

VIINI & RUOKA

MEDIA KIT 2021



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

28.–31.10.2021 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 230 V 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 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:

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TECHNICAL SALES

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MESSUKESKUS CUSTOMER SERVICE

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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 % |
| • From the Helsinki Metropolitan Area | 74 % |
| • 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