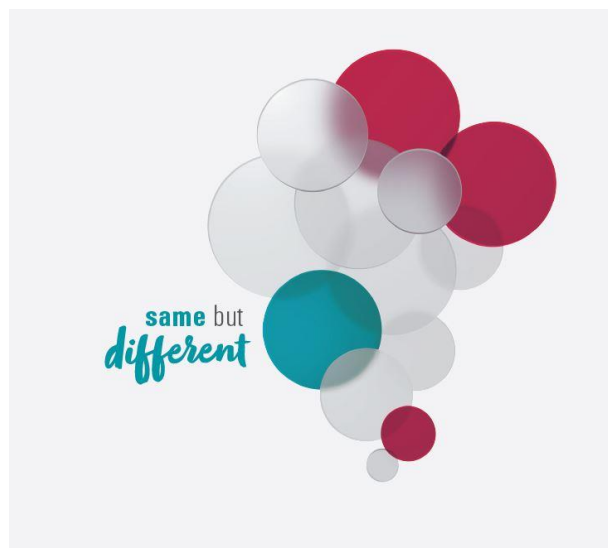


# Special show



powered by



For any further questions do not hesitate to contact us!

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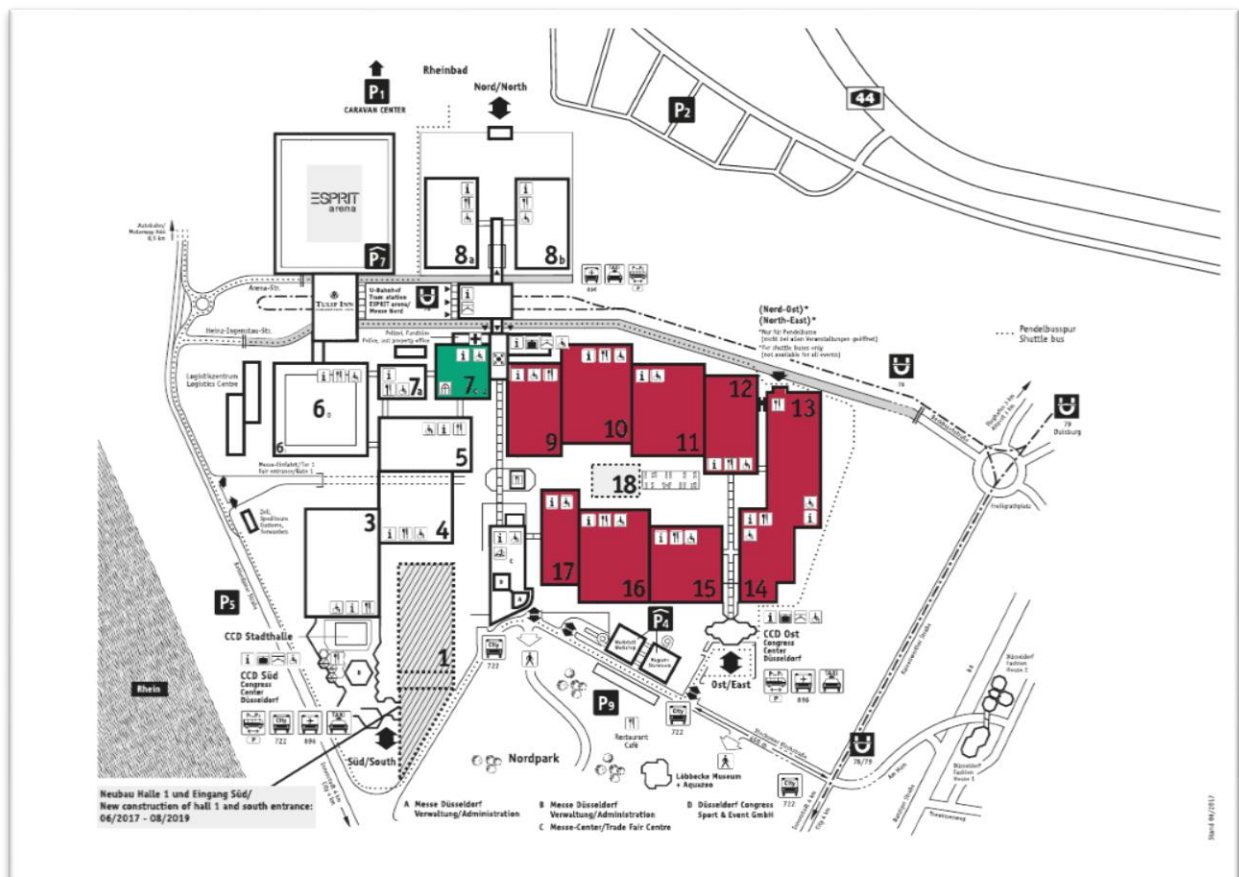


## „same but different“ – be same but in a different way!

For the last three years the special show same but different provided ten exhibitors by year a special platform at the ProWein to present their extraordinary and innovative products to the trade visitors.

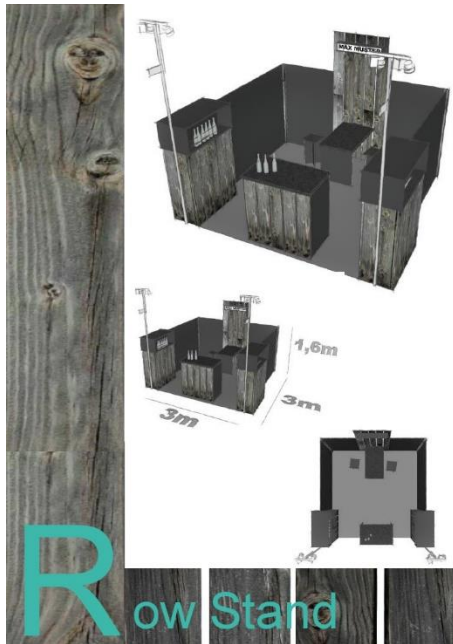
The concept begs for an enlargement: for the next show in 2018 an exceptional platform for some 50 exhibitors from the sectors Craft-Beer, (Craft) Spirits and Cider is built to showcase their individualism to the trade professionals. Adjusted according the bars and gastronomy, we create an own world where the trends and innovations of the industry can be found on the spot.

Affiliated to the ProWein that takes place in the halls 9 to 17, the same but different is located in hall 7.0.





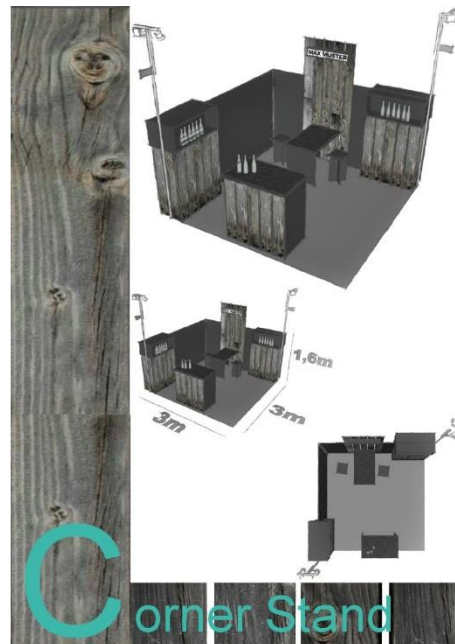
## Full Service – An All-Inclusive Stand Construction Package



Row Stand (9m<sup>2</sup>)  
incl. Stand Construction

**2,900.00€**

- + plus basic media fee per exhibitor
- + plus AUMA contribution 0.60€/m<sup>2</sup>



Corner Stand (9m<sup>2</sup>)  
incl. Stand Construction

**3,115.00€**

- 150.00 €**
- 5.40 €**

### Services Provided:

- 1 counter (H:105cm/W:100cm/D:60cm)
- 2 lighted shelves (H:40cm/W:100cm/D:20cm)
- 1 table (H:80cm/W:50cm/D:100cm)
- 2 stools (H:65cm/W:30cm/D:30cm)
- 1 stand lightening
- 1 fridge (ca. 60 litres)
- 1 light box with company name
- 1 dustbin
- 1 socket
- 2 exhibitor badges
- same but different Clubbing Night, Monday March 19<sup>th</sup> 2018
- glass Service
- stand cleaning
- electricity
- Basic catalogue entry in the ProWein catalogue 2018
- Exhibitor profile including short product description in the catalogue supplement same but different

In the absence of any statutory ruling to the contrary, all prices are to be understood as subject to German turnover tax at the statutory rate.



# Fair Profile

## ProWein 2017

|                            |              |                              |               |
|----------------------------|--------------|------------------------------|---------------|
| <b>Exhibitors total</b>    | <b>6,615</b> | <b>Net space total (sqm)</b> | <b>71,861</b> |
| Exhibitors Germany         | 988          | Net space Germany            | 20,387        |
| Exhibitors other countries | 5,627        | Net space other countries    | 51,474        |
| <b>Number of countries</b> | <b>62</b>    |                              |               |

Visitor data from registry:

|                             |               |                                 |     |
|-----------------------------|---------------|---------------------------------|-----|
| <b>Visitors total</b>       | <b>58,502</b> | <b>TOP 10 visitor countries</b> |     |
| From Europe                 | 90%           | (Basis: all foreign visitors)   |     |
| - Germany                   | 49%           | Netherlands                     | 12% |
| - Other Europe              | 41%           | France                          | 8%  |
| From Non-European countries | 10%           | Belgium                         | 7%  |
| - America                   | 6%            | Italy                           | 6%  |
| - Asia                      | 3%            | USA                             | 5%  |
| - Australia/Oceania         | 1%            | Great Britain                   | 5%  |
| - Africa                    | 0%            | Spain                           | 4%  |
| <b>Number of countries</b>  | <b>131</b>    | Austria                         | 4%  |
|                             |               | Switzerland                     | 4%  |
|                             |               | Denmark                         | 3%  |

1,094 accredited journalists from 44 countries



International Trade Fair  
Wines and Spirits  
Düsseldorf, Germany

19. - 21. March 2017

[www.prowein.com](http://www.prowein.com)

Preliminary data,  
Subject to change

(G1-MF/March 2017)

## Quality and structure of trade visitors

Based on the results of 934 interviews with trade visitors (95%) during ProWein 2017 conducted by means of the Computer-Interview-System

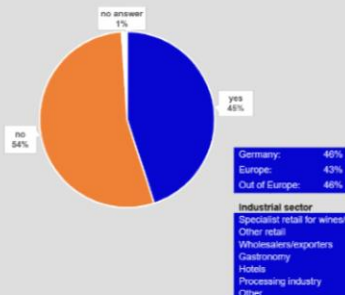
|   |     |                                   |     |   |     |
|---|-----|-----------------------------------|-----|---|-----|
| <b>Area of responsibility*</b>                                |     | <b>Occupational status</b>        |     | <b>Further interest in product ranges</b>             |     |
| Business/company/plant management                             | 35% | Top-Management                    | 60% | (Several answers possible)                            |     |
| Sales, distribution   | 20% | Middle-Management                 | 14% | Spirits   | 25% |
| Purchasing/procurement  | 15% | Low-Management                    | 26% | Champagne   | 23% |
| Marketing, advertising, PR                                    | 9%  |                                   |     | Sparkling wines                                       | 20% |
| Manufacture, production, quality control                      | 5%  | <b>Interest in product ranges</b> |     | Organic-wines   | 15% |
| Other   | 9%  | (Several answers possible)        |     | Accessories   | 8%  |
|   |     | German wines                      | 51% | Services  | 6%  |
|   |     | Italian wines                     | 42% | Mineral water   | 4%  |
|   |     | French wines                      | 40% |   |     |
| <b>Decision-making powers</b>                                 |     | Spanish wines                     | 32% | <b>Reasons for visit</b>                              |     |
| Decisively  | 38% | New Zealand wines                 | 18% | (Several answers possible)                            |     |
| Contributory  | 25% | Austrian wines                    | 18% | new developments/trends                               | 26% |
| In an advisory capacity                                       | 21% | Portuguese wines                  | 17% | Contact with existing suppliers and business partners | 26% |
| No influence  | 16% | Australian wines                  | 17% | identifying new suppliers and business partners       | 24% |
|   |     | South African wines               | 16% | initiating purchase decisions                         | 12% |
| <b>Industrial sector*</b>                                     |     | Californian wines                 | 16% | Purchase/Order  | 10% |
| Specialist retail for wines, sparkling wines, spirits         | 18% | Chilean wines                     | 15% |   |     |
| Other retail  | 11% | Argentinean wines                 | 14% | <b>New suppliers were found</b>                       |     |
| Import, Export  | 12% | Greek wines                       | 7%  | Yes   | 54% |
| Wholesale trade in wine, sparkling wine and spirits           | 9%  | Canadian wines                    | 7%  |   |     |
| Other wholesalers/exporters                                   | 4%  | Hungarian wines                   | 4%  | <b>Overall assessment</b>                             |     |
| Restaurant, inn, cafe, bar                                    | 11% | Uruguayan wines                   | 4%  | Satisfied   | 98% |
| Hotels  | 5%  | Brazilian wines                   | 4%  |   |     |
| Other gastronomy  | 2%  | Swiss wines                       | 4%  | <b>Recommendation</b>                                 |     |
| Other services  | 6%  | Romanian wines                    | 4%  | Yes   | 98% |
| Processing industry (Viticulture, production and accessories) | 12% | Chinese wines                     | 4%  |   |     |
| Other   | 3%  | Slovene wines                     | 4%  |   |     |
|   |     | Bulgarian wines                   | 3%  |   |     |
|   |     | Other European wines              | 8%  |   |     |
|   |     | Other non-European wines          | 5%  |   |     |

The results of the visitor questionnaire:



## 10.2 Are you interested in „Craft Beer“?

Visitors at ProWein 2017

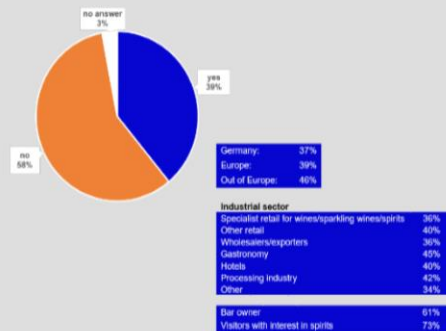


Almost half of the visitors are interested in Craft Beer. The most interested visitors come from the sectors gastronomy, hotels as well as specialist retail for wines/sparkling wines/spirits.



## 11.3 Are you interested in „Craft Spirits“?

Visitors at ProWein 2017



39% of the respondents (ca. 23,000 visitors) are interested in Craft Spirits. The interest of the visitors from out of Europe is more intensive.



