

# VIINI & RUOKA

## MEDIA KIT 2020



**Wine & 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

**22.–25.10.2020 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 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](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

Technical Sales Manager **Sanna Sinisalo**,  
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### MESSUKESKUS CUSTOMER SERVICE

tel. +358 40 450 3250,  
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### VERIFIED STATISTICS FROM THE PREVIOUS EVENT

#### Wine & Food

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

#### Visitor profile

- Female 73 %
- Male 27 %
- 74 % from the Helsinki Metropolitan Area
- 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**