



Promokit – Prowinter 2027

For Partners & Exhibitors

Agenda

Promokit - Prowinter 2027

International B2B Trade Show for Snow Sports and Outdoor

10.01.2027 – 12.01.2027

Dear Exhibitors and Partners,

Your participation at Prowinter 2027 is much more than just another date in the calendar. It is a valuable opportunity to increase your brand visibility, showcase your expertise and connect with relevant target groups in the winter sports and outdoor industry.

With this promotional kit, we support you in communicating your presence at Prowinter 2027 in a targeted, professional and simple way – even without any design skills.

In this guide, you will find materials and templates that you can use to effectively promote your participation. Use them to draw attention to your company, your products and your role at Prowinter 2027.

Let your community know that you will be in Bolzano from 10 to 12 January 2027 and use Prowinter 2027 to give your messages greater visibility.

Overview Prowinter 2027

Area	Information	
Name and slogan	Prowinter 2027 International B2B Trade Show for Snow Sports and Outdoor	
Date, time and location	10 – 12 January 2027 Sunday–Monday: 9.00 am – 6.00 pm Tuesday: 9.00 am – 4.00 pm	Fiera Bolzano Piazza Fiera 1 39100 Bolzano, South Tyrol, Italy
Correct Wording	The official name of the trade fair is Prowinter or Prowinter 2027 . Spelling: Always write Prowinter as one word, without a hyphen. Articles: Do not use an article before Prowinter.	
	Prowinter Outdoor is part of Prowinter, expanding its focus beyond skiing to embrace the future of winter outdoor sports.	
CI – Colour Identity	Primary Colour:  C75 M20 Y0 K0 R22 G159 B219 #169fdb RAL 5021 Light Blue Pantone 299 C	Gradient Colour 2  C57 M3 Y0 K0 R106 G197 B240 #6ac5f0
Our Communication Channels	   	
Our hashtags	#Prowinter2027 #fieramesse	

Our promokit

NEW from autumn 2026: As an exhibitor, partner or award participant, you can choose from a wide range of templates and personalise them in just a few clicks.

Depending on the template, you can upload your logo or photo, add your stand number or the date, and create your personalised social media post in just a few clicks. You can then share it directly on your own channels.

You can also use the ready-made captions and adapt them to suit your message, if needed. This makes it quick, easy and professional to promote your participation in Prowinter 2027 and increase its visibility among your network.

Try it now and share your participation with your network!

<https://template.bluepic.io/pwi27-promokit>



Email Template for Your Customers

Use the following template to announce your presence at Prowinter

The winter sports and outdoor industry meets at Prowinter 2027!

From 10 to 12 January 2027, the winter sports and outdoor industry will gather in Bolzano for Prowinter, the international trade fair for winter sports equipment, mountain sports and the outdoor sector. It is an important meeting point for brands, retailers, rental professionals and industry experts looking to exchange ideas on the latest products, innovations and trends shaping the sector.

We will also be exhibiting in Bolzano and are delighted to be taking part in this important industry event. For us, Prowinter 2027 is the ideal opportunity to strengthen existing partnerships, establish new contacts and discuss the challenges and opportunities shaping the future of the winter sports and outdoor industry.

Come and visit us in Hall (*hall number*) at Stand (*stand number*). Among other things, we will be showcasing: (*brief description of products or services offered*).

Stop by to discover our products and solutions, exchange ideas and get inspired by the latest innovations in the sector. You can schedule an appointment in advance or simply get in touch with us directly at the trade fair.

We look forward to meeting you in person in Bolzano from 10 to 12 January 2027 and talking to you.

Social Media – Exhibitors & Partners

For your social media posts, feel free to use the following captions for inspiration or simply copy and paste them.

 We will be exhibiting at Prowinter 2027 at Fiera Bolzano @fieramesse (tag us 😊)!

Come and visit us from 10 to 12 January 2027 and discover our products, solutions and the latest innovations in the winter sports and outdoor industry.

 Hall (*hall number*), Stand (*stand number*)

#Prowinter2027 #fieramesse

 As a partner of Prowinter 2027, we are delighted to be part of this important international trade fair for the winter sports and outdoor industry at Fiera Bolzano @fieramesse (tag us 😊)!

From 10 to 12 January 2027, we will meet brands, retailers, rental professionals and industry experts to exchange ideas on the latest products, innovations and trends shaping the sector.

 Come and visit us in Bolzano!

We look forward to meeting you.

More information about the trade fair: <https://www.fierabolzano.it/en/prowinter>

#Prowinter2027 #fieramesse

 Save the date!

From 10 to 12 January 2027, we will be exhibiting at Prowinter 2027 at Fiera Bolzano @fieramesse (tag us 😊)!

We look forward to welcoming you, presenting our latest products and innovations, and meeting you in person at the trade fair.

 Bolzano, Italy

#Prowinter2027 #fieramesse

Social Media – Award & Outdoor

For your social media posts, feel free to use the following captions for inspiration or simply copy and paste them.

🏆 We are proud to be among the nominees for the Prowinter Award 2027!

The Prowinter Award recognises outstanding products in the ski, snowboard and winter outdoor sectors, celebrating innovation, quality and design. We are delighted that our product has been nominated and look forward to the award ceremony at Prowinter 2027.

📍 Come and visit us in Hall (*hall number*), Stand (*stand number*), to discover our nominated product.

#Prowinter2027 #ProwinterAward #fieramesse

⛷️ Meet us at Prowinter Outdoor 2027!

From 10 to 12 January 2027, we will be part of Prowinter Outdoor at Fiera Bolzano @fieramesse (*tag us 😊*)!

Discover our latest products and solutions for winter outdoor activities, connect with industry professionals and exchange ideas on the trends shaping the future of outdoor sports.

📍 Come and visit us in the Outdoor area, Hall (*hall number*), Stand (*stand number*).

#Prowinter2027 #ProwinterOutdoor #fieramesse

💖 See you at Prowinter 2027!

From 10 to 12 January 2027, we will be exhibiting at Prowinter at Fiera Bolzano @fieramesse (*tag us 😊*)!

We look forward to meeting customers, partners and industry professionals, exchanging ideas on the latest products and trends, and discovering new opportunities together across the winter sports and outdoor industry.

📍 Come and visit us in Hall (*hall number*), Stand (*stand number*).

See you in Bolzano!

#Prowinter2027 #fieramesse

Logo & Visual



As in previous years, a selection of Prowinter logos, graphics and visuals is available to you, independently of our new tool.

All files are available in the dedicated folder and can be downloaded directly from the [website](https://www.prowinter.it).

