



# Interalpin®

4. – 6. Mai 2011  
Messe Innsbruck

## Interalpin 2011 at a glance

### **Location**

Messe Innsbruck – Innsbruck Exhibition Centre

### **Date**

4 – 6 May 2011

### **Exhibition Ground**

35,000 square meters

**Though still under construction, the new exhibition Hall 1 will be partly used for the first time.**

### **Exhibitors**

600 exhibiting companies

### **Visitors**

The number of 18,100 visitors from 64 countries in 2009 should be increased now, in 2011

### **Opening hours**

4-5 May: 9 a.m. – 6 p.m.

6 May: 9 a.m. – 4 p.m.

### **Tuesday, 3 May, 6:30 p.m. / Congress Innsbruck / Hall Innsbruck**

International Skiareastest Winter Award

### **Wednesday, 4 May / 9:30h a.m. / VIP Area / Hall 3 Groundfloor**

Official opening with high ranking Tyrolean representatives

### **Wednesday, 4 May / 11 a.m. / Exhibition Press Center**

Press conference "Interalpin & SAM Grenoble": Guy Chanal (General Manager of SAM and Alpexpo, Grenoble) and Stefan Kleinlercher (Project Manager Interalpin)

will inform about the strong co-operation between the two major exhibitions SAM and INTERALPIN in the partner cities Grenoble and Innsbruck and the resulting economic strength.

**Wednesday, 4 May / 1 p.m. – 6 p.m. / Messesaal**

Meeting of the Austrian Uphill Transportation Systems Operators

**Wednesday, 4 May/ 6:30 p.m./ Congress Innsbruck/ Dogana Hall**

Interalpin Gala Event

**Thursday 5 May / 10 a.m./ Exhibition Press Center**

Press conference “O.I.T.A.F. Cable-World-Congress in Rio” with Jean Charles Farauto (O.I.T.A.F. President), Heinrich Brugger (O.I.T.A.F. General Secretary) and CEO of the Sugar Loaf Mountain Cable Car Society, Rio de Janeiro Ercilia Leite de Castro and Technical Director of Sugar Loaf Mountain Cable Car Society Giuseppe Pellegrini

**Thursday 5 May / 2 p.m. / Hall 4 Gallery / Meeting Room 1**

Press conference „Axess“ enterprise

**Thursday 5 May / 2 p.m. – 3 p.m. / Messesaal**

Product presentation by „Ubifrance“

**Wednesday 2 p.m., Thursday 3 p.m., Friday 1 p.m.**

**Hall 3 Upper Floor / Seminar Room**

Workshop “3D RealtyMaps” – high definition 3D ski and hiking maps for destination management and travel plans

**Wednesday 4 May and Thursday 5 May: 4 p.m.**

**Friday 6 May: 2 p.m. /**

**Hall 2 Ground floor, Booth No. 39D**

Tasting of French vintage wines

**Every day**

- Special exhibition: Funparks and all-seasons toboggan runs / Hall 3 Upper Floor
- ITS Ski-School order days / Hall 2 Ground Floor

**Press officer**

Maria Kostner, Congress und Messe Innsbruck

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**Organiser**

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## **Bigger and more international than ever - InterAlpin 2011**

With 600 exhibiting companies from more than 64 nations on a total area of 35,000 square metres InterAlpin 2011 is bigger and more international than ever. It is taking place at the Innsbruck Exhibition Centre from May 4-6.

In order to host the great number of exhibitors the organising InterAlpin team has arranged the use of the new Hall 1. Though still under construction and part of the new Exhibition Ground that will open in December 2011, this huge hall has been neatly adapted for InterAlpin 2011 along with the other halls of Messe Innsbruck.

The most remarkable increase of exhibitors comes from France. In cooperation with the Savoy Chamber of Commerce and Industry numerous exhibitors will present their products at the UBIFRANCE booth. Regarding the visitors, this year there will be seen even more people from Scandinavia, Russia, Asia, Africa and Arab countries. China and other nations will send special delegations. InterAlpin is the world's most important and most international trade fair for alpine technologies. Representatives from all continents will be present in order to get information on the latest products of the branch, such as revolutionary avalanche releasing systems and many others.

The range of products includes installations for passenger transport, snow-making equipment, winter service appliances for communal and private use, lift-ticket-supplies, computer, lift-access, technical installations for the lay-out, care, maintenance and marking of ski-slopes, cross-country-trails and ice-rinks, safety, rescue and protection, construction sites in alpine regions, radio-, paging measuring equipment, recreational facilities for sports.

The Meeting of the Austrian Uphill Transportation Systems Operators is staged at the Innsbruck Exhibition Centre on May 4.

The Gala Night is taking place on May 4 from 6.30 p.m. (Convention Centre Innsbruck).

### Press officer

Maria Kostner, Congress und Messe Innsbruck  
Tel 0512/5936-111 or 0512/5383-492 (during the InterAlpin)

## **InterAlpin 2011 presents**

- Installations for passenger transport
- Snowmaking equipment
- Winter service appliances for communal and private use
- Technical installations for the lay-out, care, maintenance and marking of ski-slopes, cross-country-trails and ice-rinks
- Safety, rescue and protection
- Construction sites in the alpine regions
- Radio, paging, time-measuring equipment
- Recreation facilities
- Lift-ticket-supplies, computer, lift-access
- Special exhibition: Summer event outdoor area

## **Visitor Target Groups**

- Cable-car and skilift companies
- National, regional and local authorities
- Tourist associations, sports associations
- Ski-schools, mountain guides
- Mountain-refuges
- Tourist trade
- Related services and industries

## **Information for Journalists**

### **VIP Tickets**

The VIP ticket authorises its owner to visit the InterAlpin every day and he/she will get access to the VIP area in Hall 3 (downstairs). Within this location meals and drinks are free of charge.

### **InterAlpin Social Evening**

The social evening is a special event for all InterAlpin exhibitors, for the participants of the Meeting of the Austrian Uphill Transportation Systems Operators and for journalists.

We offer one Gala Night ticket for one journalist per magazine which has to be ordered ([m.kostner@cmi.at](mailto:m.kostner@cmi.at)). Every further ticket costs € 39 and has to be ordered as well. Tickets that have been ordered but were not used will be brought to account nevertheless. Written cancellations of the order will be accepted until Friday, April 13th.

There will be a Shuttle service free of charge from the Messe to Congress at the Main Entry, Ing.-Etzel-Straße.

### **Press Centre**

The InterAlpin press centre (opposite of the restaurant "Culinarium") will be open from Wednesday to Friday between 9 a.m. and 4 p.m. There you will find all press material (printed and on CD), a computer, one printer and drinks free of charge.