



## Invitation to Portuguese Vintners to Attend VieVinum 2012

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# Importance of VieVinum

Every two years the Hofburg Palace in Vienna opens its doors to VieVinum, Austria's largest and most important wine event. Years of proven success speak for themselves: Top vintners and distributors from all over the world use the opportunity to present their oenological gems in the magnificent rooms of the Hofburg. The event is an absolute must for international trade journalists, food experts, wine merchants and wine lovers who take the opportunity to update their knowledge, catch up with vintners they already know and discover new wines. The chance to build relationships and exchange ideas with trade colleagues also makes VieVinum an event not to be missed.

## ***Innovation, Class and Flair***

It's one thing to successfully establish a wine fair, another to continuously give it new flair with attractive innovations. The fair organiser, Alexandra Graski-Hoffmann, Managing Director of M.A.C. Hoffman has therefore planned a number of innovations for this year's VieVinum. In addition to an exciting side programme with renowned speakers, innovations include close cooperation with Austrian trade media, the food industry and sommeliers. Further information will be published in good time on the M.A.C. Hoffmann website ([www.vievinum.at](http://www.vievinum.at)).

## ***With Professionalism to Success***

VieVinum is also distinguished by the professionalism with which it is organised. All wines are kept at the perfect temperature, and stylish glasses and sufficient quantities of bread and water at all stands are standard practice. All exhibiting vintners, wine merchants and their wines are clearly listed by place of origin in a comprehensive catalogue. The outstanding choice of wines, together with this wide range of services, makes the VieVinum the most attractive wine event in the country.

***From Saturday 2 June to Monday 4 June 2012 everything at the Vienna Hofburg will revolve around wine.***

# Proposals for Cooperation

## ***Presentation of Portugal at VieVinum 2010***

- High visibility through broad participation.
- Reservation of a separate room allowing scope for a single design dedicated to Portugal.
- Presentation as: Portugal and its regions.
- An information stand in the Portugal room for wine information and/or to advertise Portuguese cuisine or tourist destinations.

## ***Cuisine from Portugal***

- Individual manufacturers of gourmet products provide a culinary experience in the Portugal room.
- A group of manufacturers of gourmet products occupy part of the room alongside the Portuguese vintners, reinforcing the country's profile.

## ***Portugal as a Travel Destination***

- Presentation of Portugal as a tourist destination
- Advance announcement of wine trips (e.g. Weinpur) to Portugal.

## ***Open Issues***

- Presentation of Weinpur as a media partner in the Portugal room
- Kick-off events in Portuguese restaurants, e.g. wine-tasting (participants pay reduced admission to VieVinum)

# Contributions from aicep Portugal Global and M.A.C. Hoffmann

## *Desired contributions from aicep Portugal Global*

- Acquisition and coordination of the vintners and manufacturers of gourmet products
- Interface between Portuguese exhibitors and M.A.C. Hoffmann.
- Link to VieVinum on the **aicep** Portugal Global website and websites of the exhibitors.

## *Possible contributions from M.A.C. Hoffmann*

- Development of the Portugal presence on the VieVinum website.
- Integration in official PR work (a dedicated press release)
- Support organising workshops for a general or specialist audience (e.g. as part of a sommelier programme) during VieVinum.
- Integration of Portuguese vintners in the Impulse programme with the food industry and wine merchants.
- Sommelier tour through VieVinum with an emphasis on Portugal.
- Contingent of complimentary tickets for **aicep** Portugal Global.

## *Issues Still to be Discussed*

- Procedures with regard to Portuguese wines that have already registered.
- Invitations for guests of honour from Portugal (Portuguese ambassador, etc.)

## Facts and Figures

<b>VieVinum – International Wine Festival Vienna Hofburg</b>	
Trade Fair	VieVinum – International Wine Festival
Date of Event	2–4 June 2012
Who	approx. 520 exhibitors—producers, importers and distributors from Austria and all over the world
Organiser	MAC – Hoffmann & Co. GmbH Hofburg, Schweizertor PF 140 1014 Vienna, Austria
Place	Hofburg Palace in Vienna
Opening Hours	
SAT, SUN	10.00 – 12.00 trade visitors and press
SAT, SUN	12.00 – 18.00 General Public
MON	11.00 – 18.00 General Public
Admission (Incl. 20 % VAT)	Day Ticket 40.00 EUR 3-Day Pass 70.00 EUR Concessions 29.00 EUR (voucher for commercial buyers, food industry) Advance Sales 30.00 EUR
Catalogue	List of all exhibitors, wines, room plans and space for notes 5.00 EUR
Exhibits	Wide range of Austrian and international wines. Numerous kick-off events in cooperation with the food industry. Supporting programme with exciting tastings on current trends. Tasting service with unlimited sampling glasses, fresh white bread and mineral water.
Fair Profile	VieVinum is Austria's largest and most important wine event. Exhibitors include vintners and wine merchants with both Austrian and international wines. As a meeting place for the most influential players in the industry, the focus of VieVinum is upon building new business relationships and strengthening existing partnerships.
Target Group Exhibitors	Winemakers, importers and Distributors from Austria and the rest of the world



### **8. VieVinum**

**International Wine Festival  
2 to 4 June 2012**

#### **Your Contacts:**

#### **Mag. Alexandra Graski-Hoffmann**

T +43 1 587 12 93

F +43 1 587 12 93 – 20

[a.hoffmann@mac-hoffmann.com](mailto:a.hoffmann@mac-hoffmann.com)

#### **Katharina Forthuber, M.A.**

T +43 1 587 1293 – 12

F +43 1 587 1293 – 20

[k.forthuber@mac-hoffmann.com](mailto:k.forthuber@mac-hoffmann.com)

#### **Tina Patronovits**

T +43 1 587 1293 – 11

F +43 1 587 1293 – 20

[t.patronovits@mac-hoffmann.com](mailto:t.patronovits@mac-hoffmann.com)

#### **Press Enquiries:**

*Geschmacksache*

*Marketing für Genussprodukte*

#### **Dagmar Gross**

Siebensterngasse 52/10

1070 Vienna, Austria

T +43 676 319 31 89

[d.gross@geschmack-sache.at](mailto:d.gross@geschmack-sache.at)

[www.geschmack-sache.at](http://www.geschmack-sache.at)

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Target Group	The catering industry, wine merchants, trade journalists and wine lovers
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Visitors

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Results of Previous Fair (2010):

Exhibitors	520 exhibitors – vintners, importers, distributors and trade publishers from Austria and the rest of the world
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Visitors	14,300
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Website	<a href="http://www.vievinum.at">www.vievinum.at</a>
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# Review of VieVinum 2010

## *Visitor Structure*

In 2010 14,300 visitors used the three VieVinum days at the Hofburg Palace in Vienna to sample the varied assortment of wines at the vintners' stands and to chat.

## *Media Presence*

Some 520 exhibitors – most of them from Austria of course – presented approximately 2,500 wines. Countries included Argentina, Australia, Bulgaria, Chile, China, Germany, France, Italy, the USA (California), Portugal, Romania, Switzerland, Slovenia, Spain, South Africa and Hungary. Importers in particular made an important contribution to introducing Austrian wine lovers to less well-known wine-growing regions. The strong presence of international wine journalists was particularly valuable in this regard. Moreover the many media representatives enjoyed exclusive access to VieVinum on two mornings during the pre-opening.

More than 120 media outlets covered the fair in detail and one in five reports appeared in international formats (in order of frequency: D, CH, GB, I, F, H, ESP, P, ...). All major Austria dailies (Die Presse, Der Standard, Kleine Zeitung, Kurier, Kronen Zeitung, Oberösterreichische Nachrichten, Tiroler Tageszeitung, Salzburger Nachrichten, Wiener Zeitung, Wirtschaftsblatt, ...), weekly magazines (Format, News, Profil, Woman,...), monthly and trade magazines (A la Carte, Falstaff, Gusto, GENUSS Magazin, ORF Nachlese, Vinaria, wein.pur, First, Wienerin,...), and digital media (kurier.at, medianet, news.at, wien.ORF.at) covered the event.

The advertising value of the media presence amounted to almost EUR 250,000, and this figure does not include radio and television coverage. Programmes and channels covering the event included: ORF, Seitenblicke, Wien heute, ATV, Ö3, 88.6, Ö1 etc.

## Public Relations

The fair organiser MAC-Hoffmann possesses an excellent network for successfully promoting its fairs both in Austria and abroad. Promotional efforts in 2012 will therefore once again include numerous partnerships with respected media such as Die Presse, Der Standard, Kurier, Falstaff, A la Carte, wein.pur, Vinaria, Der Feinschmecker and many more.

In addition partnerships with Austrian and international institutions – in particular the Austrian Wine Marketing Board (ÖWM) – will be deepened and expanded. Agreements have also been reached to publish announcements (classic advertisements), specials and articles in key national and international print and electronic media, such as Der Standard, Kurier, Die Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung, ORF-TV and radio.

Active contact with all relevant journalists and with various Society, TV and news formats is just as much part of our public relations work as strong partnerships with the marketing managers of selected media.

## Advertising

A detailed description of all events can be found on the website [www.mac-hoffmann.com](http://www.mac-hoffmann.com) /[www.vievinum.at](http://www.vievinum.at). Our activities focus, among other things, upon search engine optimisation to increase visibility, the implementation of online ticketing and increasing online activities.

Fair advertisements on attractive outdoor promotional displays such as city light pillars, hoardings and banners are the highlights using Vienna's city furniture.

As the exhibitors themselves are one of the most important means of addressing visitors we provide them with plenty of free advertising material, such as posters, save-the-date postcards and invitation cards. High-quality printed material for exhibitors and their willingness to advertise their presentation are an important factor behind the fair's success.

Visitors are informed about VieVinum and its side events by means of supplements, catalogues, information flyers and postcards which are distributed to households and institutions by partners, media partners, associations, societies etc.

# Costs

## The price includes:

- Room hire
- Furniture
- Service/ Personnel
- Water service
- Bread service
- Glass service (Stölzle Lausitz)
- White tablecloths
- Catalogue entry with a list of the individual wines
- Contingent of cooling collars depending on the number of vintners (\*)
- Contingent of pour buckets depending on the number of vintners (\*)
- Contingent of complimentary tickets
- Contingent of exhibitor ID cards
- Room signage
- Cooling facilities for wine in the room
- Cooling facilities for gourmet food products
- Power supply

\*becomes your property after the fair

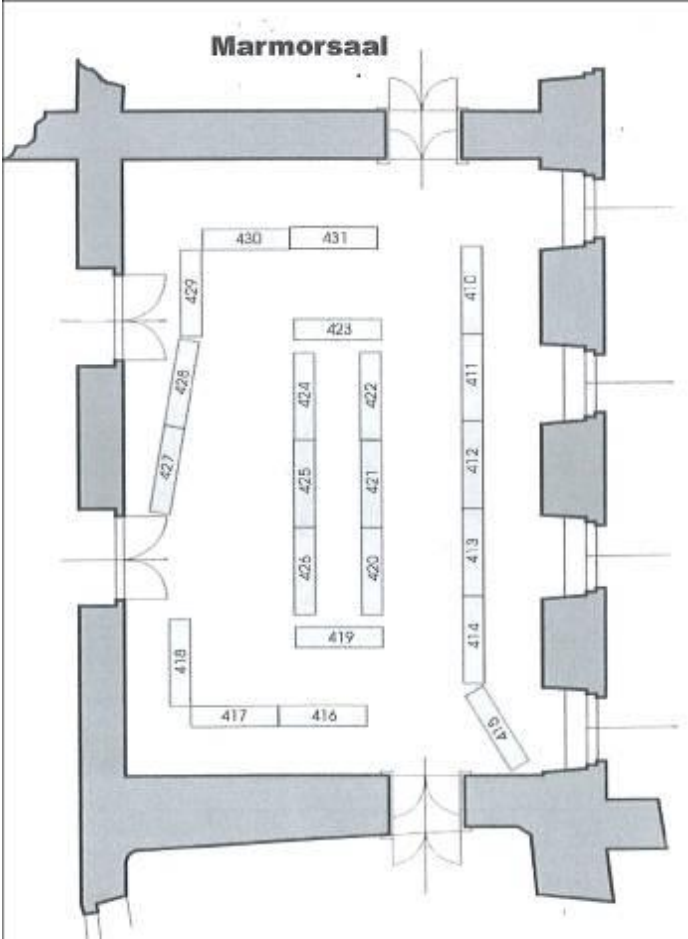
### ***Additional contributions from M.A.C. Hoffmann***

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- Integration in official PR work (a dedicated press release)
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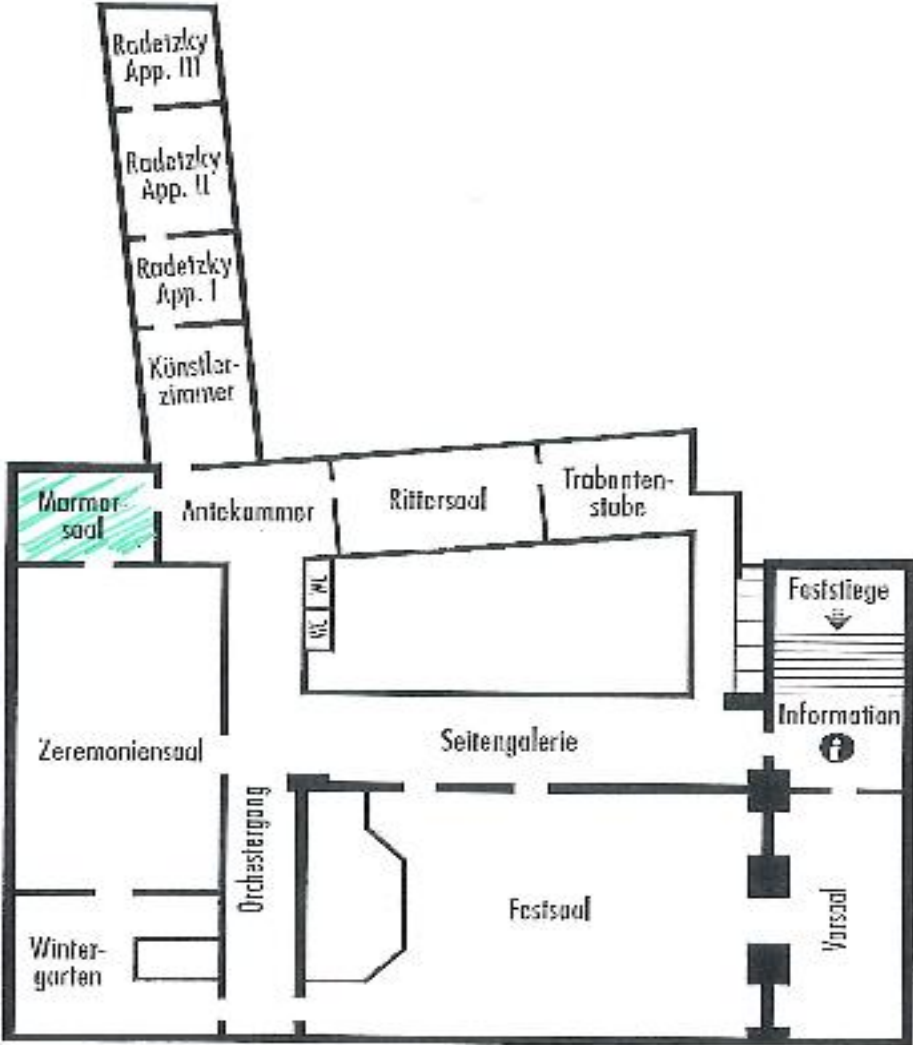
**Marmorsaal 150 m<sup>2</sup>**

22 tables (1,420/table) Standard Price € 31,240

**ALL-INCLUSIVE PRICE: € 26,600 excl. VAT.**



# Hall Plan



# Impressions

