



MEDIA KIT 2019

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.

TIME AND VENUE

24-27.10.2019 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: 126 €
- Corner stands: 137 €

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.

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 2018

• Visitors	85 616*
• Exhibitors	111
• Exhibition space	2424 m ²
• Accredited journalists	826
• Accredited bloggers	107

Visitor profile

- Female 69 %
- Male 31 %
- 77 % from the Helsinki Metropolitan Area
- Average age 46 years
- Visitors spent approximately 3,6 hours at Messukeskus

Age groups

• under 25 years	13 %
• 25–34 years	13 %
• 35–44 years	13 %
• 45–54 years	23 %
• 55–64 years	22 %
• yli 65 years	15 %

Visitor feedback

- **98 %** of the visitors of Wine and Food were satisfied with the event
- **93 %** told they will certainly or likely visit the next event.

Exhibitors top objectives

1. Marketing of product and service selection **84 %**
2. Increasing awareness of the company **81 %**

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