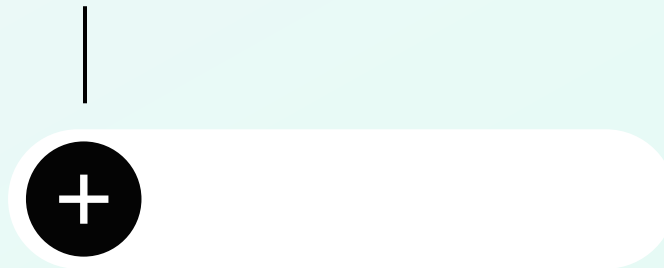


# VINEXPOSIUM. connect

**An unprecedented range of solutions  
helping boost your business**

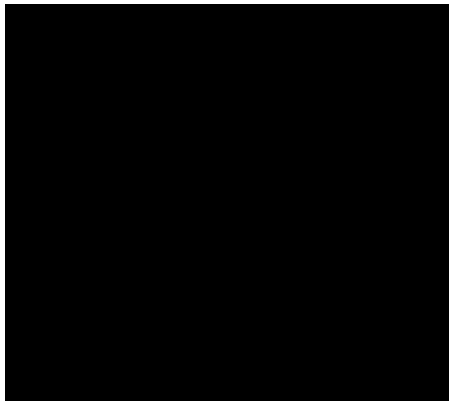




**Vinexposium Connect is the digital portal brought to you by the Vinexposium group**, the leading global organiser of wine and spirits events.

Its ambition is to serve Vinexposium's mission: **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 resuming, 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 COMMUNITY

# IN NUMBERS

**6,700 MEMBERS  
FROM 112 COUNTRIES**

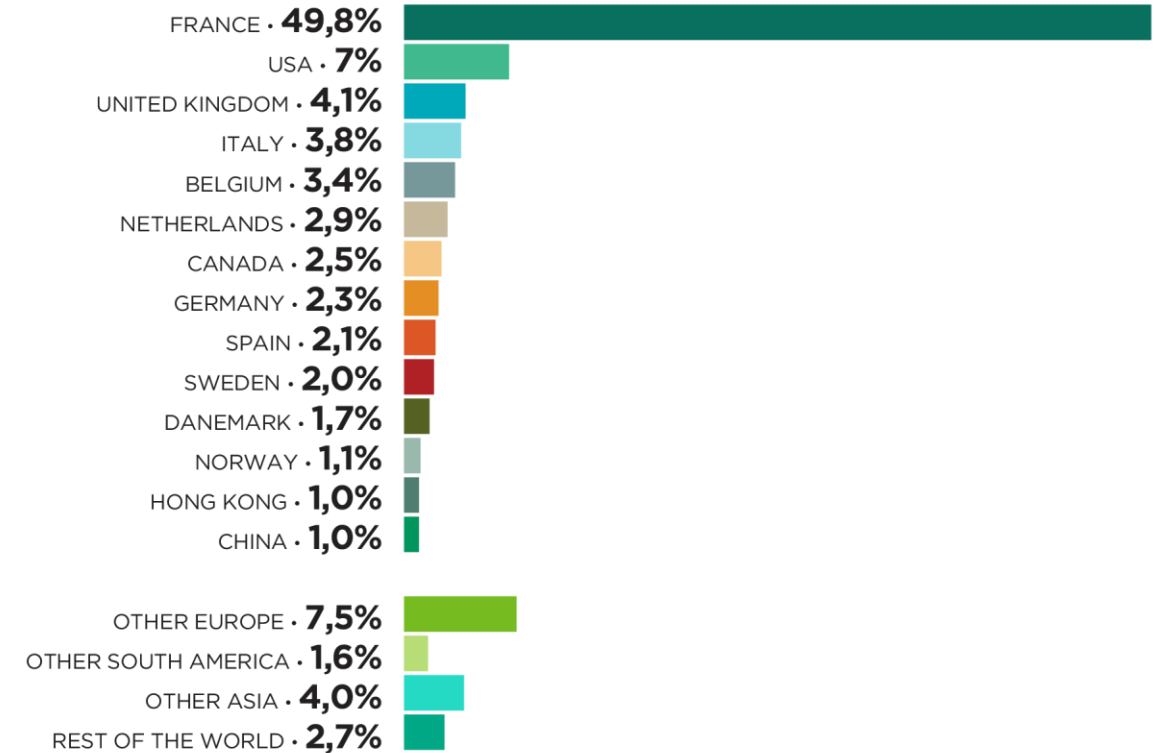
**35,7%**

**PRODUCERS**

**44,3%**

**TRADE  
BUYERS**

## TOP COUNTRIES

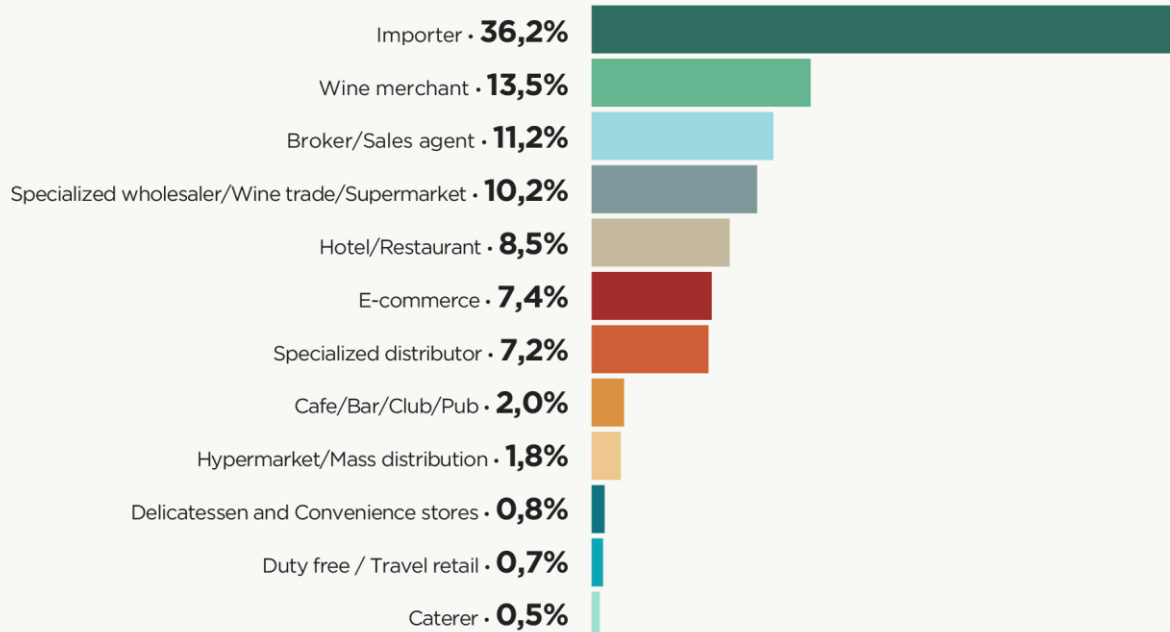


# THE COMMUNITY

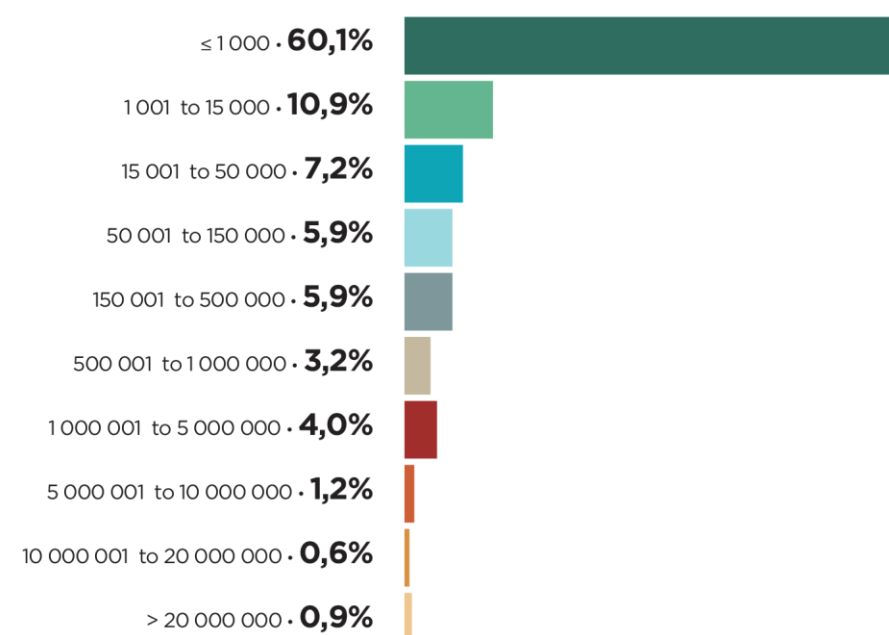
# IN NUMBERS

Almost 3,000 active trade buyers

## MAIN ACTIVITIES OF THE TRADE BUYERS



## VOLUME



## RECRUITMENT | CONVERSION | ENGAGEMENT

### ACTIVATION CAMPAIGNS

A monthly newsletter & targeted e-mailings on a database of 200,000 qualified contacts

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Digital campaigns & social media  
Total followers: 144,000+  
(Twitter, Facebook, LinkedIn & Instagram)

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Media visibility & press relations

---

Partnerships

### ENGAGEMENT CAMPAIGNS

Regular news and content updates

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Automated e-mailings

---

Customised telephone support for trade buyers

---

Training sessions available online (tutorials & webinars)



# RESPONDING TO **YOUR NEEDS**

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

## A global catalogue

A global wine and spirits database to **present your company, describe your products, showcase your new releases.**

## Networking 365 days a year

A high performance, user-friendly networking tool for **developing targeted business opportunities all year round.**

## 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.

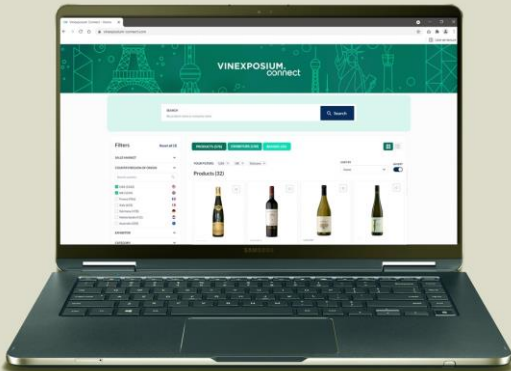


# THE NEEDS

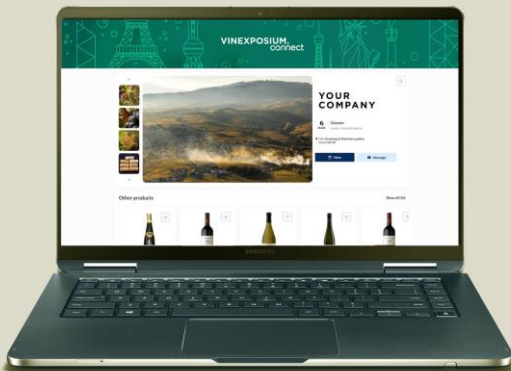
# EXPRESSED

## PROMOTING YOUR PRODUCTS

Catalogue



Exhibitor identification  
at physical events



### A global catalogue

**The online catalogue all year round:** a global wine and spirits database for presenting your company, describing your products, showcasing your new releases.

**Primary functionalities:**

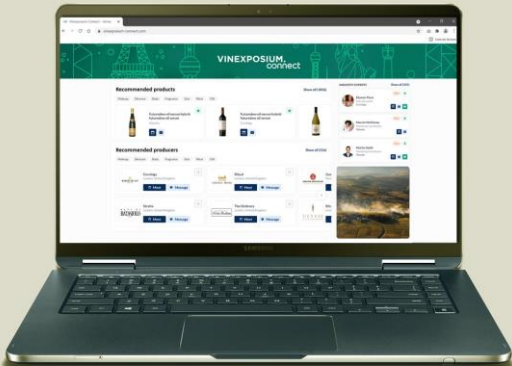
- ✓ Visible all year round,
- ✓ A complete company page with logo, description, video, marketing content, product categories, website and social networks,
- ✓ Product presentations (unlimited)





## 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.

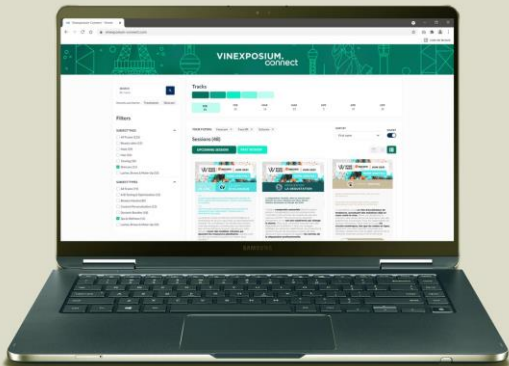
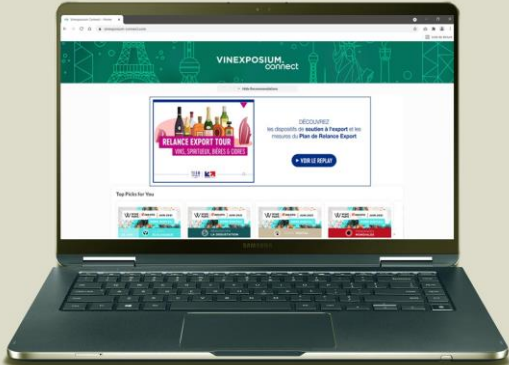
#### Primary functionalities:

- ✓ Networking between buyers and sellers all year round,
- ✓ Smart recommendations,
- ✓ Messaging service,
- ✓ Video-conference meetings,



## 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:

- ✓ 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.



# YOUR CORPORATE ACCOUNT

Order online 

## NON EXHIBITING COMPANIES

## EXHIBITING COMPANIES

to one or more Vinexposium physical events

### CONTENT

Access to news & exclusive content available on Vinexposium Connect.

### 360 CATALOGUE

Your company page available in the community catalogue (logo, description, categories, video, marketing content, web site and social network).

### PRODUCT CATALOGUE

Your personalized product presentations (categories, description, photos, and video) attached to your company.

### TEAM MEMBERS

Your representatives attached to your company page with access to the meeting services.  
Each team member can send messages and schedule online meetings.

### MISES EN RELATION EN LIGNE

Access to the meeting & messaging services with relevant trade buyers from all over the world.  
Access a dashboard to visualize who is consulting your page and products and prioritize your contact requests.  
Intelligent recommendations.

### VISIBILITY

Your banner across the digital portal (catalogue, content hub, community, our lives).

### SPEAKING OPPORTUNITIES (OPTIONS)

Sponsored articles, CEO talks, business presentation, online masterclass with tasting.

### Digital DISCOVERY

€300  
(12 months)

Included in your  
participation  
(until the event)

### Digital ESSENTIAL

€3,000  
(12 months)

€1,500  
(12 months)

### Digital PLUS

€4,500  
(12 months)

€2,500  
(12 months)



Only 1 representative

Up to 5 representative

Up to 10 representative



20 online meetings \*  
Unlimited messages



40 online meetings \*  
Unlimited messages



\*Nombre de rendez-vous en ligne initiés par le producteur et acceptés par les acheteurs (un rendez-vous initié par un acheteur ne compte pas dans les crédits).

# TAKE THE FLOOR

## Sponsored article

Benefit from the expertise of our content partner to write for you an article or interview : it will be highlighted **at the top of the content hub and home page of Vinexposium Connect for one week, and displayed in our monthly newsletter.**

€1,400 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.**

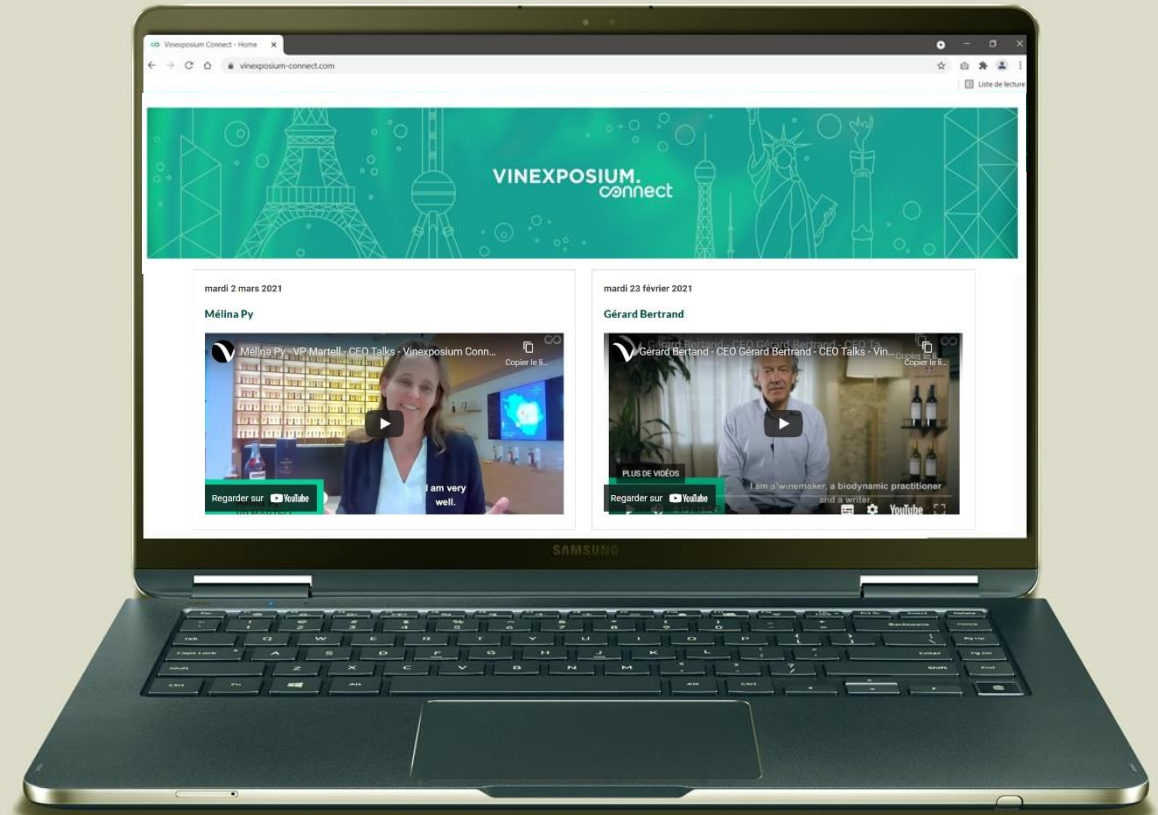
€5,000 excl. VAT

## Masterclass with tasting

Up to 30 participants, 5 samples sent in advance  
1-hour interactive session

€8,500 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

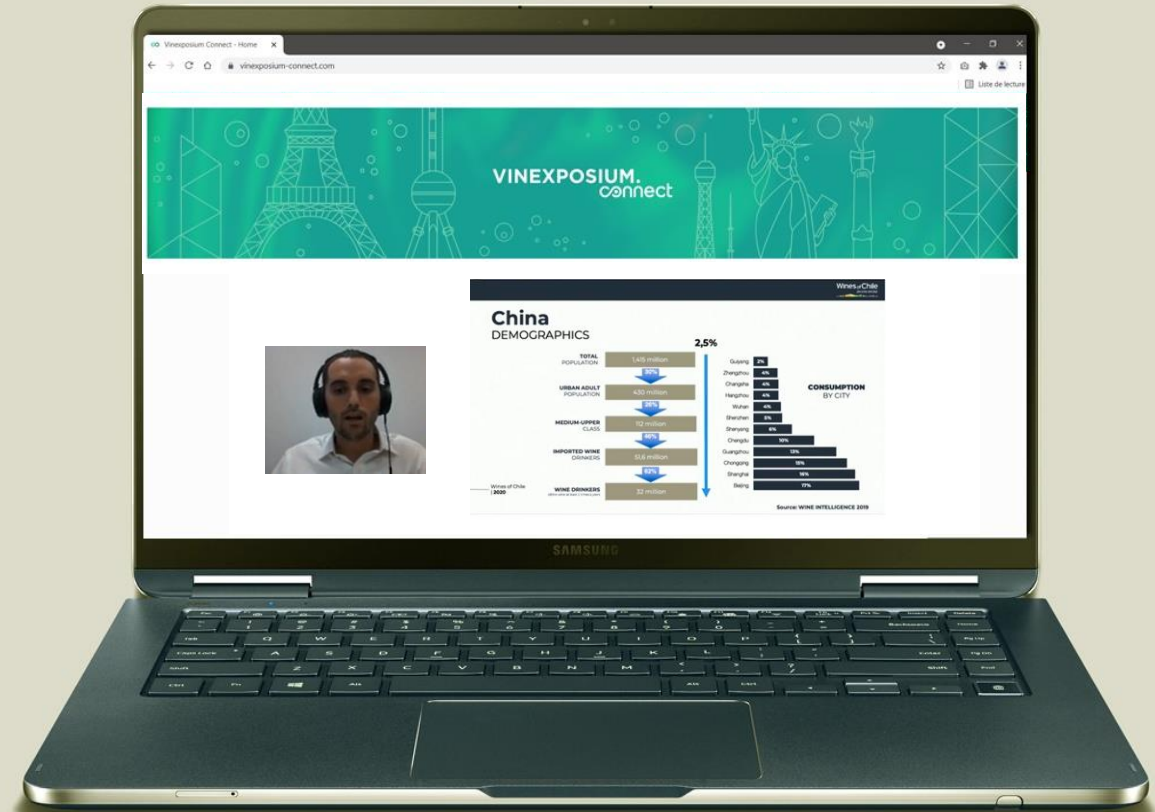
All the benefits of the business presentation + **sharing of the video source file and exclusive transfer of distribution rights** so that you can use the video in your own communications.

€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

# YOUR **CONTACTS**



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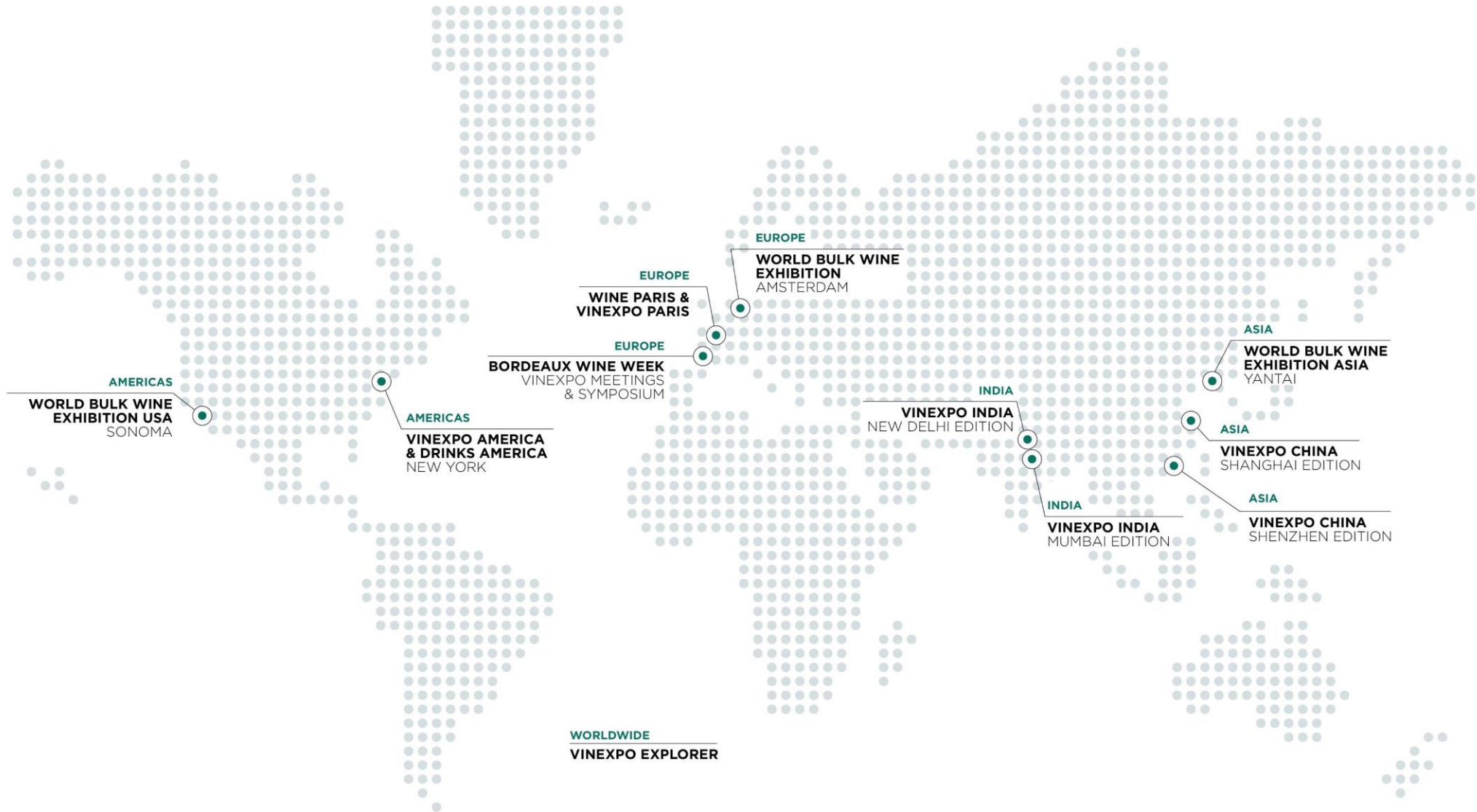
**+ And the entire sales team  
which is on hand to help out!**

[sales@vinexposium.com](mailto:sales@vinexposium.com)

You can already order  
directly online



An offer by the group **VINEXPOSIUM.**



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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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**V.** VINEXPOSIUM.COM |  VINEXPOSIUM-CONNECT.COM