



MEDIA KIT

Wine and Food event is the largest and best of its kind in Finland. Messukeskus simultaneously hosts the Helsinki Book Fair, accessible using the same ticket.

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: €124/m²
 - Corner stands: €134/m²
 - In two-storey structures, the upper floor rent is €67/m²
- Expostart €520 (incl. socket 16A 230V 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/Demo 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, fittings and lighting.

TIME AND VENUE

25–28 Oct 2018 Messukeskus Helsinki

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 FOR THE PREVIOUS EVENT

Wine and Food 2017

• Visitors	84156*
• Exhibitors	106
• Exhibition space	2424
• Accredited journalists	802
• Accredited bloggers	91

Visitor profile

• Female	77 %
• Male	23 %
• 84 % from the Helsinki Metropolitan Area	
• Average age 46 years	
• 38 % of visitors spent 1-3 hours at the fair, 61 % spent 3-5 hours.	

Age groups

• under 25 years	11 %
• 25–34 years	15 %
• 35–44 years	15 %
• 45–54 years	23 %
• 55–64 years	18 %
• yli 65 years	15 %

Visitor feedback

- **98 %** of the visitors of Wine and Food were satisfied with the event
- **91 %** told they will certainly or likely visit the next event.

Exhibitors reached their top objectives well

- Marketing of product and service selection **88 %**
- Increasing awareness of the company **86 %**
- Launching new products or services **83 %**

Exhibitors were pleased with the Wine and Food

- **88 %** of exhibitors will definitely or probably return for the next Wine and Food.
- **86 %** were able to reach their target group well
- **84 %** were satisfied with the event.

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

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