during set-up.

We recommend that exhibitors with their own custom-build stand begin setting up on Friday. Throughout the set-up period, you will find the EUROVINO team at the exhibition management office at the rear of the dm-arena. Please also note the ‘Welcome to Karlsruhe’ evening on 27 February 2027 (see point 1.11).

### 1.10 How long do I have to book additional services such as wall signage or carpet?

Generally, we ask that orders for all services be placed at least four weeks before the start of the fair. After this date, we can no longer guarantee the timely delivery of various services, such as print orders. From this point onwards, orders will incur a significant additional cost.

For orders placed three weeks or less before the start of the trade fair, an express service surcharge of 25% will be applied. Should services only be ordered at the dm-arena Service Centre during the set-up phase, we will of course endeavour to fulfil them in time for the start of the trade fair but cannot guarantee this.

Important: Printed materials MUST be ordered at least four weeks before the start of the trade fair, as we cannot guarantee their completion if ordered later.

### 1.11 We’re arriving on Saturday – is there a welcome evening?

On Saturday evening, 27 February 2027, we look forward to a cosy get-together and a chance to have an initial chat with you at our ‘Welcome to Karlsruhe’

evening. We'll meet at around 6.15 pm at Karlsruhe's iconic restaurant 'Marktlücke', right on Karlsruhe's market square (Zähringerstraße 96, 76133 Karlsruhe; we recommend travelling by public transport). We have reserved an entire floor on the first floor for our get-together. Following an entertaining welcome programme, we look forward to a delicious, home-style dinner in a convivial atmosphere. Important: Due to limited capacity, the number of participants is restricted. Tickets for the evening can be booked via the OSC for a nominal fee of 25 euros (where you can also apply for and download your exhibitor passes). Non-alcoholic drinks, beer and, of course, wine, as well as the dinner, are already included in this price. From 10.00 pm, we'll switch to a pay-as-you-go basis, and the official part of the evening will come to an end.

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# 2 DURING THE TRADE FAIR

## 2.1 Where can I find a contact person?

Throughout the set-up period, as well as on all days of the trade fair and during dismantling, you will find the EUROVINO team at the trade fair management office at the rear of the dm-arena.

## 2.2 How do I get wine glasses? How does the system work?

We have outsourced the handling of the wine glasses to the service provider WMS. WMS are absolute professionals in this field and will supply you with clean wine glasses throughout EUROVINO, as well as collecting and washing the used ones. Wine glasses will be delivered directly to your stand before the fair and will then be replaced regularly during the event. WMS will also provide you with emergency mobile numbers for urgent cases, ensuring that you have a sufficient supply of glasses at all times.

## 2.3 Where can I get bread, water and crushed ice/ice cubes? Where can I have my Easy Cooler elements chilled?

Before the fair begins, you will receive a crate of water from our official water sponsor, as well as one of our EUROVINO loaves of bread. These supplies will be replenished on the second day of the fair. You are welcome to collect further supplies at any time from the dm-arena exhibition management at a counter set up specifically for this purpose. There you can also obtain crushed ice or ice cubes and, during set-up and throughout the fair, have your Easy Cooler packs (please label them with your stand number and name) stored for cooling. We have deep-freezing chests available for this purpose (you hand over the packs at your own risk).

## 2.4 What is the networking evening, and when and where does it take place?

On the Sunday of the trade fair, we invite you to our networking evening in the Aktionshalle at the Karlsruhe Exhibition Centre from 6.00 pm. This is an opportunity for exhibitors and visitors to come together for a relaxed evening - enjoy a delicious buffet and chilled drinks. We expect the event to finish at around 10.00 pm. The networking evening is free of charge for exhibitors - we'd be delighted to invite you.

## 2.5 When can I start dismantling my stand?

We ask that you do not begin dismantling until Monday evening, once the exhibition has ended. From 6.30 pm, exhibitors may drive into the inner courtyard without having to pay a deposit.

Dismantling is permitted on Monday evening until 10.00 pm.

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Please note! Exhibitors in the Aktionshalle or the surrounding areas must have completed dismantling by 8.00 pm on Monday.

On Tuesday, dismantling is permitted between 08:00 and 20:00. Should your dismantling take longer than Tuesday evening, please inform us in good time, as this will affect the staffing arrangements for our security service.

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# 3 AFTER THE FAIR

## 3.1 Will I receive an overview of which customers I invited to attend the trade fair?

Yes - you can find this overview in the OSC under ‘Go to Ticket Portal’. Under ‘Visitor Management/Visitor Activity’, you can see who has registered and who has attended.

## 3.2 When will any additional services booked be invoiced?

We aim to invoice these services by the end of March. As this requires feedback from our service providers, please expect slight delays.

## 3.3 Where and when can I register for the next EUROVINO?

EUROVINO 2028 will take place on 5 and 6 March 2028. You can book your stand at EUROVINO 2028 at special rates (not valid for shared stands). This preferential rate is valid until 30 April 2027 and is detailed in an email you will receive both before and after EUROVINO 2027. This ‘rebooking rate’ is valid only for you as an exhibitor and is not available to new exhibitors. From 1 May 2027, the ‘early bird discount’ will apply, which is also available to new exhibitors, and from 1 August 2027, the standard participation fee for EUROVINO 2028 will apply. You will find all prices (rebooking - early bird - standard) clearly listed on the EUROVINO website.

## 3.4 Unfortunately, my question was not listed in the FAQs. Who can answer it for me?

Of course, the entire EUROVINO team is always happy to answer your questions. You can contact us by email at info@eurovino.info. or, if you have a question for a specific contact person, you can find their contact details at https://www.eurovino.info/en/kontakt/.