

20-22
APRIL
2023



WINE
&
SPIRITS
SHOW

INTER
EXPO
CENTER

WINE & SPIRITS SHOW is the first of its kind business exhibition in Bulgaria, aiming to meet wine and spirits producers and traders with real customers, distributors, restaurateurs, hoteliers, bartenders and all professionals in the sector.



■ **WINE&SPIRITS SHOW** creates an unique professional atmosphere for all participants.

■ **WINE&SPIRITS SHOW** gives the opportunity to present new products and technologies within a selected professional audience in three exhibition days and to expand contacts at the national and international level.

■ **WINE&SPIRITS SHOW** is a carefully prepared platform for meeting real customers and a successful direction to find the right contacts.

VISITORS TARGET:



We identify and invite for meetings and business visits buyers, traders, distributors from Bulgaria and target countries, as well as professionals in the various aspects of the industry:

- Wholesalers, retailers, distributors, importers, online merchants, representatives of retail chains
- Restaurateurs, owners, managers, restaurant and hotel managers, event managers, catering companies
- Sommeliers and oenologists, specialized media and journalists
- End users – lovers and connoisseurs of quality spirits, wine and beer

Holding within a special zones, the **WINE&SPIRITS SHOW** makes it possible to diverse presentation and revealing the full potential of your product!



TRADE ZONE

The perfect environment for presenting products and meeting potential clients.

Taking advantage of the energy that traditional productions posses, we create a place, where small producers and stakeholders, traders and importers feel equally comfortable and professionally presented to carry out useful and serious business and personal contacts.

- Wine, high spirits: whiskey, vodka, brandy, gin, rum, liqueurs, fruit drinks, craft drinks, beer, etc.
- Specialized equipment, glasses, bottles, accessories etc.

Opportunities for participation of group national stands and regional participations.

EDUCATION ZONE

Where professionals and wine admirers will get interesting information and details about the history and production of traditional and typical drinks from different countries.



12 sq.m. stand
985 Euro without VAT

The price includes the following:

- rent indoor space only, standard stand building with construction „Maxima“, 1 pc. luminous info desk, 1 pc. bar stool, 1 pc. interview table, 4 pcs. chairs, floor cover, electrical connection (220 V to 2 kW).
- branding of the stand with a vision submitted by the client. The stand has the option of branding with client vision of the three elements on the back and of the luminous info desk fabric.
- registration fee: participation in the online exhibition catalog for a period of 12 months, publication of product information (new products, technologies and services, highlights, etc.) at the digital exhibition platforms – website, Instagram, Facebook, LinkedIn, 1 parking pass, online invitations and exhibitors badges.

EXPLORE AND DISCOVER ZONE

Presents wine estates and places with the opportunity to get acquainted with the technologies of wine production, the specifics of the selected varieties of the own vineyards, distilleries with various types of alcoholic beverages and craft beverages, etc.



WINE
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SHOW



BUSINESS MEETING SPECIAL ZONE

Possibility to organize the preliminary requested meetings between producers, importers, distributors, buyers, owner and of restaurants and bars.

■ The schedule of the meetings is now open after March 1, 2023



BOULEVART OF TASTES SPECIAL ZONE

BOULEVART OF TASTES is designed in the tradition of the specific urban environment, where the heart of the city is the central pedestrian street - an area filled with endless variety of tastes, colors and emotions.

Within BOULEVART OF TASTES you will find gourmet food and drinks: coffee, tea, chocolate, water, olive oil, different pressed vegetable oils, cheeses, etc.



W I N E & S P I R I T S S H O W



MASTER CLASS ZONE

Within the organized master classes, professional tastings, lectures and presentations the specialists and wine audience have the opportunity to be informed live about the qualities of each product and also to become familiar with the influence of the different technologies and the specifics of the terroir during production process of the presented wine and spirits.

Introduce your brand or company portfolio in front of a selected audience and grab the opportunity to inspire them with the qualities of your product.

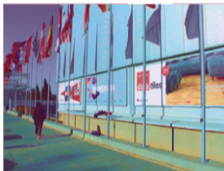


Exhibitors have on their disposal equipped Degustation hall and can request a presentation/degustation within two hours on 20 , 21 and 22 of April.

ADS... AND MORE ADS!

Benefit the additional advertising options within Wine & Spirits Show and make your brand more visible and attractive!

**WINE
&
SPIRITS
SHOW**



■ BILLBOARD

Location:
Inter Expo Center facade

■ COMPANY CLIP/LOGO BROADCASTED ON 12 SCREENS

Location:
Inter Expo Center main lobby

■ PR COVERAGE

Media coverage on WINE & SPIRITS SHOW website of and social media Facebook, LinkedIn, Instagram

■ SPECIAL ZONE NEWS BOX

Present to specialised media your latest product, line or new company concept

■ ADVERTISING COLUMNS

Location:
Inter Expo Center main lobby



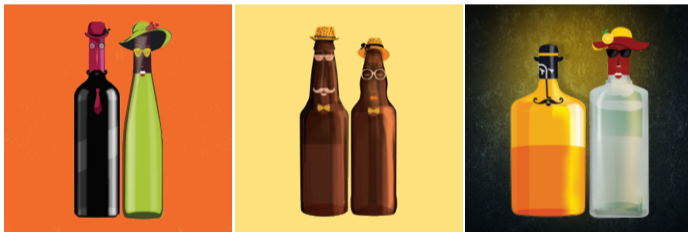
The expected audience of professionals to whom your brand will be presented is over 30k people

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**We are waiting for you, at the real business exhibition,
where all the important details for the industry
networking together for the participants success!**

20 April 11:00 AM - 7:00 PM
21 April 11:00 AM - 8:00 PM
22 April 11:00 AM - 6:00 PM

**WINE
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**INTER
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media
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www.wineandspirits.show



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