



# ProWein 2024

Dusseldorf, Germany  
March 10-12, 2024

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' for pioneers, trendsetters and market leaders in the growth fields of craft spirits, craft beer and cider. Traditional wine is generally not allowed in the 'Same but Different Hall'. Contact an activity manager to confirm if your wine would be eligible. Please join SUSTA for the exciting opportunity to exhibit at this show!

**Participation Fee:** \$900; **Early Bird Special:** \$700 (if you register and pay before October 10, 2023)

#### Fee Includes:

- 4sqm 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:** November 10, 2023 (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!

#### Activity Managers:

North Carolina Dept. of Agriculture & Consumer Services

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**Global Event Coordinator:** Angelique Rhome, [Angelique@susta.org](mailto:Angelique@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.

**Southern U.S. Trade Association**, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 [www.susta.org](http://www.susta.org), (504)568-5986, [susta@susta.org](mailto:susta@susta.org)

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