



ProWein 2025

Dusseldorf, Germany
March 16-18, 2025

ProWein is the world's leading trade fair for wines, spirits and craft beverages, and is the largest industry meeting for professionals from viticulture, production, trade, and gastronomy. Pioneers, trendsetters and market leaders in the fields of craft spirits, craft beer, cider and wine are encouraged to present products at this leading industry event. For 25 years, ProWein has proven to be the No. 1 event for the industry. Its success is based on a unique concept and an unbeatable wide range of products and services. ProWein 2023 reported hosting 6,000 exhibitors from 61 countries and over 38,000 trade visitors from 145 countries. ProWein is the central industry event and international business platform.

SUSTA will have a pavilion in the 'Same but Different Hall', which proves to be an ideal location for companies specializing in craft spirits, craft beer, and other craft beverages and the "New World Hall", which is an ideal area for wineries to showcase their products. The hall's success lies in its unique spirit and ambiance, fostering lively exchanges with unconventional producers who shape the exhibition hall's atmosphere.

Participation Fee: \$950; **Early Bird Special:** \$750 (if you register and pay before October 16, 2024)

Fee Includes:

- 4 sq. meter space with personal desk (logo added) and bar stool
- Shared lounge and bar area
- Up to \$500 reimbursement for shipping product samples with proper documentation

**Participants are required to exhibit on all show days*

Registration Deadline: **December 16, 2024** (No refunds for cancellation after this date)

Industry Focus: Alcohol Beverages

Product Description: Distilled Spirits and Craft Beer (i.e. craft beers, ciders, spirits and ready-to-drink cocktails)

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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