

VIINI & RUOKA

MEDIA KIT 2024



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

24.–27.10.2024 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*

- 143 € / m²
- 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*

- 115 € / m²
- Visibility and environmental fee €130

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:

Päivi Huhta, Viinilehti Oy,
paivi.huhta@viinilehti.fi, tel. +358 50 387 7332

Jerry Karhunen, Viinilehti Oy,
jerry.karhunen@viinilehti.fi, tel. +358 40 968 6546

TECHNICAL SALES

Technical Sales Manager **Sanna Olasmaa**,
sanna.olasmaa@messukeskus.com,
tel. +358 50 305 9301

MESSUKESKUS CUSTOMER SERVICE

tel. +358 40 450 3250,
customer.service@messukeskus.com

VERIFIED STATISTICS FROM THE PREVIOUS EVENT 2023

Wine & Food

- | | |
|--------------------------|---------|
| • Visitors | 88 071* |
| • Accredited journalists | 1 336 |

Visitor profile

- | | |
|---------------------------------------|------|
| • Female | 68 % |
| • From the Helsinki Metropolitan Area | 67 % |
| • Average age 49 years | |

Visitors reason for appearance

- | | |
|---|------|
| • Food and food service departments | 53 % |
| • Various selection of wines from different importers | 57 % |
| • Finding ideas and inspiration | 39 % |

Exhibitors top objectives

1. Sales in the department **78 %**
2. Marketing of product selection **67 %**
3. Increasing the company's visibility **67 %**

*) 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**