

**WINE
PARIS**

VINEXPO
PARIS

COMMUNICATION & SPONSORING OFFERS

10 FEBRUARY
2025
– PARIS EXPO
12 PORTE DE
VERSAILLES



La société WINE PARIS & VINEXPO PARIS (Société par Actions Simplifiée au capital de 270.000 €, dont le siège social est situé 70, avenue du Général de Gaulle - 92058 Paris la Défense - France, immatriculée au RCS de Nanterre sous le n°842 680 845

wineparis-vinexpo.com
#wineparis #vinexpoparis



An event by
VINEXPOSIUM



THE TEAMS AT WINE PARIS & VINEXPO PARIS ENHANCE YOUR PERFORMANCE

In 2025, the WINE PARIS & VINEXPO PARIS community will boast **over 40,000 buyers from over one hundred countries**. Using our specially designed resources, we are offering you the opportunity to **maximise your visibility before, during and after the exhibition**.

The teams at WINE PARIS & VINEXPO PARIS are by your side to offer you advice on finding the most suitable solutions to boost your brand and your products.

For any questions, you can contact us at the following address:
sales@vinexposium.com

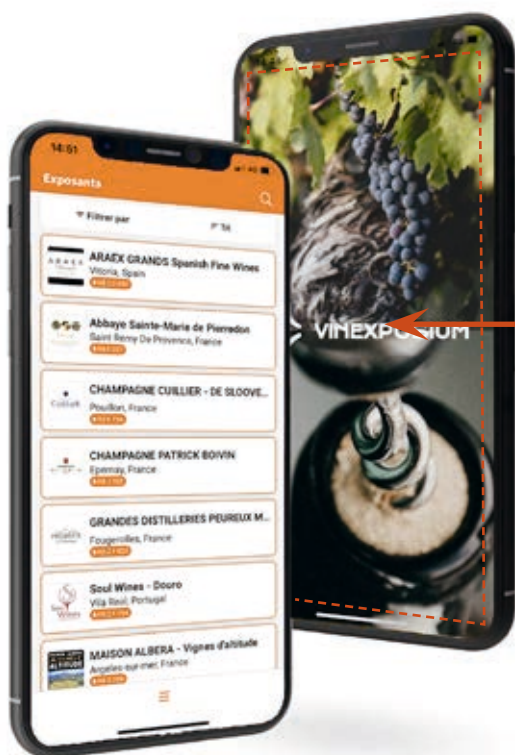
Or ask for advice from your preferred Vinexposium contact.

THE MOBILE APPLICATION



Before, during and after the exhibition, the mobile application is **the key resource for buyers.**

It enables them **to view a detailed presentation of the 4,000 exhibitors, to discover the event programme and, most importantly, to schedule their appointments. We are offering you exclusive visibility on this mobile application (opened over 51,380 times).** Every time the application starts, your logo is displayed for a few seconds.



€ 2,600^{+VAT}

DETAILS:

Your logo preceded by “sponsored by” on the splash screen of the event application (download page at each opening action).

AUDIENCE:

+50,000 users

TECHNICAL SPECIFICATIONS:

Format 648 x 170 px - JPG/PNG

PERIOD:

2 months: from 6 January to 14 March 2025

ORDER DEADLINE:

20 December 2024

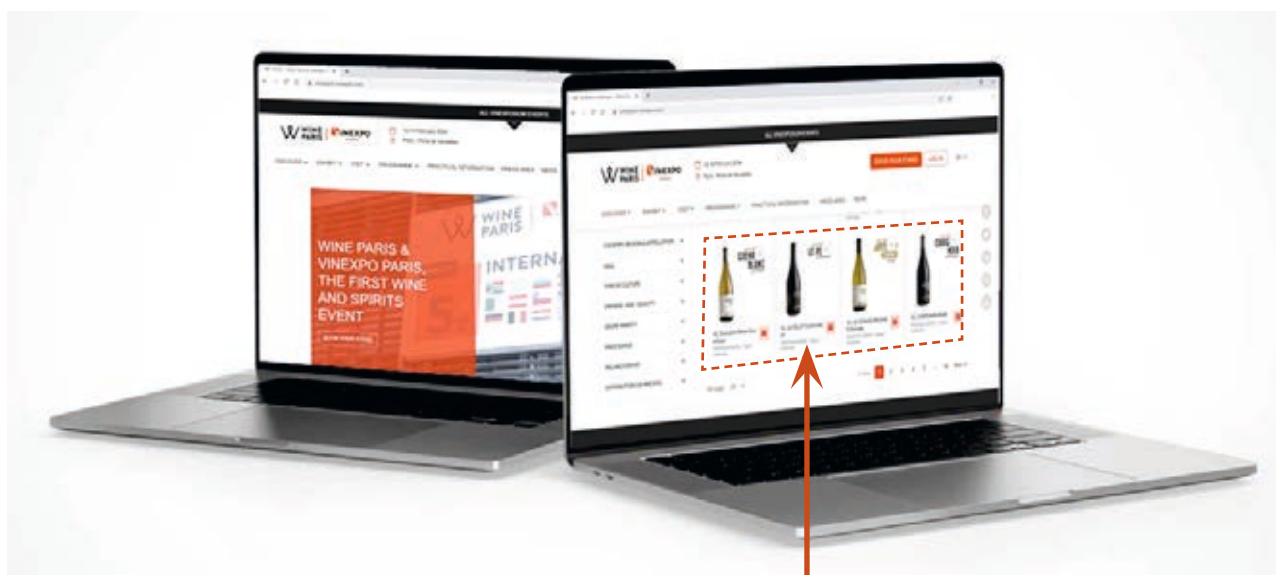
AVAILABILITY:

Single exhibitor exclusive

THE ONLINE CATALOGUE ADDITIONAL PRODUCTS



The online catalogue is the **initial gateway to the event for your existing and potential customers**. We are offering you two simple, effective tools to help you get your company in front of your audience: **adding products**



Adding unlimited numbers of products to your catalogue page allows you to **secure enhanced listing and thus to improve your visibility among the 40,000 buyers**. Companies that ordered this option received 7 times more appointment requests than the others.

This fee-paying option can be re-activated at all of our events.

€ 390^{+VAT}

AUDIENCE:

145,000 pages viewed from early Oct. to the end of Feb.

PERIOD:

From the order date through to 14 March 2025

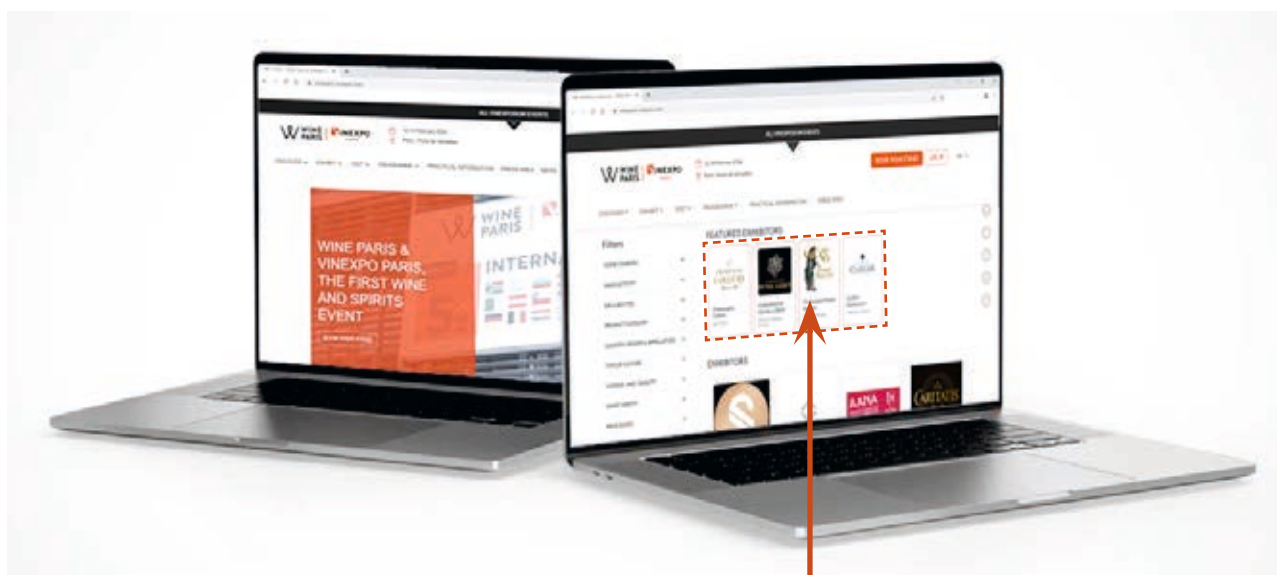
ORDER DEADLINE:

20 December 2024 (rate increase from 21 December)

THE ONLINE CATALOGUE FEATURED EXHIBITORS



The online catalogue is the **initial gateway to the event for your existing and potential customers**. We are offering you two simple, effective tools to help you get your company in front of your audience: **priority listing**



The search results in the online catalogue are displayed in alphabetical order. **We are offering you the opportunity to increase awareness by benefitting from priority listing.**

The listing enables you to have your logo displayed systematically in the section reserved for 'headlined logos'. Your logo will also feature in the main list, offering two-fold presence, which will give your appointment scheduling a significant boost.

Producers using this tool secured 80 times more visibility than producers without the option (limited to 24 exhibitors).

€ 525^{+VAT}

AUDIENCE:

145,000 pages viewed from early Oct. to the end of Feb.

PERIOD:

From the order date through to 14 March 2025

ORDER DEADLINE:

20 December 2024 (rate increase from 21 December)

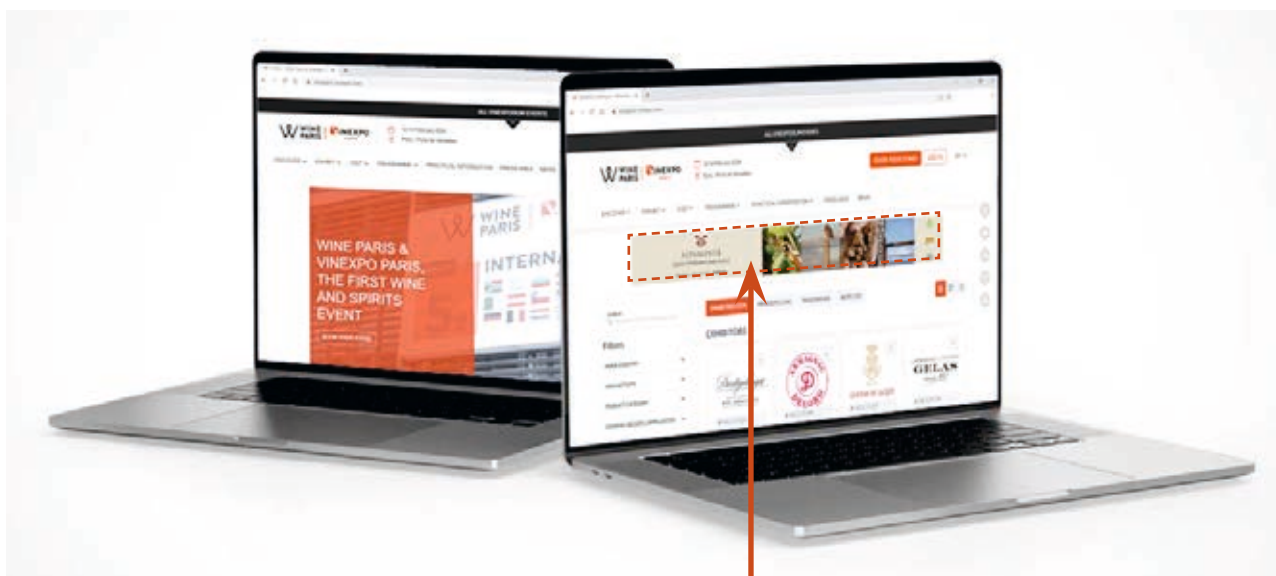
AVAILABILITY:

24 exhibitors

THE EXHIBITION WEBSITE LEADERBOARD BANNER



The WINE PARIS & VINEXPO PARIS website **is your gateway to the event** with over 3,000 visits/day.



Benefit right now from premium visibility using our leaderboard banner displayed over 3 pages: the home page, the online catalogue and the official programme page.

Ideally positioned when you connect to the website, through the leaderboard banner your brand becomes a staple and **benefits from 100 times greater visibility. The leaderboard banner is available shown in rotation (limited to 12).**

€ 980^{+VAT}

AUDIENCE:

3,000 visits/day (average of the 3 months leading up to the exhibition)

TECHNICAL SPECIFICATIONS:

(desktop, tablet and mobile) – several formats need to be provided:

- 1,000 x 1,000 px (JPG or PNG)
- 1,000 x 400 px (JPG or PNG)
- 2,292 x 467 px (JPG or PNG)
- 2,856 x 350 px (JPG or PNG)

PERIOD:

From the order date through to 14 March 2025

ORDER DEADLINE:

20 December 2024 (rate increase from 21 December)

AVAILABILITY:

12 exhibitors in rotation

The logo for WINE PARIS, featuring a stylized 'W' icon followed by the text 'WINE PARIS' in a bold, sans-serif font.

**WINE
PARIS**

The logo for VINEXPO PARIS, featuring a stylized 'V' icon followed by the text 'VINEXPO' in a bold, sans-serif font, with 'PARIS' in a smaller font below it.

VINEXPO
PARIS

A background image showing a crowd of people at a wine event. In the foreground, a man in a dark jacket is looking towards the right, holding a wine glass. Behind him, other attendees are visible, some looking in the same direction. The setting appears to be an indoor event space with a bar area in the background.

AT THE HEART OF THE EVENT

**Are you hosting an event at
WINE PARIS & VINEXPO PARIS and
want to enhance your visibility by
becoming an event partner? You have
several options available to you.**

YOUR EVENT IN THE OFFICIAL PROGRAMME



Increase the footfall on your stand
by communicating about what is happening there.



Are you hosting a conference, tasting, workshop or presentation on your stand? Then **publicise it by announcing it in the official online exhibition programme, the mobile application and the exhibition's print guide.**

€ 225^{+VAT}

TECHNICAL SPECIFICATIONS:

Provide us with detailed information about the theme with a presentation text, the details of the speakers, the date, time and location for the event (stand number).

PERIOD:

From the order date through to the end of the event

ORDER DEADLINE:

20 December 2024

AVAILABILITY:

Unlimited

YOUR EVENING EVENT IN THE OFFICIAL PROGRAMME



**Are you hosting an evening event
during the exhibition?**



Reach out to industry members and communicate directly with **club buyers and the 40,000 visitors in the official online exhibition programme, the mobile application and the print guide for the exhibition.**

€ 225^{+VAT}

TECHNICAL SPECIFICATIONS:

Provide us with the basic information and the RSVP.

PERIOD:

From the order date through to the end of the event

ORDER DEADLINE:

20 December 2024

AVAILABILITY:

Unlimited

VINEXPO CHALLENGE

The Vinexpo Challenge is one of the key highlights of WINE PARIS & VINEXPO PARIS.

Hosted by the best Sommeliers in the world, the competition is a blind tasting where 50 French and international professionals (sommeliers, buyers, exhibitors, media or wine writers) and over one hundred spectators compete. The event is very popular with the press and industry experts, with significant media coverage.



BECOME A SPONSOR OF THIS INTERNATIONAL COMPETITION AND RAISE AWARENESS OF YOUR PRODUCTS:

- ✓ By featuring up to two of your products in the blind tasting
- ✓ By gifting the winner with the award of your choice (only special formats – magnum, jeroboam, gift pack...) worth at least € 200
- ✓ By offering the award of your choice to the runners-up in 2nd and 3rd place, worth at least € 100 for the 2nd place and at least € 50 for the 3rd place.

You will be mentioned as an official partner of the 2025 Vinexpo Challenge in the event programme. Your logo will be displayed on the presentation screens for the Vinexpo Challenge.

€ 480^{+VAT}

TECHNICAL SPECIFICATIONS:

Product donation based on the description for the winners and product donation for the challenge itself (50 people) – HR logo JPG or AI

PERIOD:

In the exhibition programme from 16 December 2024 through to the event

ORDER DEADLINE:

15 Novembre 2024

AVAILABILITY:

Limited to 3 exhibitors

YOUR PRODUCT IN THE LOUNGE AREA (CLUB – VIP – PRESS)



Introduce your products to 680 journalists from across the globe and the event's CLUB buyers.

The Lounge area is the ideal location to introduce a highly qualified international target audience to your products and enhance your visibility.

Who are CLUB buyers? **CLUB buyers are the 700 most important buyers at the event.** They have access to a dedicated area for the three days of the exhibition and benefit from exclusive services.



€ 600^{+VAT}

TECHNICAL SPECIFICATIONS:

Signage with your logo + dedicated story on social media. Deliveries at the latest on the morning of February 11 at the Lounge area.

PERIOD:

10, 11 and 12 February 2025

ORDER DEADLINE:

20 December 2024
(rate increase from 21 December)

AVAILABILITY:

8 exhibitors

YOUR DIRECT MARKETING CAMPAIGN



You have the opportunity to implement a marketing campaign aimed at reaching out to potential customers who access your exhibition hall and thus increase footfall on your stand.

This can take a number of forms: flyer distribution, a stroll through the hall, goody distribution (promotional gifts) or an event in your hall aisle, for example.

€ 1,500^{+VAT} 1 DAY

TECHNICAL SPECIFICATIONS:

This offer is subject to approval by Vinexposium. Any campaign not approved by Vinexposium is strictly prohibited. The cost of distribution staff is borne by the advertiser.

PERIOD:

10, 11 and 12 February 2025

ORDER DEADLINE:

20 December 2024 (rate increase from 21 December)

AVAILABILITY:

Only 1 exhibitor per hall

The logo for Wine Paris, featuring a stylized 'W' icon followed by the text 'WINE PARIS' in a bold, sans-serif font.

**WINE
PARIS**

The logo for Vinexpo Paris, featuring an orange square icon with a white 'V' shape, followed by the text 'VINEXPO' and 'PARIS' in a bold, sans-serif font.

**VINEXPO
PARIS**

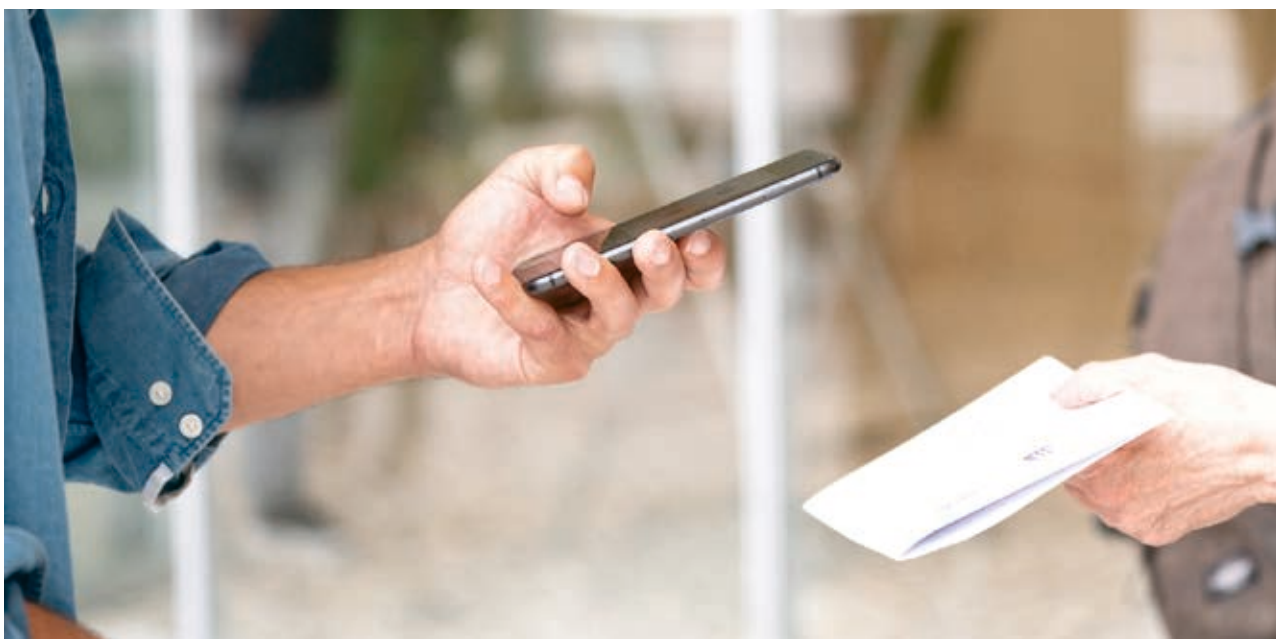
A photograph of a modern building facade with numerous vertical, reflective glass panels. In the foreground, several people are walking, including a man in a dark suit looking at his phone and another man with a backpack. A sign in the background reads '6 BORDEAUX • SUD' and 'W' is visible on the right.

**YOUR
ESSENTIAL TOOLS**

THE BADGE SCAN



Do you need a tool for monitoring footfall and appointments on your stand? **The badge scan is just what you need. Once it has been ordered, we activate it in your Vinexposium application.**



Using your smartphone, **all you need to do is scan the QR code on the badge of your contacts and they instantly appear with their full details**, which you can rate based on the importance of the contact.

After the event, you will find all your scanned contacts in .xls format (Excel) in your corporate account on www.wineparis-vinexpo.com

€ 160^{+VAT}

TECHNICAL SPECIFICATIONS:

The option is activated once the order has been placed in the online store

PERIOD:

From 10 to 12 February 2025

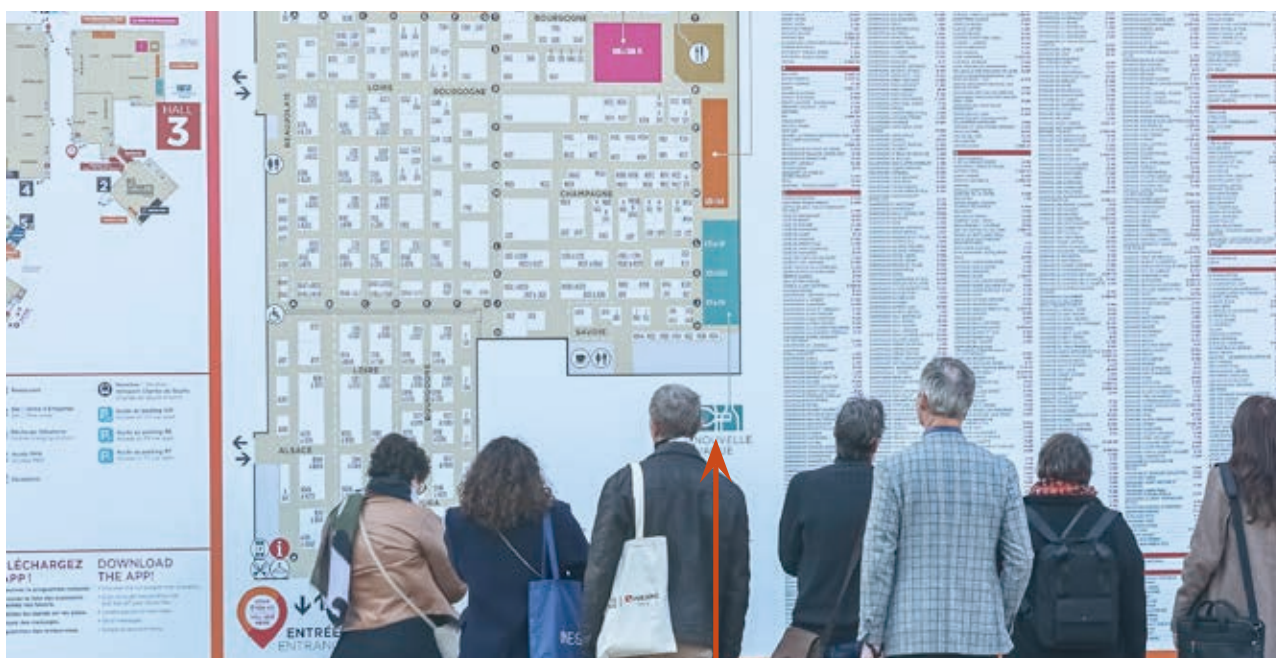
ORDER DEADLINE:

20 December 2024 (rate increase from 21 December)

YOUR LOGO ON THE FLOORPLAN OF YOUR HALL



The main entrance to your hall always provides a floorplan **with a list of exhibitors in the hall to guide professionals.**



Secure stand-out by displaying your logo on the floorplan and make it easier for potential and/or existing customers to visit your stand (average of 9,400 visitors / day / hall).

3 in 1 visibility: the plan is also available as a mobile version (opened over 51,380 times) and print edition (10,000 copies) to give you enhanced visibility.

€ 980^{+VAT}

TECHNICAL SPECIFICATIONS:

HR logo JPG or AI
Positioning depending on availability on the map – please contact us for further information.

PERIOD:

1 month before the exhibition on the mobile application and during the three days of the event.

ORDER DEADLINE:

20 December 2024

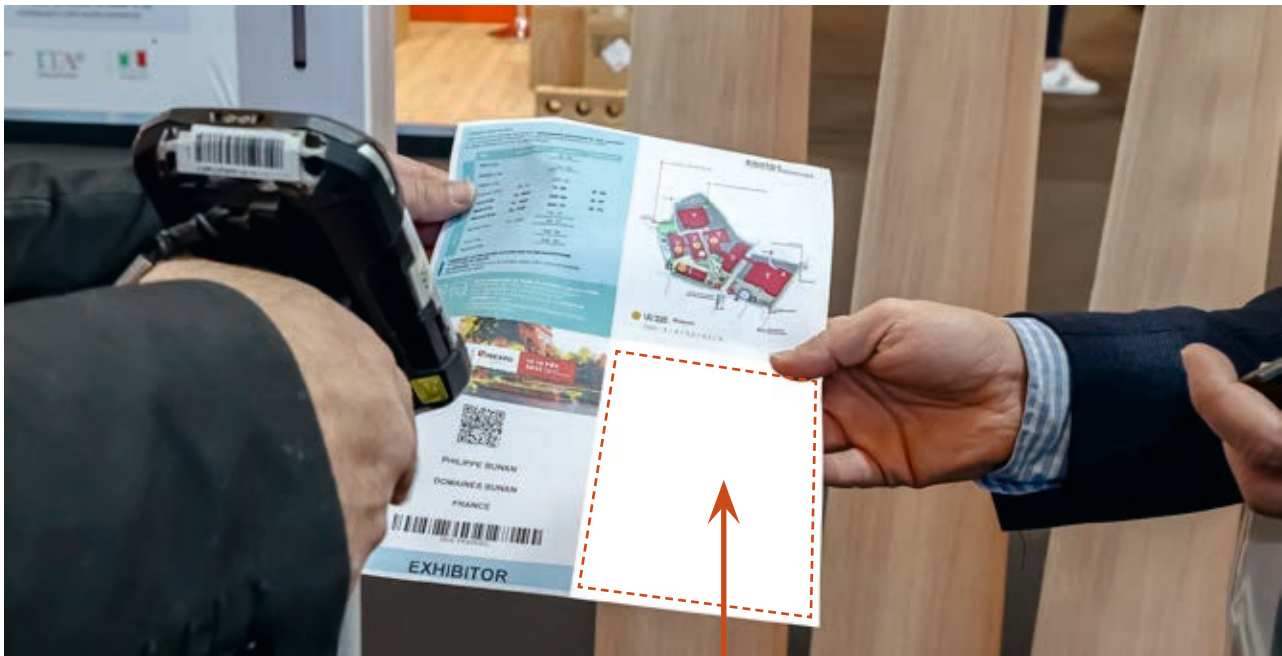
AVAILABILITY:

Only 5 exhibitors per hall

YOUR ADVERTISEMENT ON THE BADGE EXCLUSIVE VISIBILITY



The entry badge is the key to accessing
WINE PARIS & VINEXPO PARIS.



We are offering you the opportunity to display your advertisement on all visitors badges (over 55,000 professionals over 3 days)

€ 3,650^{+VAT}

TECHNICAL SPECIFICATIONS:

Logo or artwork in A6 format (10.5 x 14.8 cm – pdf HR or AI)

The design will be produced in conjunction with the exhibition organisers

PERIOD:

From the ordering and supply of technical elements

ORDER DEADLINE:

1 November 2024

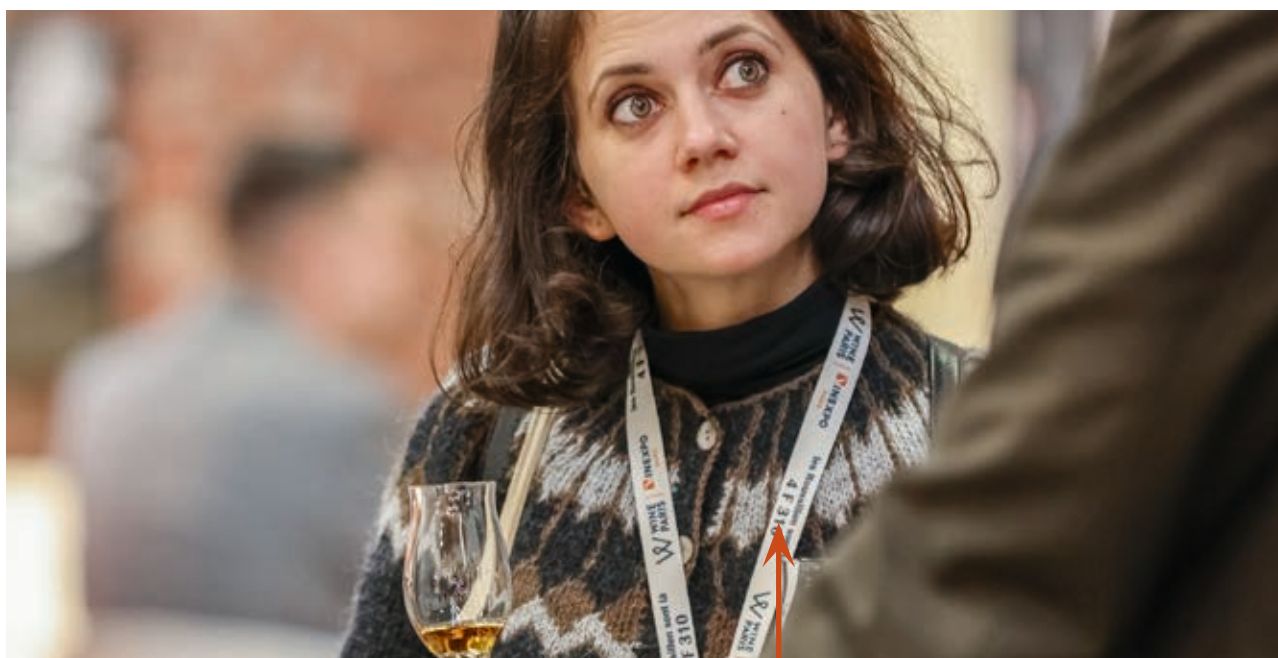
AVAILABILITY:

Exclusive offer for just 1 exhibitor

BADGE HOLDER NECK LANYARD EXCLUSIVE VISIBILITY



**The official badge holder neck lanyard
is a key resource at the event.**



Worn on average by over 20,000 industry members every year, **it gives your logo stand-out in every hall at WINE PARIS & VINEXPO PARIS.**

The lanyard provides you with unrivalled visibility during the event and is an item that visitors love to collect.

€ 16,500^{+VAT}

TECHNICAL SPECIFICATIONS:

Logo in AI format – lanyard made from recycled PET with a simple snap hook (width 20 mm)
The design will be produced in conjunction with the exhibition organisers

PERIOD:

10, 11 and 12 February 2025

ORDER DEADLINE:

10 November 2024

AVAILABILITY:

Exclusive offer for just 1 exhibitor

YOUR ADVERTISEMENT IN THE OFFICIAL GUIDE OF THE EXHIBITION



The Official Guide of the event is the essential resource for Wine Paris & Vinexpo Paris. With a print run of 10,000 copies and availability at the entrance to the event and various information desks, it guides and informs your existing and potential customers.

We are offering you several advertisement formats to boost your image.

INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER
€ 2,650 ^{+VAT}	€ 1,850 ^{+VAT}	€ 3,150 ^{+VAT}

€ 1,100^{+VAT} FULL PAGE

TECHNICAL SPECIFICATIONS*:

Artwork in A5 format (148 x 210 mm)

Allow 5 mm bleed on the four sides

File: PDF HR

Resolution: at least 300 dpi vectorised

*technical specifications subject to change

DISTRIBUTION:

10, 11 and 12 February 2025

ORDER DEADLINE:

10 November 2024

AVAILABILITY:

Exclusive offer for just 1 exhibitor on the inside front and back covers and the back cover

Full page: 12 exhibitors



Discover all the products
available on offer in your customer area:
<https://event.wineparis-vinexpo.com/2025/>

If you have any queries,
please contact us at the following address:
sales@vinexposium.com

wineparis-vinexpo.com
#wineparis #vinexpoparis



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