EUROVINO

Fachmesse für Wein. Karlsruhe.

Marketing and Sponsoring Packages

> Increase your visibility

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Upgrades to the Basic Marketing Fee

Upgrade Marketing Fee Standard **€ 299**

- One additional product group slot
- Slide in the main presentation on the LED screen in the event hall (5 x 3.5 m; 6 views per hour)
- Premium listing and logo on the hall map

Limited!

Upgrade Marketing Fee Premium **€ 999**

- All benefits of Upgrade Marketing Fee Plus
- Banner on the EUROVINO website (visitor page)
- One-time banner or text-and-image ad in the EUROVINO newsletter

Upgrade Marketing Fee Plus **€ 499**

- All benefits of Upgrade Marketing Fee Standard
- One-time Instagram Story
- Top of the list in the exhibitor directory

Limited!

Upgrade Marketing Fee Superior **€ 1,899**

- All benefits of Upgrade Marketing Fee Premium
- 40-minute presentation slot in Classroom 1 (up to 20 people)
- 30-second spot on displays on the back wall of the tasting area (production not included)

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Classrooms

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Join the classroom—book your spot in the new EUROVINO program format now!

For **EUROVINO 2027**, the wine trade fair is launching a **new program format**: The **EUROVINO Classrooms** offer you an exclusive stage for your masterclasses, product or brand presentations, and tastings - right in the exhibition hall and thus at the heart of the trade show action. There are six available slots per trade show day and room!

Your benefits:

- Direct access to a qualified professional audience
- A high-quality setting for your presentation in the heart of the exhibition space
- Professional (technical) equipment and support
- Listing in the official EUROVINO program, including accompanying promotional and press activities leading up to the event
- Registration and visibility in the official EUROVINO ticket shop for maximum reach
- Clear schedule with maximum attention

Join the classroom—book your spot in the new EUROVINO program format now!

The **EUROVINO Classrooms** will be located right in the exhibition hall, ensuring significantly greater attention and visibility—before, during, and after the trade show! Take advantage of these new, limited-availability slots to ensure your success at the trade show!

Overview of the offering:

- Classroom 1 (20 people) or Classroom 2 (35 people)
- 40-minute program slot plus 20 minutes of preparation time
- Parliamentary-style seating
- Included services:
- Amenities: Refrigerator, preparation tables, spittoons, water, glasses
- Technology: AV system, monitor, plus on-site technical support
- Listing in the official trade show program + promotion
- Advance overview of the participant list

Optional add-ons:

- Professional hosting
- Video recording/audio recording
- Tasting upgrade (special glasses, services)

Join the classroom—book your spot in the new EUROVINO program format now!

Pricing (Cost per Slot*) / First come, first served

Classroom 1 - for your in-depth presentation in a focused atmosphere (up to 20 people)

- Early Bird: € 999
  (till September 30, 2026)
- Regular: € 1,249

Classroom 2 - for greater visibility and reach (up to 35 people)

- Early bird: € 1,749
  (till September 30, 2026)
- Regular: € 1,999

Additional Services:

- Professional Moderation: starting at 500 euros per slot (depending on the speaker)
- Video Recording/Audio Recording: starting at 400 euros per slot

These prices are estimates; exact prices will be quoted on a case-by-case basis after assessing your needs.

*The number of slots is limited. Selection is based on availability and content.

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Digital Advertising Options

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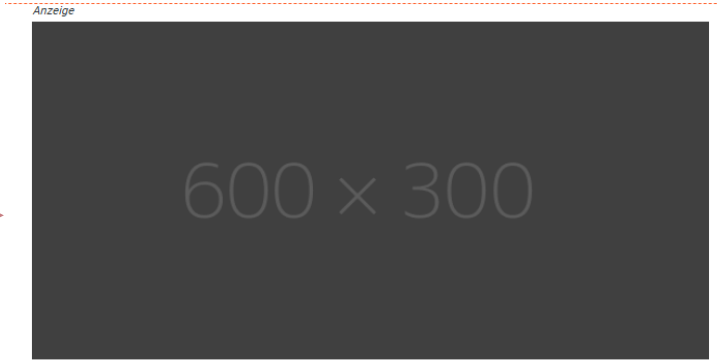
Newsletter Advertising: Ads and prices

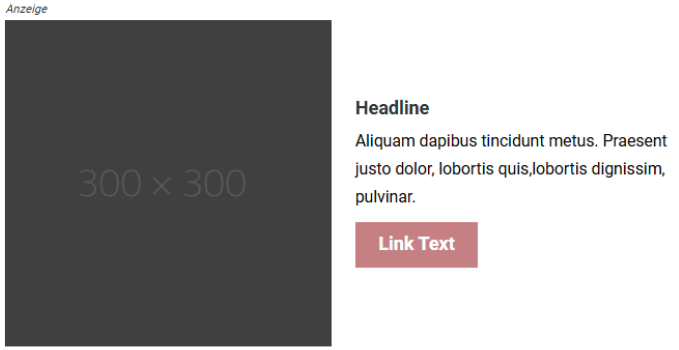
Subscribers : **approx. 6,000 B2B contacts**
∅ Open rate : **37%**

Banner Ad — € 400
Image: 600 x 300 px / JPG file

Text-and-Image Ad — € 450
Image: 300 x 300 px / JPG file
Text:
Headline (max. 30 characters)
Text (max. 300 characters)
Link text (max. 15 characters)

Stand-Alone-Newsletter
prices and dates upon request





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Newsletter Advertising: Topics and dates

Delivery	Trade Show-Specific Newsletters
October	Ticket Shop Now Online
November	List of Exhibitors Online
January	Review at EUROVINO Day
February	EUROVINO Program
March	Highlights of the first day of the trade fair
March	Review EUROVINO

Topic-specific newsletters
Dates on request.

Planned topics:
- No / Low Alcohol
- PIWI
- Food pairing
- Storytelling (see EUROVINO Day review)

Would you like to get in touch with visitors to EUROVINO 2027 who are specifically looking for what you have to offer?
Get in touch with us about targeted email campaigns!

Other digital advertising options: online banners and podcast sponsorship

Banner advertising
on the EUROVINO website

Page views per month: Around 21,700

Period: from the date of booking until 30 June 2027

Only 3 slots available in rotation at any one time!
1 x placement on the homepage
2 x placements on the Visitors page

Desktop format: 1230 × 150 px / jpeg or gif
Mobile format: 320 × 480 px / jpeg or gif

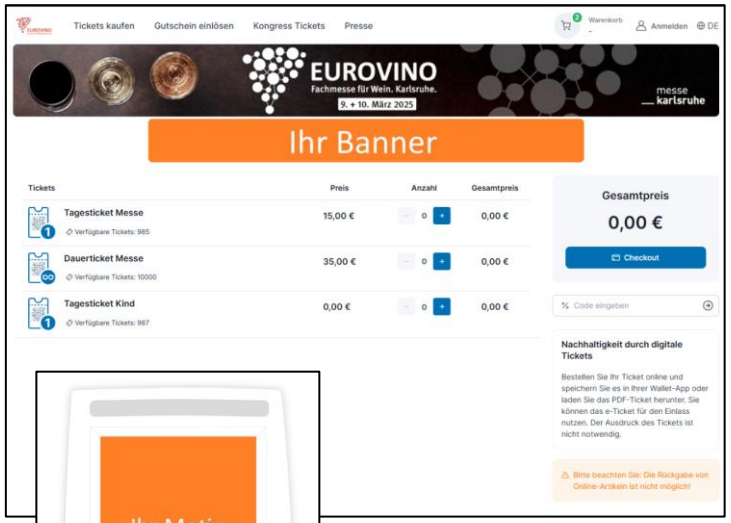
€ 400 / period / per placement

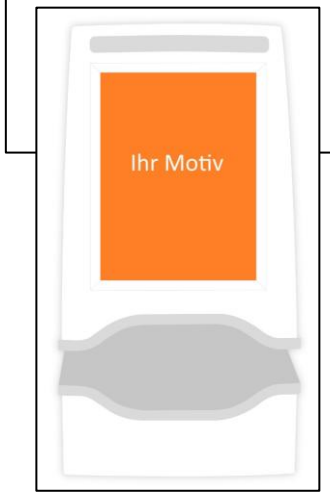
Podcast Sponsorship

Your company will be mentioned by host Peter Douglas in the opening introduction to each podcast episode.

€ 690 / episode

Example: Ticket shop





Example: Entry terminal

Customer Branding Package

Get more out of your voucher code – invite your customers and make your business stand out!

Your benefits:

- Banner in the online ticket shop (when the voucher code is entered)
- Advertising on tickets: Print@Home & e-tickets
- Advertising on the entry terminal when customers enter the venue
- Notification when customers enter the venue

€ 450

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Networking event

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Sponsorship of the networking evening – Silver

Limited!
3 x

At the networking evening, exhibitors and visitors from the first EUROVINO Day come together to celebrate the successful day at the fair.

Your benefits:

- Product placement in the events hall
- Mention in the welcome address
- Logo inclusion on the website
- Your own slide in the presentation
- A reserved table right next to the stage

(three bookings available)

€ 2,700

Sponsorship of the networking evening – Gold

Limited!
2 x

At the networking evening, exhibitors and visitors from the first EUROVINO Day come together to celebrate the successful day at the fair.

Your benefits:

- All benefits included in the Silver Sponsorship package for the Networking Evening
- A second reserved table for 6 people
- All-day access to the VIP lounge for more in-depth discussions
- Display of goodie bags/branded gifts (approx. 600 items, to be provided by the partner)

€ 4,200

Sponsorship of the networking evening – Platinum

Limited!
1 x

The Networking Evening brings together exhibitors and visitors from the first EUROVINO Day to celebrate the successful trade fair day together.

Your benefits:

- All benefits of the Networking Evening Gold sponsorship package
- The addition of “EUROVINO Networking Evening sponsored by ‘you’” to the event name
- Branding on the selfie wall at the Networking Evening
- Mention by name in all press and marketing materials relating to the Networking Evening
- Social media post as branded content

€ 6,900

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Visibility at the trade fair

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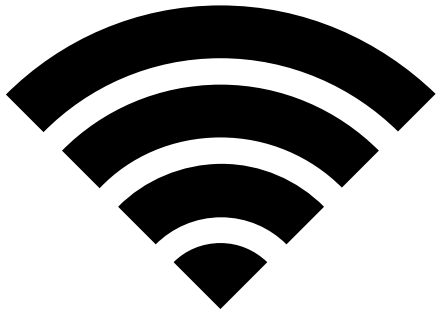
Free Wi-Fi sponsorship

Limited!
1 x



Free Wi-Fi for all visitors and exhibitors – everyone will see that you offer the best connection!

Your benefits:

- Prominent promotion of the free Wi-Fi ‘sponsored by you’ in the run-up to the trade fair and on site (logo visibility on the website and in visitor information, a dedicated slide on the LED screen in the events hall, digital displays at the entrances)
- Wi-Fi landing page featuring your company logo
- Redirection from the landing page to a website of your choice

€ 2,000

Lanyard-Sponsoring & Branding

Limited!
1 x

Your company logo / branding will be visible to customers throughout their visit to the trade fair – and beyond!

Your benefits:

- Every trade fair visitor will have your brand logo right in front of them – the perfect place to make a striking and lasting impression
- Perfect for attaching printed visitor badges.
- The trade fair organisers will handle the entire production (quantity: 6,000)
- Also included: logo placement on the EUROVINO website under ‘Partners’, and a dedicated slide on the LED screen in the promotional hall

€ 6,000

VIP Lounge – Exclusive Partnership

Limited!
1 x

Every exhibitor receives VIP invitations for their priority A customers. Target your top customers directly!

Your benefits:

- Exclusive EUROVINO VIP lounge with the addition ‘sponsored by “you”’
- Placement of three roll-up banners in the VIP lounge
- Placement of leaflets and sales materials in the VIP lounge
- Exclusive serving of your products in the wine/sparkling wine/spirits section
- Additionally: Logo placement on the EUROVINO website, your own slide on the LED screen in the promotional hall

€ 4,000

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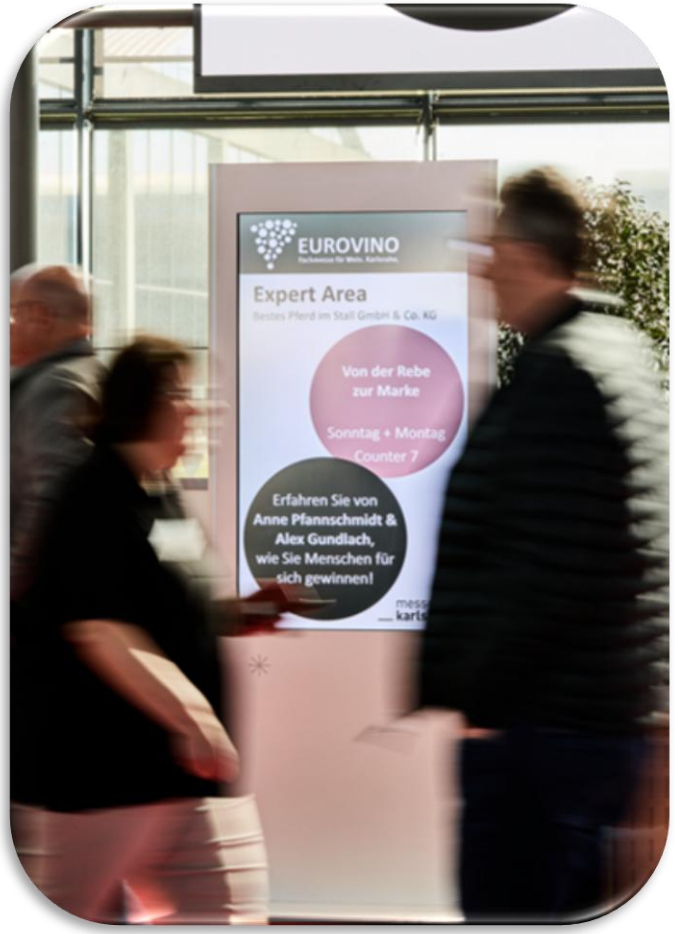

Advertising on a digital display

The EUROVINO programme is displayed on several digital screens at the trade fair. Boost your visibility with an additional touchpoint and direct visitors straight to your stand!

Your benefits:

- Make use of the digital screens located throughout EUROVINO to increase your visibility
- at least 10 displays of 30 seconds each per hour

€ 350

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Wine Experience

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Digital display above the tasting area

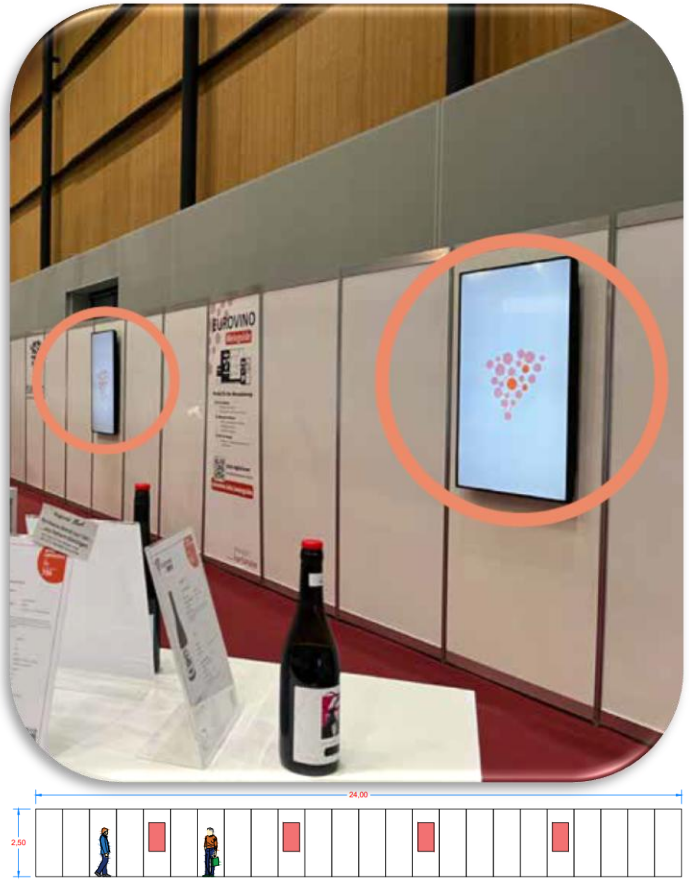
Limited!
8 x

High visibility from a distance is guaranteed!

Your benefits:

- Display on three 2 x 3 m screens above the Wine Experience tasting zone, offering excellent visibility from a distance
- Your wine/advert displayed on a continuous loop, shown at least 10 times for 30 seconds per hour
- Production of the video material by Messe Karlsruhe included

€ 450



Advertisement on six screens

Limited!
10 x

Display on the rear walls of the tasting area

Your benefits:

- Advertisement on six digital screens in portrait format (screen diagonal 117 cm), mounted on the rear wall of the tasting area
- The advert is shown on a continuous loop, with a minimum of eight 30-second broadcasts per hour
- The visual content is prepared by Messe Karlsruhe

€ 400

Print on the page showing the tasting tables

Limited!
10 x

Physical – visible – prominent

Your benefits:

- 75 cm x 75 cm digital print on both sides of the tasting tables facing the visitor aisle, featuring your company logo or advert
- including production and installation
- Allocation is carried out by the exhibition organisers; requests regarding themes will be taken into account as far as possible

€ 350

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EUROVINO Weinguide

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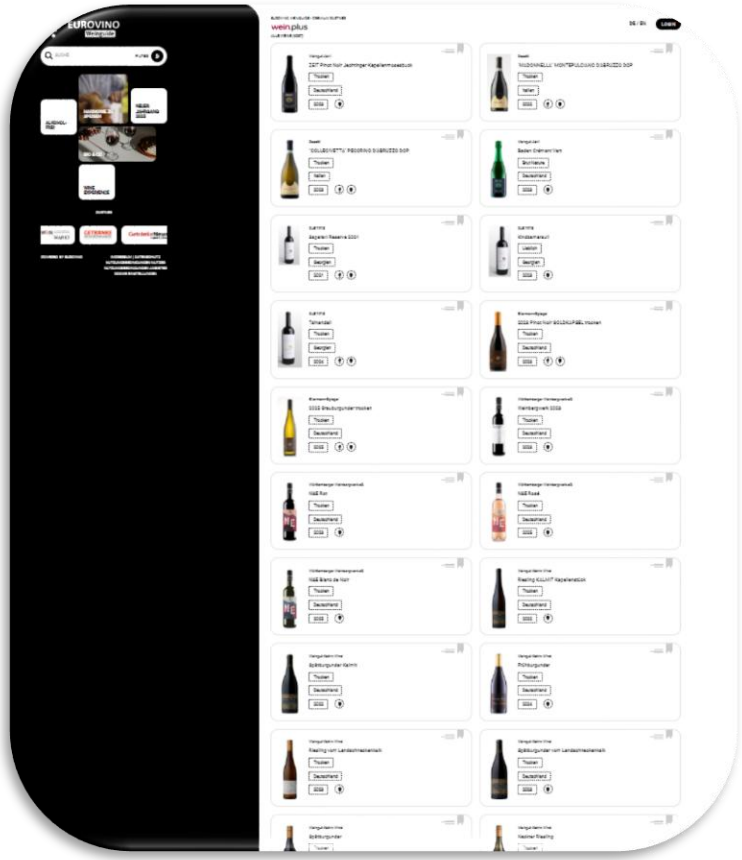


Sponsoring Weinguide

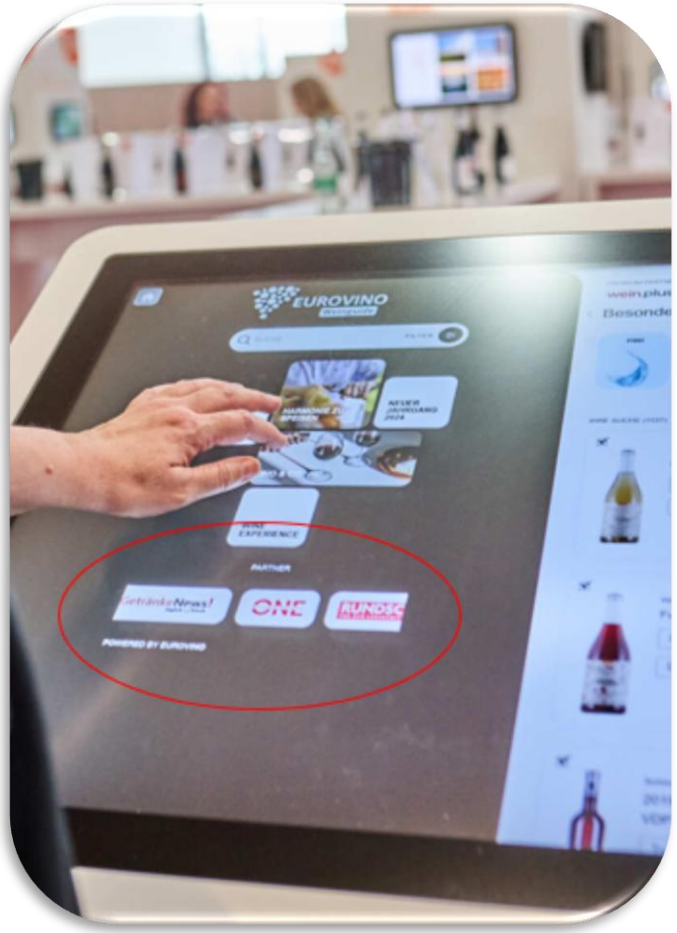
Sold out!

The Weinguide is a digital directory of all the wines available at EUROVINO! As an exclusive sponsor, your name will appear in the header of every subpage.

Your benefits:

- Exclusive sponsorship of the EUROVINO Weinguide, with the addition ‘powered by “you”’
- Listing as a EUROVINO partner on the EUROVINO website

€ 5,000



Inclusion in the list of partners

Limited!

The Wineguide is a digital directory of all the wines available at EUROVINO! With a logo and a direct link in the partner list, your logos will be displayed on every subpage of the Weinguide.

Your benefits:

- Your logo will be featured in the Weinguide’s partner list
- Visible at all times throughout the visitor’s session on the Weinguide website

€ 800

Let’s get the discussion going together!

Thank you very much for your interest in working with us.

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Save the date!
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Trade fair for wine. Karlsruhe.
28 February + 1 March 2027
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