

# VIINI & RUOKA

MEDIA KIT 2023



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

**26.–29.10.2023 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

### HALL 2 Wine and entertainment

- 139 € / m<sup>2</sup>
- Expostart 650 € (incl. socket 16A 230 V 3,6 kW and energy consumption, publicity and environmental fee) is charged from all exhibitors.

### HALL 1 and 3 New products and purchasing

- 100 € / m<sup>2</sup>
- Visibility and environmental fee €120

*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](http://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 2022

### Wine & Food

- |                          |         |
|--------------------------|---------|
| • Visitors               | 77 156* |
| • Accredited journalists | 1 665   |
| • Accredited bloggers    | 220     |

### Visitor profile

- |                                       |      |
|---------------------------------------|------|
| • Female                              | 69 % |
| • From the Helsinki Metropolitan Area | 67 % |
| • Average age 48 years                |      |

### Visitors reason for appearance

- |   |      |
|---|------|
| • Food and food service departments                   | 50 % |
| • Various selection of wines from different importers | 42 % |
| • Finding inspiration                                 | 33 % |

### Exhibitors top objectives

1. Marketing of product selection **60 %**
2. Sales in the department **53 %**

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

Sources: Explori 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**