



österreichisches kuratorium für
alpine sicherheit

IN KOOPERATION MIT
congress messe innsbruck

messe innsbruck
09 - 10 nov. 19

alpinmesse

FORUM

www.alpinmesse.info

FACTS

- ✓ **Austria's only information fair for alpine sports**
- ✓ annually in autumn in Innsbruck - Austria
- ✓ **210 exhibitors meet 12.000 visitors in 2 days with a catchment area of 300 km**
- ✓ topic mix of mountaineering / ski(touring) / climbing / biking / trailrunning and travelling paired with alpine safety
- ✓ **keynote speeches – travel lectures - workshops**
- ✓ multivision lectures with national and international mountain sports stars

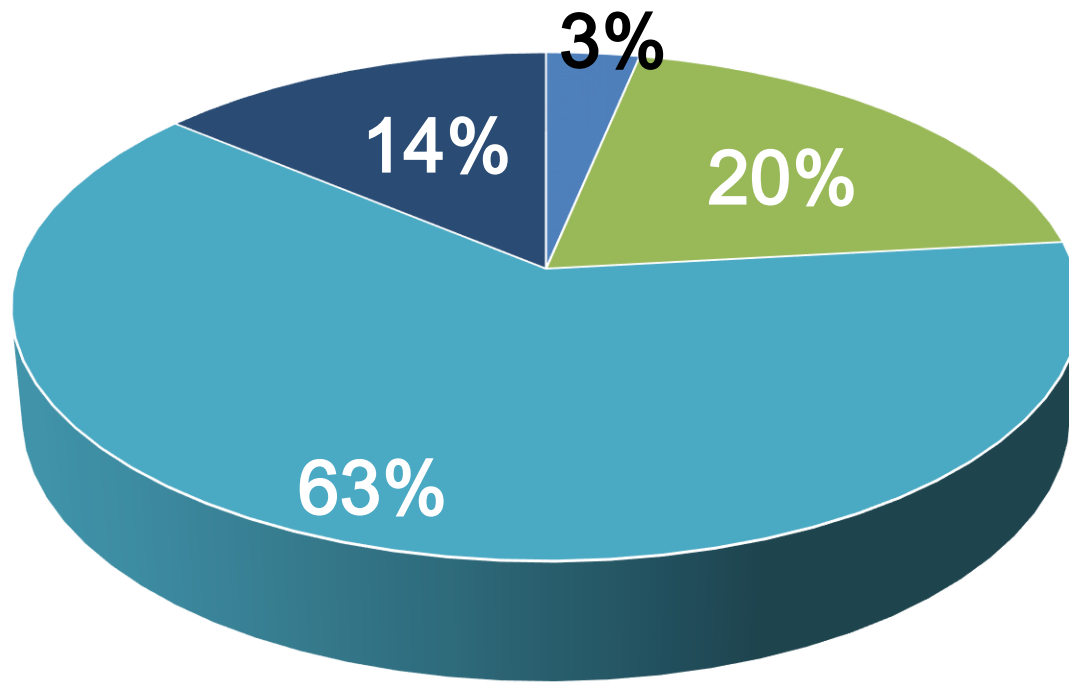
DEVELOPEMENT ALPINMESSE



EXHIBITORS

- ✓ more than 210 exhibitors
- ✓ mountain sports industry – alpine institutions – travel operators
- ✓ fair halls & outdoor space with **16.000 m² used surface**
- ✓ **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 end consumers, experts & pros

EXHIBITORS ALPINMESSE



- PUBLISHER
- TOUR OPERATORS
- MANUFACTURER
- ALPINE INSTITUTIONS

EXHIBITOR STATEMENTS

"The Alpinmesse was a great success for SALEWA. For us, the fair is an excellent platform for the exchange, the presentation of products and for professional discussions with the mountain sports scene in the heart of the Alps." (Oberalp Group)

"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)

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

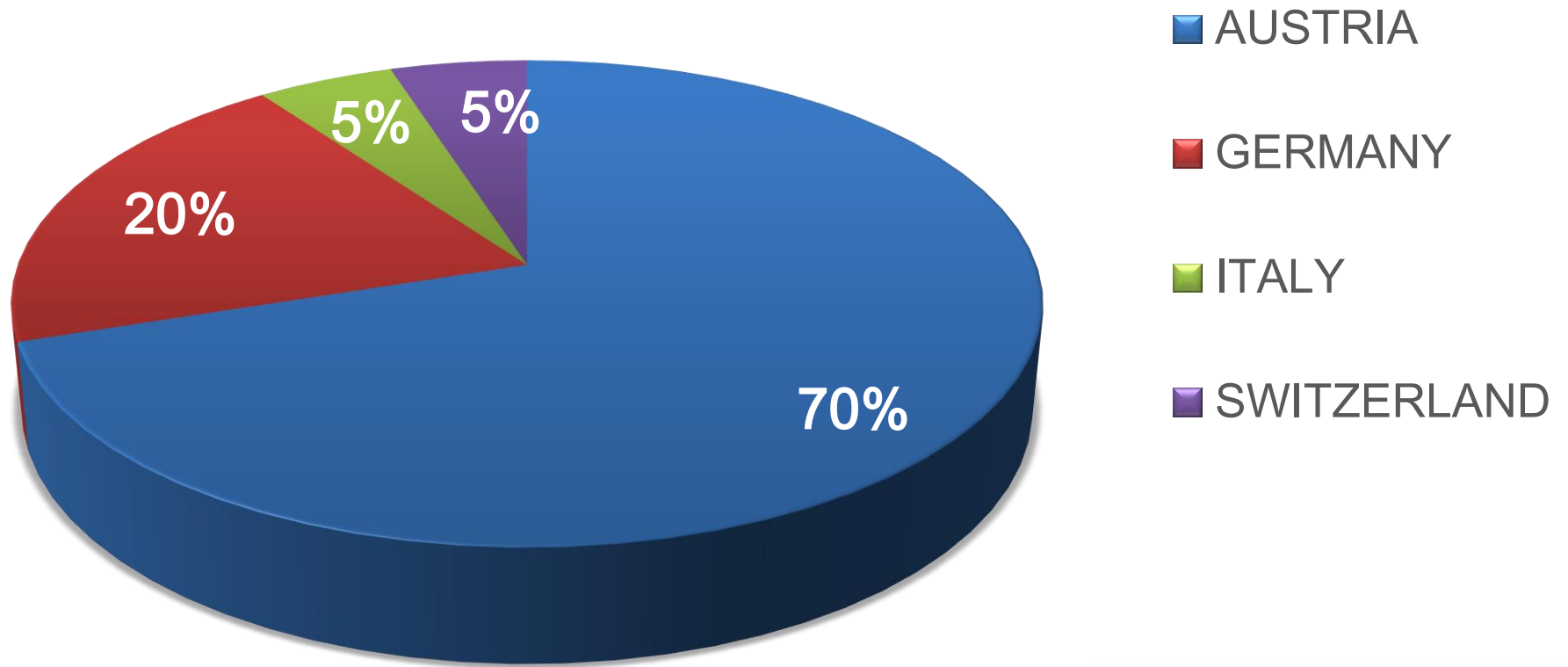
"Very well attended, excellent organization, even the catering is excellent. This is how fairs are making fun!" (Lupine Lighting)

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

VISITORS

- ✓ **12.000 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 **25 mio. reached media contacts**

VISITORS ORIGIN



VISITOR BENEFITS

- ✓ **product island: direct overview & cross-brand comparison**
- ✓ **product information directly from the manufacturer**
- ✓ **110 program points**
- ✓ **more than 1.000 free workshop places with experts**
- ✓ **Alpinforum: expert exchange with discussion potential**
- ✓ **Blocalpin: boulder competition at the highest level**
- ✓ **keynote speeches on accident prevention by experts from several alpine institutions**
- ✓ **travel lectures on a separate travel stage**
- ✓ **multivision lectures of the worlds greatest mountain athletes**
- ✓ **tent city, slackline area & reading lounge**
- ✓ **sustainability hall with show booths**

MEDIALISATION

MEDIUM	CIRCULATION	CONTACTS	VALUE / €
magazines	2.858.331	5.545.729	€ 89.923,18
press	3.895.438	8.397.300	€ 82.599,35
online & newsletter		2.523.733	€ 80.288,76
social media		3.381.744	€ 170.579,83
TV & radio			€ 37.873,00
print locate & advertising materials		6.039.075	€ 105.683,81
TOTAL		25.887.581	€ 566.947,92

IMAGES



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.



CONTACT

ÖSTERREICHISCHES KURATORIUM FÜR ALPINE SICHERHEIT
Olympiastraße 10, A – 6020 Innsbruck
Tel. 0043 512 36 54 51 - www.alpinmesse.info

Doris Lanzaanasto
Project lead
doris.lanzaanasto@alpinesicherheit.at

Sarah Lanzaanasto
Project team
sarah.lanzaanasto@alpinesicherheit.at

Daniela Spieß
Project team
daniela.spieess@alpinesicherheit.at

