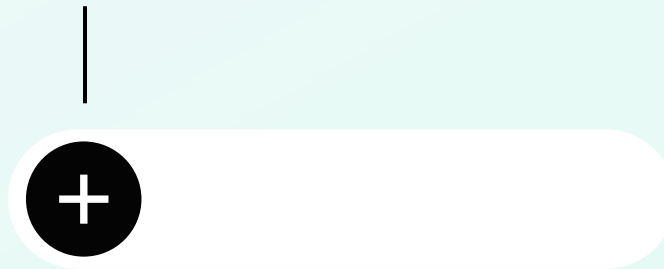


VINEXPOSIUM. connect

An unprecedented range of solutions
helping boost your business

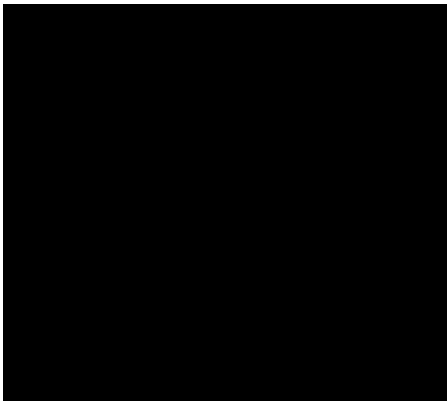




Vinexposium Connect is the digital portal brought to you by the Vinexposium group, the leading global organiser of wine and spirits events.

It was officially launched at the height of the pandemic with the ambition of serving Vinexposium's mission both today and tomorrow, and that is to support the development of trade and business in the wine and spirits industry.





From its launch date in October 2020 through to today, Vinexposium Connect has been an aggregator of essential live and on-demand content. Creating and sharing exclusive, constructive content to help the industry bounce back have become our daily mantra!

With our physical events now poised to resume, we are all-set to offer you an augmented digital experience with new functionalities designed to increase your business opportunities 365 days a year with buyers from across the globe.



THE VINEXPOSIUM COMMUNITY

- | 200,000 WINE & SPIRITS INDUSTRY MEMBERS
- | INTERNATIONAL, PROFESSIONAL & ACTIVE
- | BUYERS & OPINION LEADERS



Europe



Asia



Americas



Africa



Oceania

Importers

Distributors

Retailers

Producers

Hospitality

Agents



MULTICHANNEL COMMUNICATIONS

RECRUITMENT | CONVERSION | ENGAGEMENT

ACTIVATION CAMPAIGNS

A monthly newsletter & targeted e-mailings

Digital campaigns & social media

Media visibility & press relations

Partnerships

ENGAGEMENT CAMPAIGNS

Regular news and content updates

Automated e-mailings

Customised telephone support

Training sessions available online (tutorials & webinars)



WINE PARIS & VINEXPO PARIS GOES DIGITAL

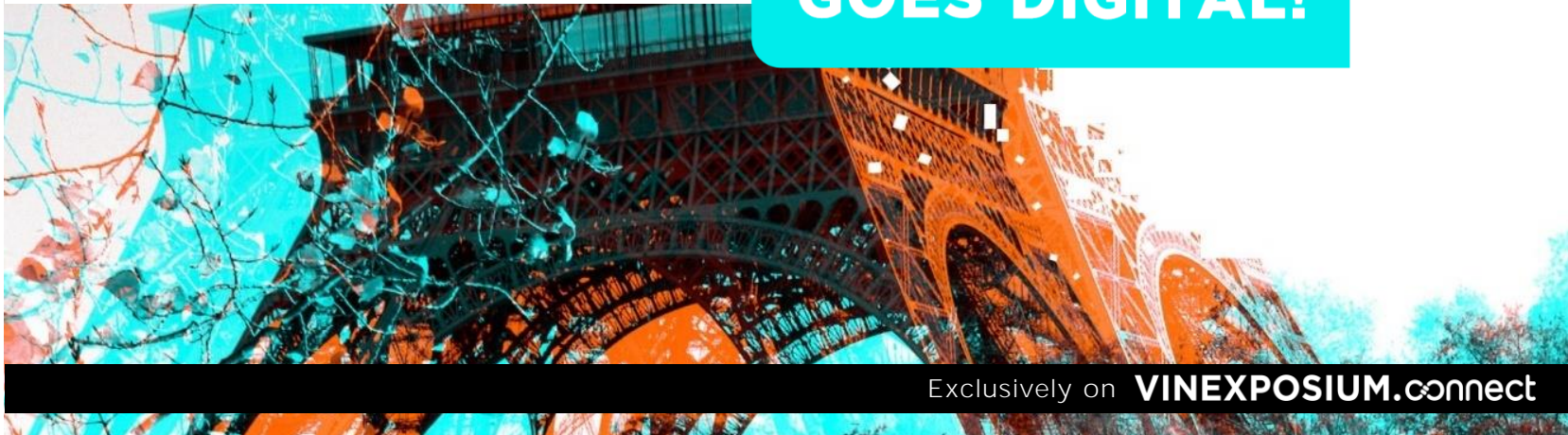


**WINE
PARIS**

**VINEXPO
PARIS**

JUNE 2021

GOES DIGITAL!



Exclusively on **VINEXPOSIUM.connect**

“ At “Wine Paris & Vinexpo Paris goes digital” in June 2021, nearly 4,000 wine & spirits industry players took part! ”

Access the replays



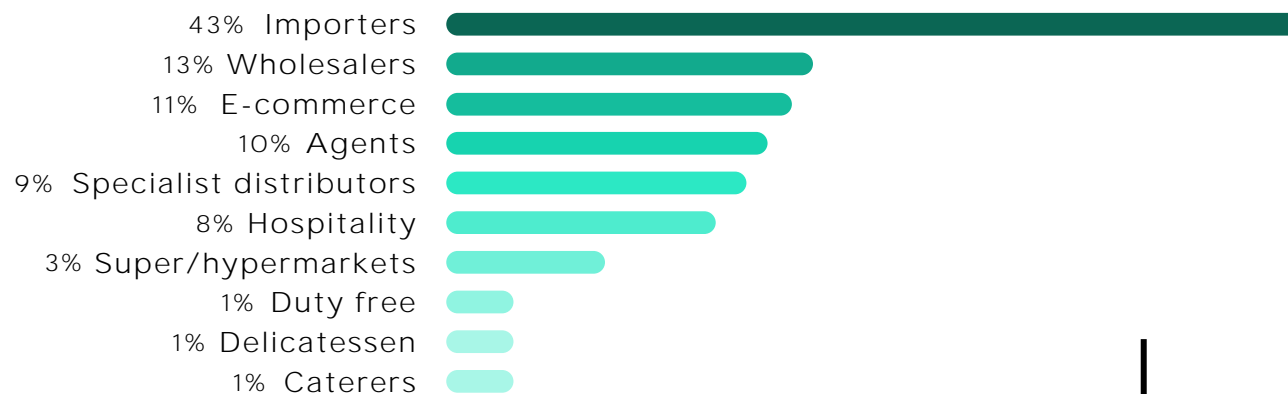
THE CONNECT COMMUNITY

THE CONNECT COMMUNITY

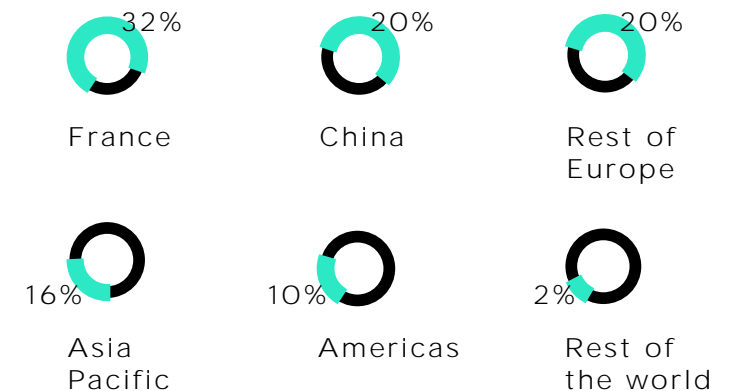
3,824 REGISTERED ON 15 JULY 2021 | INCLUDING 1,789 TRADE BUYERS



+ Business distribution of trade buyers



+ Geographical breakdown of trade buyers



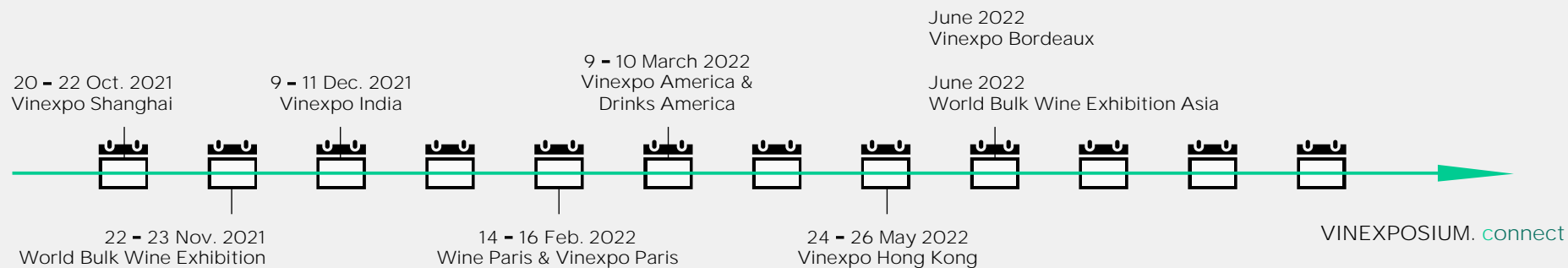
+

TAKE CONTROL

VINEXPOSIUM. connect

Complementing physical events **accessible all year round so that you can:**

- Promote your company and products
- Inform the trade and enthusiasts about your expertise and specific features
- Grow your community and business opportunities
- Seek inspiration and information



+

JOIN THE COMMUNITY

Save time
by accessing
all our
physical
and digital
offers in a
single click!

RESPONDING TO YOUR NEEDS

PROMOTE YOUR PRODUCTS | MAXIMISE YOUR DIALOGUE | EDUCATE AND STAY INFORMED

 A global marketplace

A global wine and spirits database to present your company, describe your products, showcase your new releases and announce your attendance at physical events.

 Networking 365 days a year

A high performance, user-friendly networking tool for developing targeted business opportunities all year round, increasing and scheduling meetings at physical events.

 Content by and for you

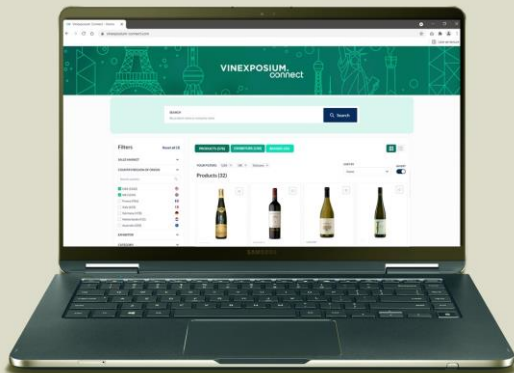
A benchmark media with exclusive, constructive content to help the industry bounce back, informing and inspiring you and where you, in turn, can educate wine trade members and enthusiasts about your products and expertise.



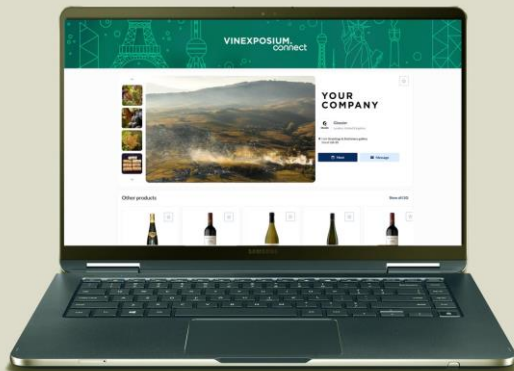
THE NEEDS EXPRESSED

PROMOTING YOUR PRODUCTS

Catalogue



Exhibitor identification at physical events



+ A global marketplace

The online catalogue all year round and during the exhibitions: a global wine and spirits database for presenting your company, describing your products, showcasing your new releases and announcing your attendance at physical events.

Primary functionalities:

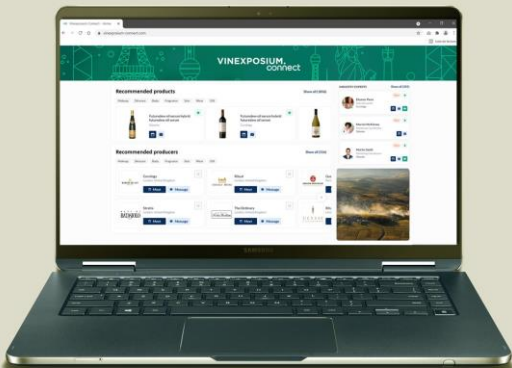
- ✓ Visible all year round,
- ✓ Identification of exhibitors at a specific event,
- ✓ Product identification.



THE NEEDS EXPRESSED

MAXIMISING YOUR DIALOGUE

Smart recommendations



Networking
365 days a year

A high-performance, user-friendly **networking tool** for developing targeted business opportunities all year round, increasing and scheduling your meetings at physical events.

Primary functionalities:

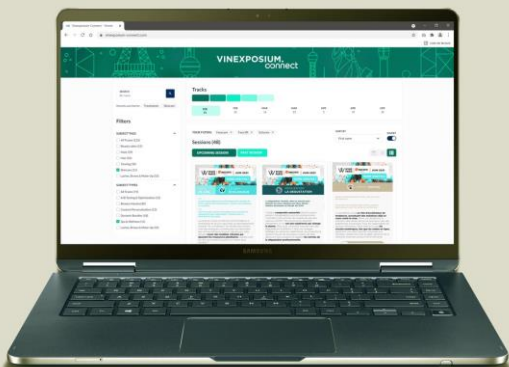
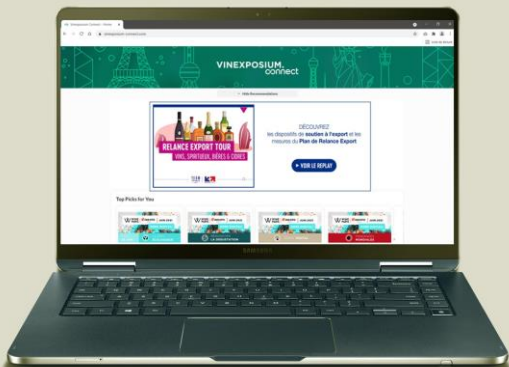
- ✓ Networking between buyers and sellers all year round,
- ✓ Smart recommendations,
- ✓ Messaging service,
- ✓ Video-conference meetings,
- ✓ Meetings on your stand at physical events.



THE NEEDS EXPRESSED

EDUCATE AND STAY INFORMED

Exclusive, constructive content to help the industry bounce back



+

Content
by and for you

A benchmark media with exclusive, constructive content, helping the industry bounce back, giving you information and inspiration, where you can also educate wine trade members and enthusiasts about your products and expertise.

Primary functionalities:

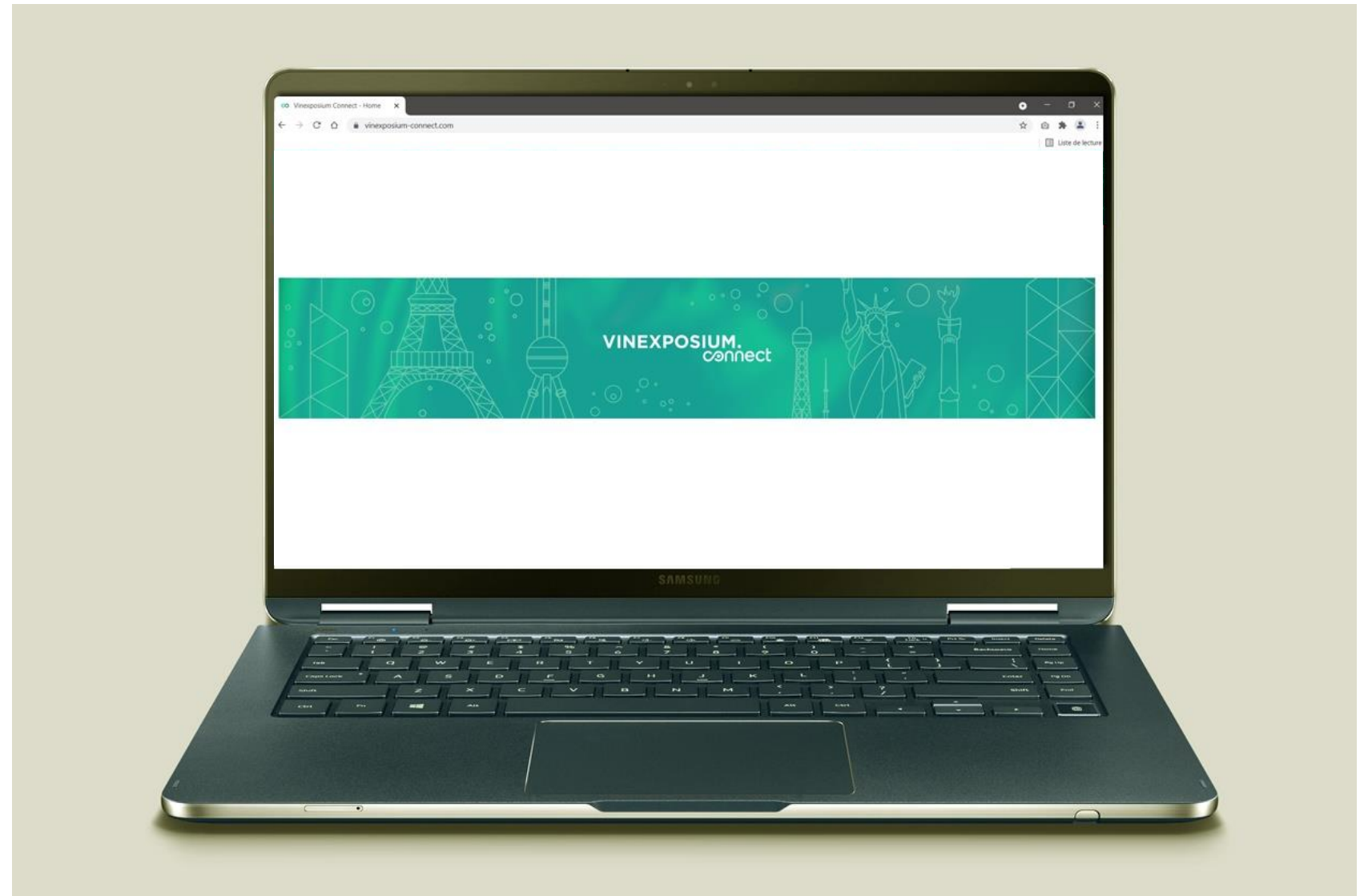
- ✓ Events programme,
- ✓ Live-stream or on-demand replays of conferences, at physical events,
- ✓ Corporate presentations, product launches,
- ✓ Online masterclasses and courses available on-demand,
- ✓ News and articles covering key industry topics.



|| The wait is nearly over...

The new functionalities will go live at the beginning of September 2021.

To mark the occasion and support the launch, a special offer will be available to the first companies that sign up to their account. ||



SPECIAL OFFER available from 1 July to 15 October 2021



OFFERS & OPPORTUNITIES

YOUR CORPORATE ACCOUNT

Order online 

Connect
STANDARD

Connect
PREMIUM

Your corporate page with your logo, description, an additional video of your choice and your full details (with your mailing address), incl. your website and social media		✓		✓
Customisation of your corporate page with an additional video, main visual and customised background		✗		✓
Publishing of your product information and photos online		Unlimited		Unlimited
Headlining of your product list (valid for 2 months)		✗		✓
Prioritising and managing your contacts and networking all year long		✓		✓
Access to the networking service with trade buyers based on your criteria		20 meetings		40 meetings
Access to the unlimited networking service during exhibitions		✓		✓
Smart recommendations promoting your company/products to trade buyers		✓		✓
Banner on the platform's key pages (catalogue pages and content/news)		✗		✓
Representatives connected to your company to manage the profile and take part in chats/meetings/video calls		5 representatives		10 representatives

SPECIAL LAUNCH OFFER FOR EXHIBITORS AT VINEXPOSIUM EXHIBITIONS
Subscription valid from 01/09/21 when the platform opens until 28/02/22

| €500 excl. VAT | €1,000 excl. VAT

ANNUAL SUBSCRIPTION FOR EXHIBITORS AT VINEXPOSIUM EXHIBITIONS FROM 15/10/2021*
Valid for 12 months starting on the order date

| €1,500 excl. VAT | €2,500 excl. VAT

*Relevant Vinexposium exhibitions: Vinexpo Shanghai 2021 | World Bulk Wine Exhibition 2021 | Vinexpo India 2021 | Wine Paris & Vinexpo Paris 2022 | Vinexpo America & Drinks America 2022 | Vinexpo Hong Kong 2022 | Vinexpo Bordeaux 2022 | World Bulk Wine Exhibition Asia 2022 | Vinexpo Shanghai 2022

NON-EXHIBITOR OFFER

| €3,000 excl. VAT | €4,500 excl. VAT

TAKE THE FLOOR



Sponsored article

You provide an article related to a theme or a topical issue where you would like to voice your views as a company or brand, including information related to your business and/or products. It will be headlined in the content section for 2 months.

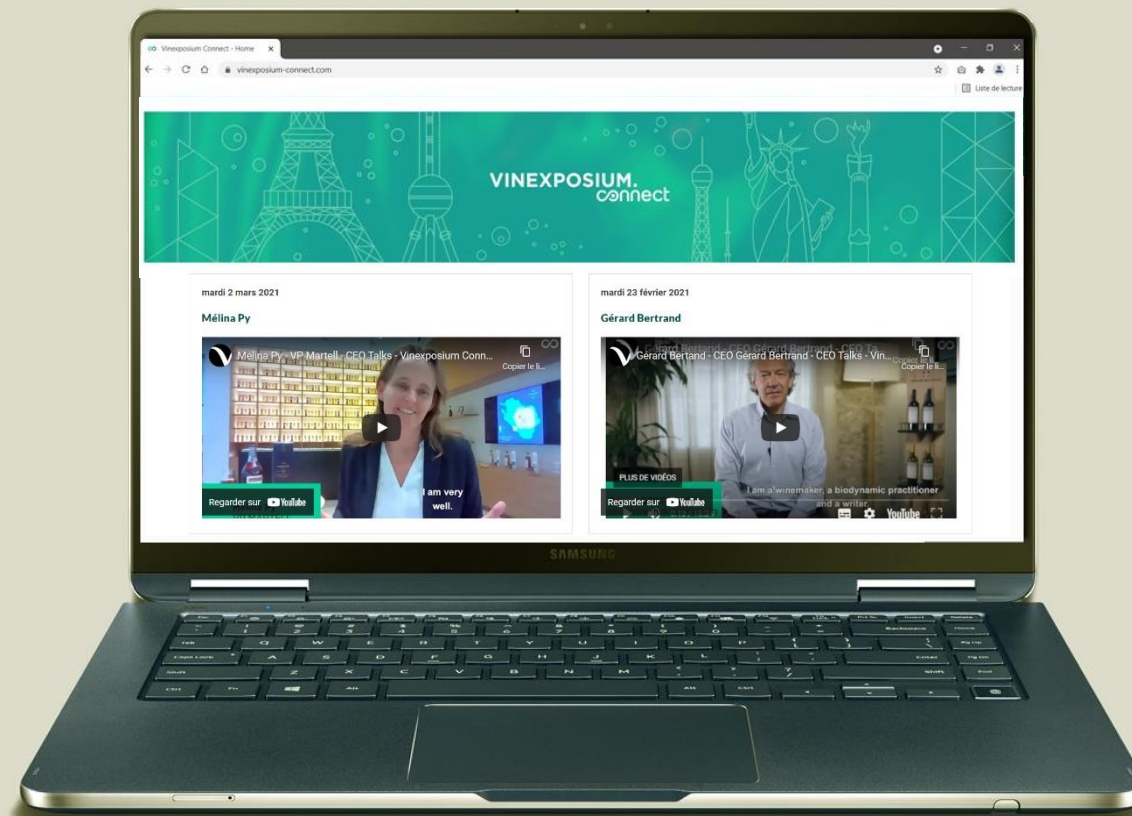
€500 excl. VAT

CEO Talks

You take the floor, via an interview of your company director in our series of CEO Talks, dedicated to charismatic and inspirational industry personalities. Promotion in our monthly newsletters, our social media and the content section.

€5,000 excl. VAT

Order online



CEO Talks

TAKE THE FLOOR

Business presentation

You present your company, your range of products or another theme of your choice delivered as 45-minute video content, directed at the global wine and spirits community.

€5,100 excl. VAT

Business presentation incl. distribution rights

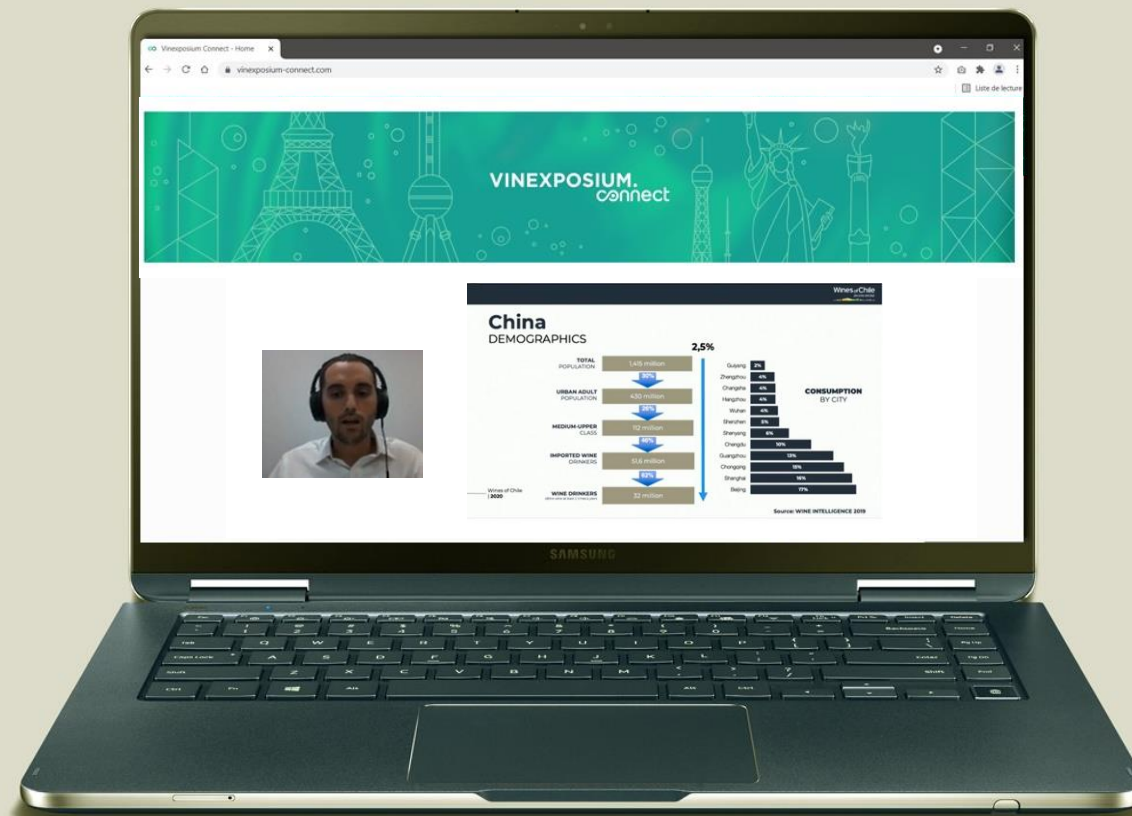
All the benefits of the business presentation + sharing of the video source file and exclusive transfer of distribution rights so that you can use the video in your own communications.

€6,100 excl. VAT

Details

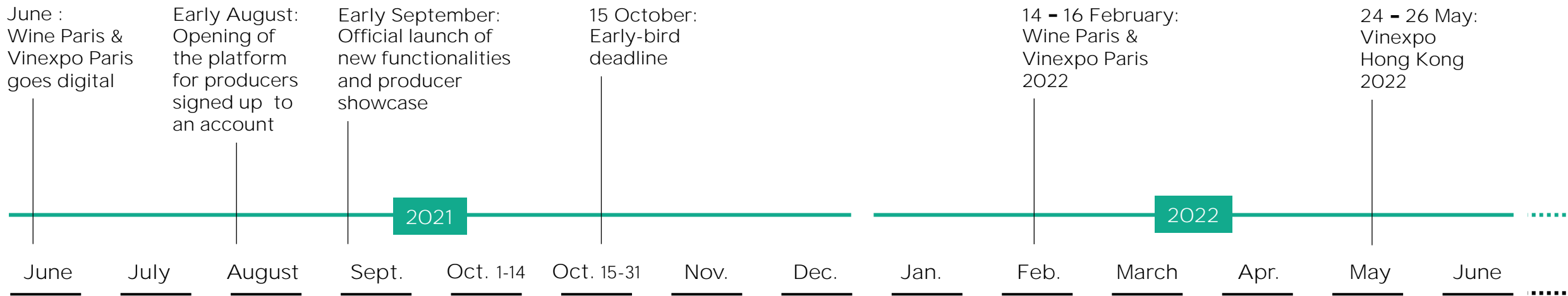
- Support by a dedicated team
Project management, definition of the theme and scenario, choice of time and date, reverse work planning, technical and promotional support
- Production of your video content
Pre-recording, post-production, translation and incorporation of French or English subtitles
- Promotion of your video content
All the information will be specified in the monthly programme distributed via Vinexposium Connect and in dedicated communications: monthly newsletter, e-mailing one day before, and 3 social media posts including one on your Business Presentation (visual and ad hoc content) and a thank-you e-mailing to participants with your company's contact details
- LIVE broadcast with an interactive chat facility for live discussions and the ability to answer participants' questions and the chance to answer questions live in English at the end of your Business presentation
- ON-DEMAND broadcast

Order online



Business presentation

KEY DATES



1st July – 14 Oct. 2021: Special offer for registered exhibitors⁽¹⁾

15 Oct. 2021 – 30 June 2022: normal offer for registered exhibitors⁽²⁾

1st July 2021 – 30 June 2022: offer for non-exhibitors⁽³⁾

15 Oct. 2021 – 30 June 2022: special offer for organisers: 10%⁽²⁾

⁽¹⁾ Offer valid for all registrations before 15 October 2021. Your subscription renewal date will be on 28 February 2022

⁽²⁾ ⁽³⁾ Offer valid for 12 months starting from the date of your order

YOUR CONTACTS



Nathalie RAVIER

Director
of digital solutions

nathalie.ravier@vinexposium.com



Nicolas CUISSARD

Sales
Director

nicolas.cuissard@vinexposium.com

+ And the entire sales team
which is on hand to help out!

—
Hugo ACKET
hugo.acket@vinexposium.com

—
Cinzia COLIZZI
cinzia.colizzi@vinexposium.com

—
Célia KOUCHY
celia.kouchy@vinexposium.com

—
Jessica MARGAN
jessica.margan@vinexposium.com

—
Audrey MARQUEYSSAT
audrey.marqueyssat@vinexposium.com

—
Iana TISLINSKAIA
iana.tislinskaia@vinexposium.com

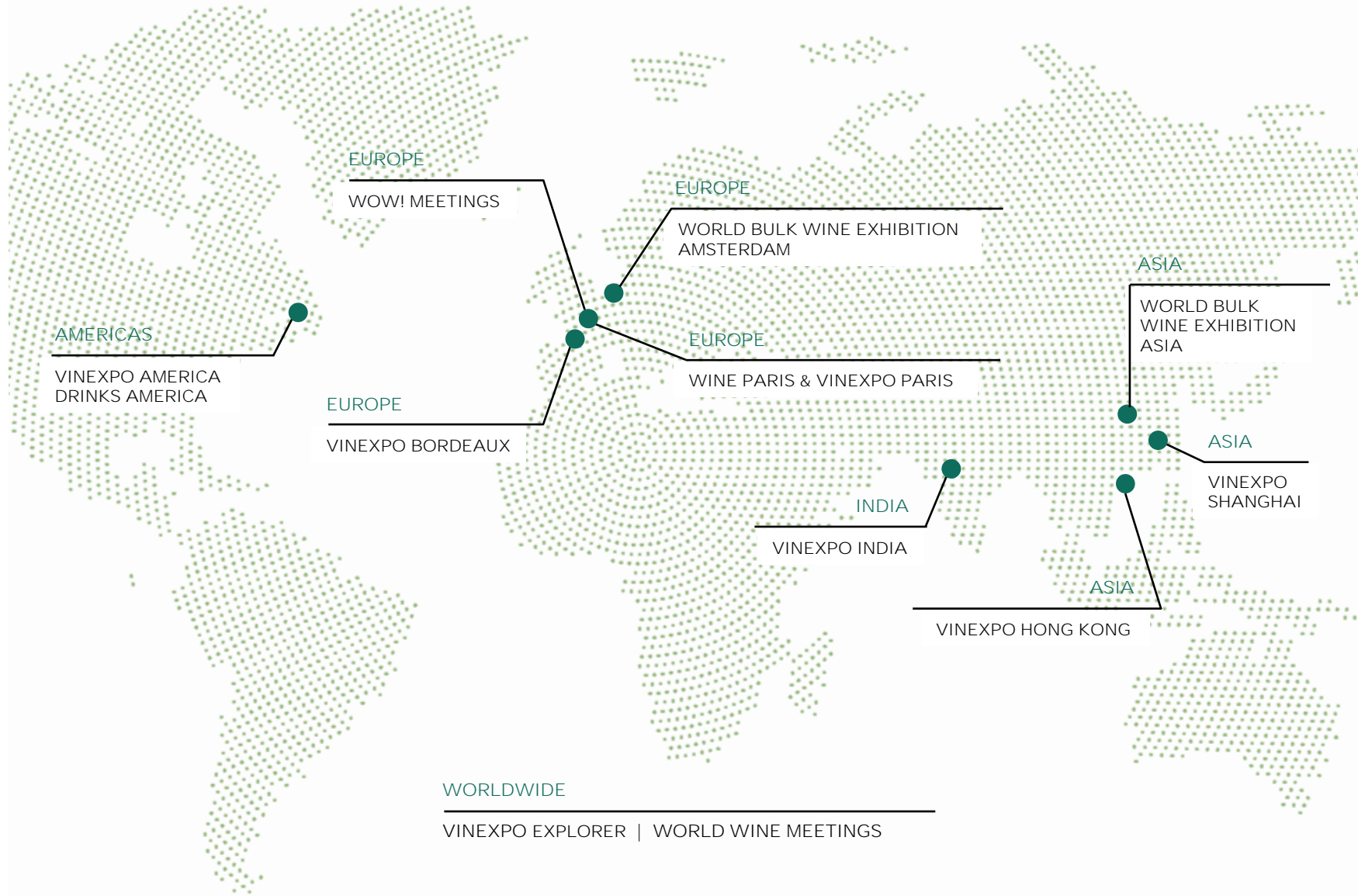
—
Jordane TOUTON
jordane.touton@vinexposium.com

—
For all requests,
you can also contact:
sales@vinexposium.com

You can already order
directly online



An offer by the group **VINEXPOSIUM.**



Vinexposium is the merger of Vinexpo and Comexposium's wine division, making it the **world's leading** organiser of wine and spirits industry gatherings with a portfolio of iconic, recognised events, welcoming more than 78,000 visitors and 5,900 exhibitors annually.



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