



österreichisches kuratorium für  
alpine sicherheit



SALEWA

messe innsbruck  
20 - 21 okt. 18

IN KOOPERATION MIT  
congress messe innsbruck



# alpinmesse

FORUM [www.alpinmesse.info](http://www.alpinmesse.info)

# FACTS

- ✓ Austria's only information fair for alpine sports
- ✓ annually in autumn in Innsbruck - Austria
- ✓ 200 exhibitors meet 13.000 visitors in 2 days with a catchment area of 300 km
- ✓ topic mix of mountaineering / climbing / biking and travelling paired with alpine safety
- ✓ multivision lectures with national and international mountain sports stars

# EXHIBITORS

- ✓ more than 200 exhibitors
- ✓ mountain sports industry – alpine institutions – travel operators
- ✓ fair halls A + B0 + B1 with 10.000 m<sup>2</sup> exhibition space
- ✓ **dealer trainings** in separate seminar rooms
- ✓ new collection and **product presentations**
- ✓ inform incomparably effective about new products & answer detailed questions
- ✓ the exhibitor receives feedback from experts & pros

# EXHIBITORS



# EXHIBITOR STATEMENTS

“For Mammut, the Alpinmesse has become one of the most important events in the heart of the Alps.” (Mammut)

“For us the Alpinmesse is a fixed point in the annual fair planning. It offers the opportunity to inform our end consumers about the latest products and to present our company.” (Pieps)

“Very well attended, excellent organization, even the catering is excellent. This is how fairs are making fun!” (Lupine Lighting)

“Everything was great. Good talks, top visited and anyway super introduced.” (Top Mountain Tours)



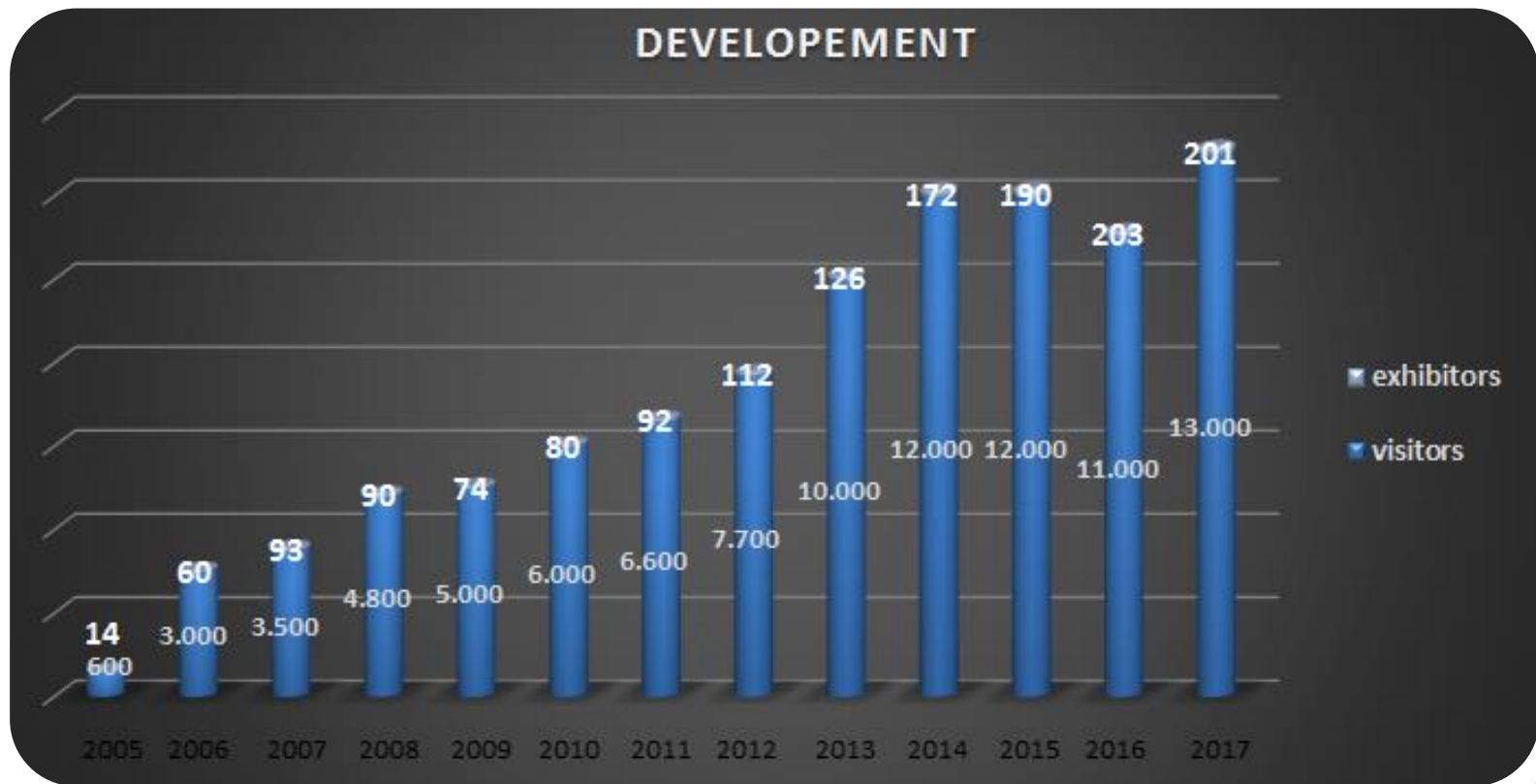
# EXHIBITOR STATEMENTS

“The Alpinmesse has become a fixed date for us, which we no longer want to miss. There have been so many attempts in Austria to organize fairs of this kind, which have all failed miserably. Here we can really present ourselves perfectly and bring the customers closer to our products.” (Tecnica)

“The Alpinmesse is a great platform for us to inform interested end consumers about all new products and product groups and to answer detailed questions before they go to the shop to buy.”  
(Scott Sports)

„This year the number of visitors was enormous and really brought us many interested customers to the booth.“ (Blizzard)

# DEVELOPEMENT



# VISITORS

- ✓ 13.000 visitors in 2 days
- ✓ people who live on and with the mountain, who are out there every day and who continually put the products to the test
- ✓ nowhere else in Austria **the industry meets as concentrated** as at the Alpinmesse
- ✓ an expert exchange which couldn't be any better
- ✓ central meeting point for cooperation partners, retailers and media
- ✓ more than 14 mio. reached media contacts



# VISITOR BENEFITS

- ✓ market overview: presentation of the product highlights 2018 / 2019
- ✓ product information directly from the manufacturer
- ✓ 110 program points
- ✓ more than 1.000 workshop spaces
- ✓ **Alpinforum: expert exchange with discussion potential**
- ✓ Blocalpin: boulder competition at the highest level
- ✓ travel lectures on a separate travel stage
- ✓ multivision lectures of the worlds greatest mountain athletes

# THAT'S WHY ALPINMESSE

## ✓ **SUCCESSFUL SALES INSTRUMENT**

According to studies, fair participation is rated as **the second most important sales promotion instrument (57%)**. Try to awake special **emotions** at the Alpinmesse, it should become an experience for the visitor.

## ✓ **PURE MARKET**

At the Alpinmesse **manufacturers, retailers, end consumers and media representatives** meet at the same time. This unique bundling of supply and demand offers you the ideal opportunity to **gain new customers, to communicate company mission statements & products, to enter into new cooperations** and to observe and develop the market.

## ✓ **CONTACTS**

Fair contacts record the lowest scatter losses. The **strong emotional character** of the Alpinmesse with its extensive program characterizes the memory positively and increases the willingness to buy and cooperate.



# IMAGES



# CONTACT

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