



## **Estonian Sommelier Association IX Wine Fair**

### **February 11 – 12, 2021**

#### **Preliminary information**

Wine Fair will bring together restaurateurs, decision makers and wine lovers together with the other operators in the wine business. As a result, taking part in the Wine Fair will enable you to gain market share, strengthen your brand image, make business contacts and capture new customers.

Estonian Sommelier Association organizes Wine Fair every other year. It is an internationally recognized source of trade opportunities for alcohol related industries – restaurants and catering services, hotels, importers and producers. It is also featured in all industry publications and newsletters in Estonia and the surrounding Baltic countries. Last Wine Fair was in 2019 and it was bigger than ever. Over 2500 visitors and 70 exhibitors participated last Wine Fair and the numbers will increase every new event.

The Wine Fair will be held in Kultuurikatel (Creative Hub) in Tallinn (<http://kultuurikatel.ee/en/>)

#### **Estonian Sommelier Association VII Wine Fair offers:**

- More than 9000 m<sup>2</sup> of exhibition space
- Wines and all other kind of beverages together with related items (gourmet goods, dishes, glasses etc.)
- Contacts with wine and food professionals and wine lovers from Estonia
- Visitors/wine professionals from Latvia, Lithuania and Finland
- Media attention
- Masterclasses for visitors

#### **Timetable:**

- February 10, 2021  
10 AM – 10 PM      Building up the Fair
- February 11, 2021  
12 AM – 8 PM      Wine Fair is open for visitors
- February 12, 2021  
12 AM – 9 PM      Wine Fair is open for visitors  
9 PM – 2 AM      Fair disassembly

#### **Participation:**

Registration fee 200 €. Registration fee must be paid to the Organizer against invoice in 10 days.

Registration fee is not returnable, but it will be taken off of your overall fee.

To participate in Wine Fair 2021 please fill in the registration form: [REGISTRATION FORM](#)

Based on your registration information (area m<sup>2</sup>, furniture etc.) we can offer you a stand location.

#### **Information about stands:**

- Price per stand m<sup>2</sup> - 130 € (no VAT will be added) includes:
  - Up to 10 m<sup>2</sup> = 10 free ticket (handband), bigger boxes will have free tickets the same amount as their m<sup>2</sup> (12 m<sup>2</sup>= 12 tickets etc.). These are for personnel who actually works during the Fair. If there will be less workers, the Exhibitor can use these free tickets as they please.
  - Special fee for extra tickets – 10 € per ticket for 2 days
  - Free glasses: up to 10 m<sup>2</sup> = 10 glasses, bigger boxes will have free glasses the same amount as their m<sup>2</sup> (12 m<sup>2</sup>= 12 glasses etc.).
- Standard stand space:
  - Minimum stand space 9 m<sup>2</sup> (3 x 3 m) = 1170 €

- 12 m<sup>2</sup> (4 x 3 m) = 1560 €
- 15 m<sup>2</sup> (5 x 3 m) = 1950 €
- 18 m<sup>2</sup> (6 x 3 m) = 2340 €
- Bigger than 18 m<sup>2</sup> - the price will be calculated individually
- All the rear walls and interior decorations for the stands will be distributed by Exhibitor itself. There can be roll-ups etc.
- For small Exhibitor, we offer just tables: (tables are included to the prize)
  - Small table: 200 € (150 x 80 cm)
  - Long table: 250 € (300 x 80 cm)
- Tables and chairs for rent: (if Exhibitor books a stand)
  - Table: 10 € (150 x 80 cm)
  - Chairs are free
- Assembly: February 10, 2021 - 10 AM – 10 PM
- Room layouts: will be sent separately, depends of early registration and stand m<sup>2</sup>.
- Ice will be provided by organizers. Ice buckets, water jars, spittoons and coolers should be provided by Exhibitors.

#### **Master classes:**

We offer a possibility to give master classes, organize degustation's or give lectures in separate rooms. These events will be targeted to professionals only or to everybody, depends the wishes of the presenters. Rent of the room is 100 € for 1,5 hours. Rent includes wine glasses, spittoons, projector and screen.

We will help all the exhibitors with the hotels nearby the Wine Fair's location. Just let us know!

#### **The Organizer:**

Estonian Sommelier Association

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Photos from last Wine Fair in 2019









