

VIINI & RUOKA

MEDIA KIT 2022



Wine & Food is the most delicious and versatile event in Finland. Helsinki Book Fair is at the same time in Messukeskus. The visitors have access to both events with the same ticket.

TIME AND VENUE

27. – 30.10.2022 Messukeskus, Helsinki

THE EVENT SHOWCASES:

- Wines (alcohol content below 22 %) | Beer and cider | Delicacies
- Cooking utensils and kitchenware | Tabletop accessories, tableware, cutlery | Wine equipment
- Gastronomic travels and literature
- Restaurants
- Other related products and services

SPACE RENTAL

- Row stands: 129 €
- Corner stands: 139 €

Expostart 550 € (incl. socket 16A 230 V 3,6 kW and energy consumption, Publicity and environmental fee) is charged from all exhibitors.

The applicable VAT will be added to the prices.

EASY PARTICIPATION

For easy and effortless participation in a Messukeskus event, book a Sales stand. We'll be happy to tell you more!

EXHIBITOR REGISTRATION

You can register as an exhibitor at www.emessukeskus.com, where you can also read the terms and conditions.

TECHNICAL FAIR SERVICES

Messukeskus can provide you with everything your exhibition stand needs: design, construction, ready-made stand solutions, furniture and lighting.

ORGANISERS

Messukeskus and Viinilehti Oy

FOR FURTHER INFORMATION PLEASE CONTACT:

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TECHNICAL SALES

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MESSUKESKUS CUSTOMER SERVICE

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VERIFIED STATISTICS FROM THE PREVIOUS EVENT

(statistics from previously held event in 2019)

Wine & Food

• Visitors	91 950*
• Accredited journalists	1568
• Accredited bloggers	102

Visitor profile

• Female	73 %
• Male	27 %
• From the Helsinki Metropolitan Area	74 %
• Average age 44 years	
• Visitors spent approximately 3,5 hours at Messukeskus	

Age groups

• 18 – 24 years	6 %
• 25 – 29 years	6 %
• 30 – 34 years	19 %
• 35 – 39 years	8 %
• 40 – 44 years	11 %
• 45 – 49 years	11 %
• 50 – 54 years	12 %
• 55 – 59 years	9 %
• 60 – 65 years	7 %
• over 65 years	10 %

Visitor feedback

- **95 %** of the visitors of Wine and Food were satisfied with the event.
- **96 %** told they will certainly or likely visit the next event.

Exhibitors top objectives

- 1.** Marketing of product and service selection **80 %**
- 2.** Increasing awareness of the company **69 %**

*) Total result of the Helsinki Book Fair and the Wine & Food event.

Sources: Kantar TNS visitor survey and Messukeskus's exhibitor survey. The fair's performance-related percentages have been rounded up or down to the nearest whole.

viinilehti / MESSUKESKUS