MINEPARIS

PAIRING PERFECTION





wineparis.com #wineparis #winepairing





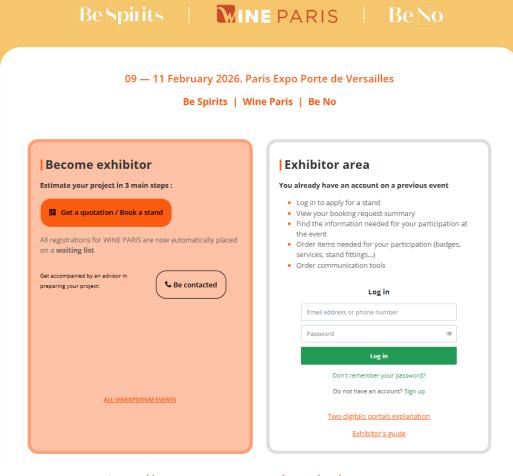




YOUR PARTICIPATION

As soon as your registration has been validated, you can access two digital portals:

Exhibitor Area ⇒ your logistics and administrative portal.



your company to visitors and arrange meetings with buyers.





p.13-14



The international wine expo that's shaping the industry

After 2025's record-breaking edition, Wine Paris is set to continue growing the international wines and spirits community on February, 9th-11th, 2026.

In its sixth year, Wine Paris by Vinexposium welcomes a larger global audience. This includes producers, importers, distributors, HORECA buyers, and bartenders. They will gather in the wine capital of the world for three days of connection, innovation, and perfect pairings.

This year's refreshed format hosts Wine Paris, Be Spirits Paris and Be No Paris as three coevents at Paris Expo, Porte de Versailles, for professionals to target wine and spirits, as well as low and no-alcohol alternatives in their own dedicated, yet complementary spaces.

Wine Paris 2026 is empowering a community of forward-thinking brands and experts to shape the future of the industry.

https://event.wineparis.com/2026/en/

https://wineparis.com/

How to connect?

Your login ID is the email address on which you received the participation confirmation email.



How to connect?

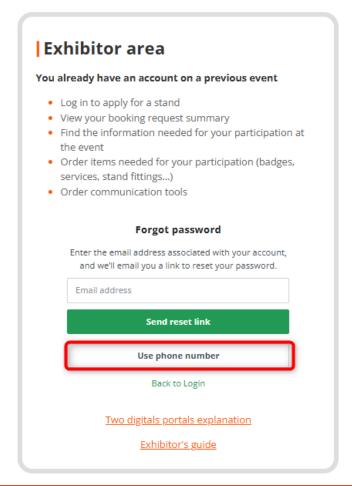
<u>Case #1:</u> You have already participated in one of Vinexposium's events, but you have forgotten your password. Click "Don't remember your password?" and enter your login ID.

OR

Click "Send reset link". You will receive the link in your inbox.

Exhibitor area You already have an account on a previous event · Log in to apply for a stand · View your booking request summary · Find the information needed for your participation at the event · Order items needed for your participation (badges, services, stand fittings...) · Order communication tools Forgot password Enter the email address associated with your account, and we'll email you a link to reset your password. Email address Send reset link Use phone number Back to Login Two digitals portals explanation Exhibitor's guide

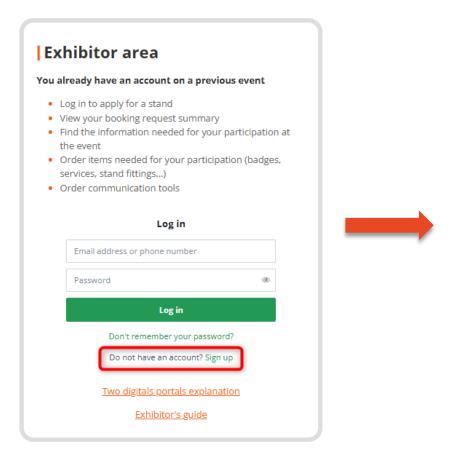
Click "Use phone number" if you want to receive the reset link by text message.

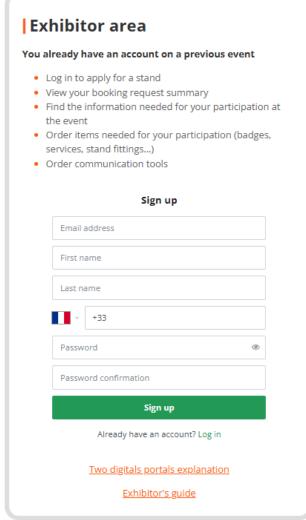


How to connect?

Case #2: Your email address is associated with a registration for the first time.

Click "Do not have an account? Sign up". Fill in the registration form and sign up.







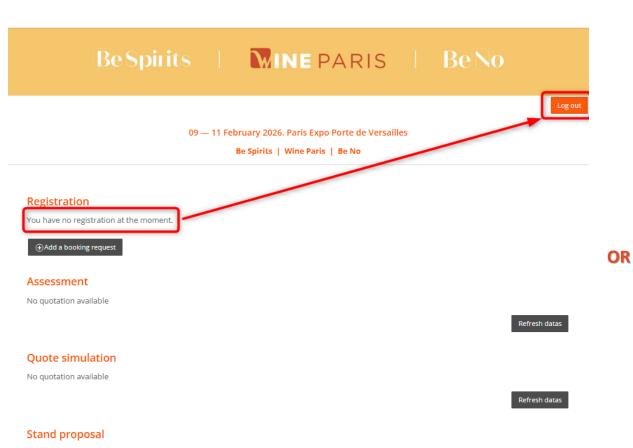
IMPORTANT: The email address must be the one registered as the participation contact.

How to connect?

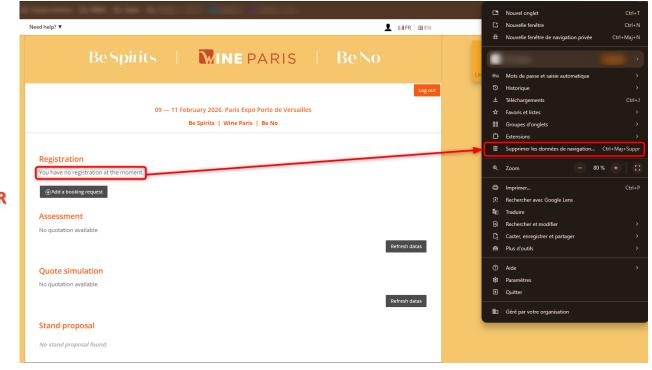
No stand proposal found.

Case #3: You have correctly entered your credentials, but the page shows "You have no registration at the moment".

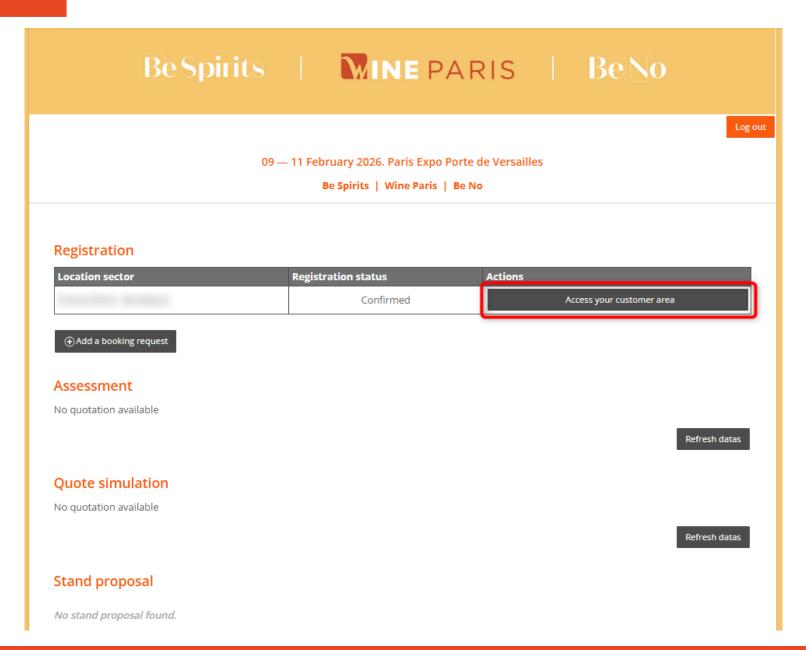
Log out and log in again.



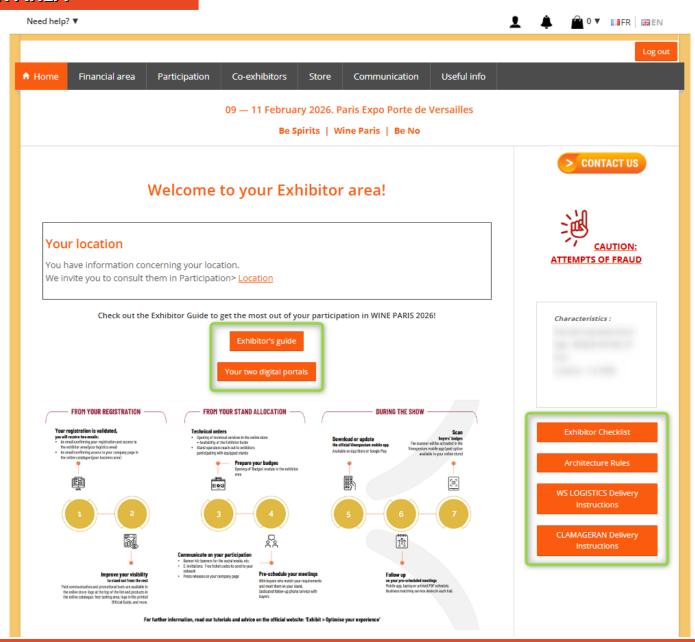
If the issue persists, it is likely a cache issue. You need to clear your browsing data or log in under incognito browsing.



How to connect?
Click "Access your customer area".

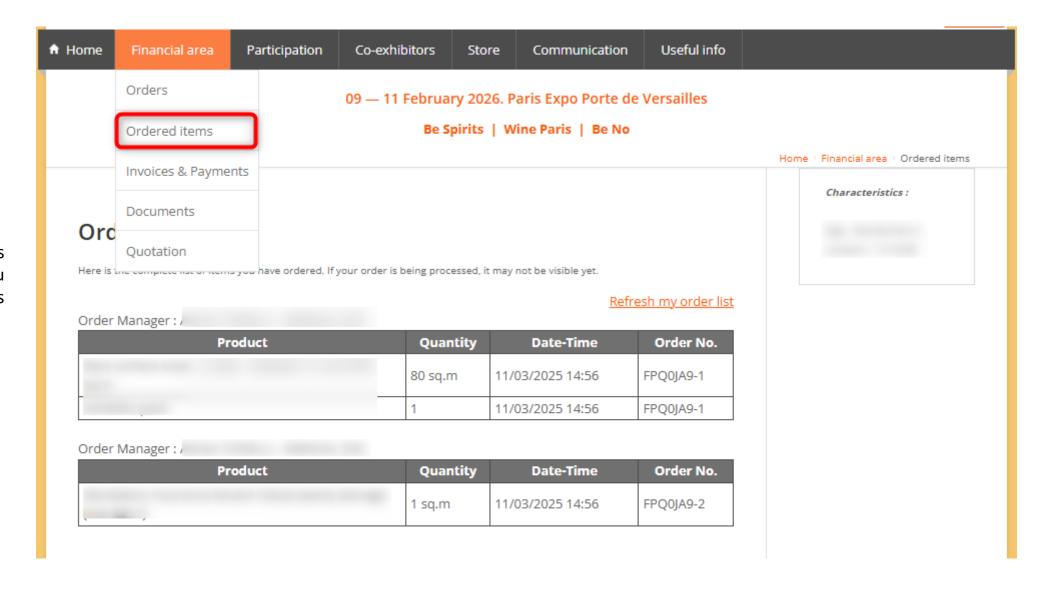


THE HOMEPAGE

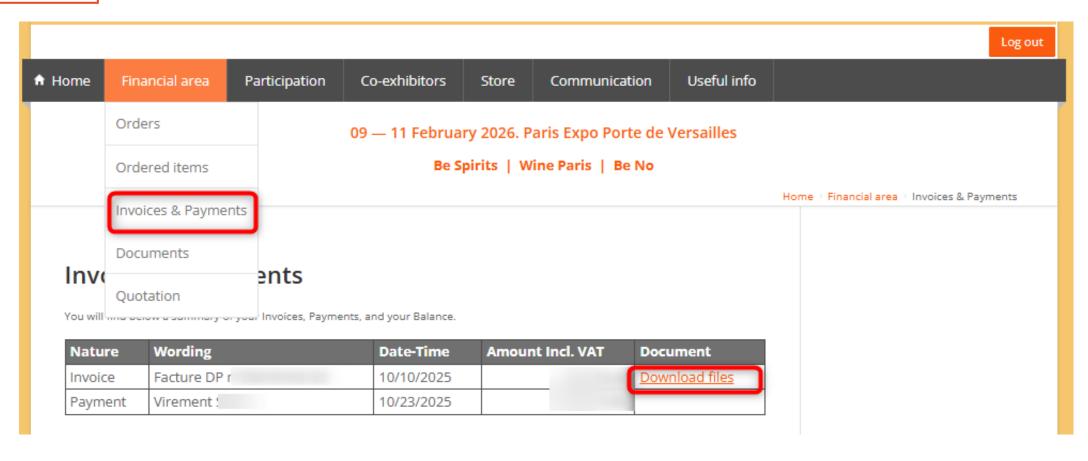


FINANCIAL AREA

An overview of the items already ordered, so you don't order the same items multiple times.



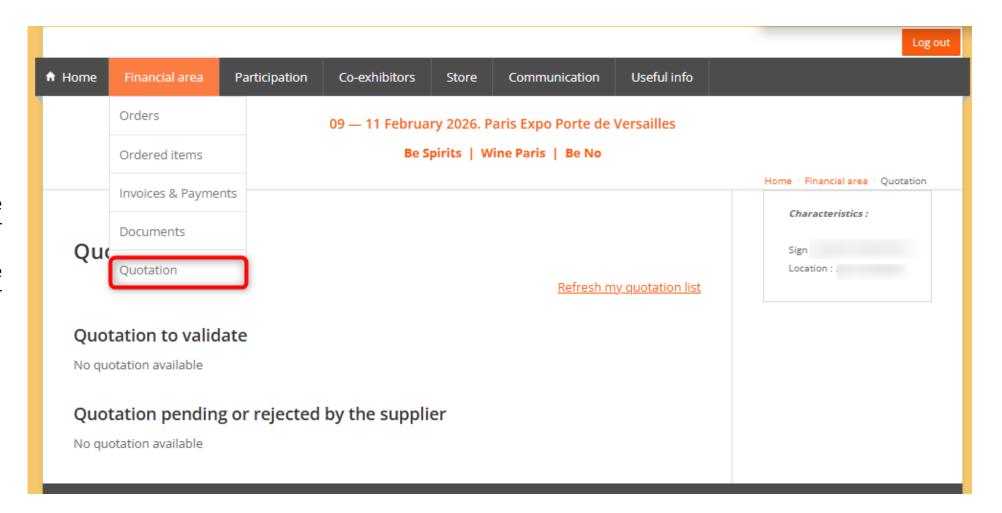
FINANCIAL AREA



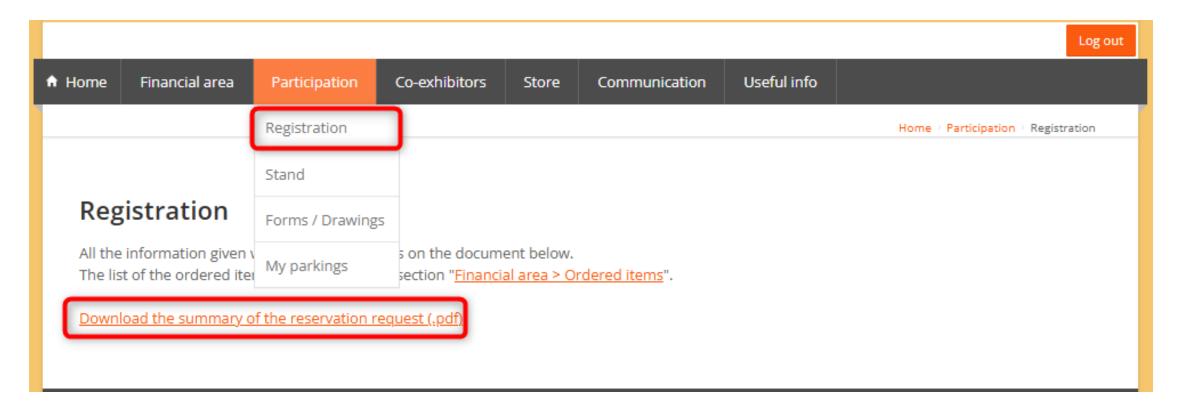
- A summary of your payments and the remaining balance due
- You can download your invoices
- If you have an invoicing company, different from yours, this tab will remain empty → the invoices are directly sent to your payor.

FINANCIAL AREA

- Quotations you made in the online store with their processing status
- Quotations made by the suppliers for you to accept or refuse

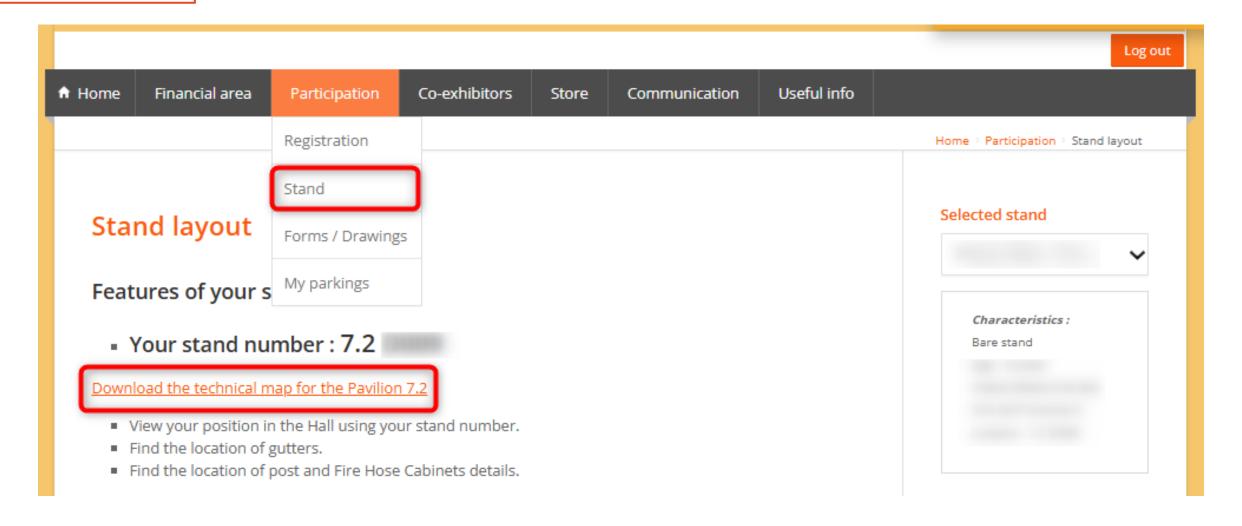


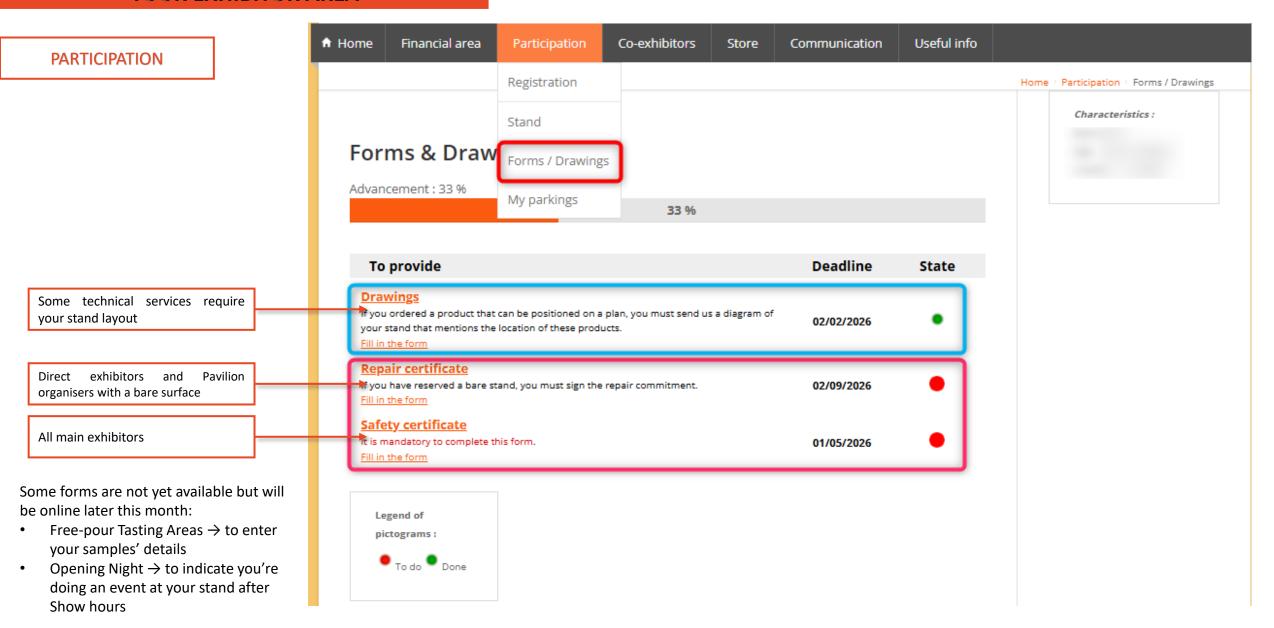
PARTICIPATION



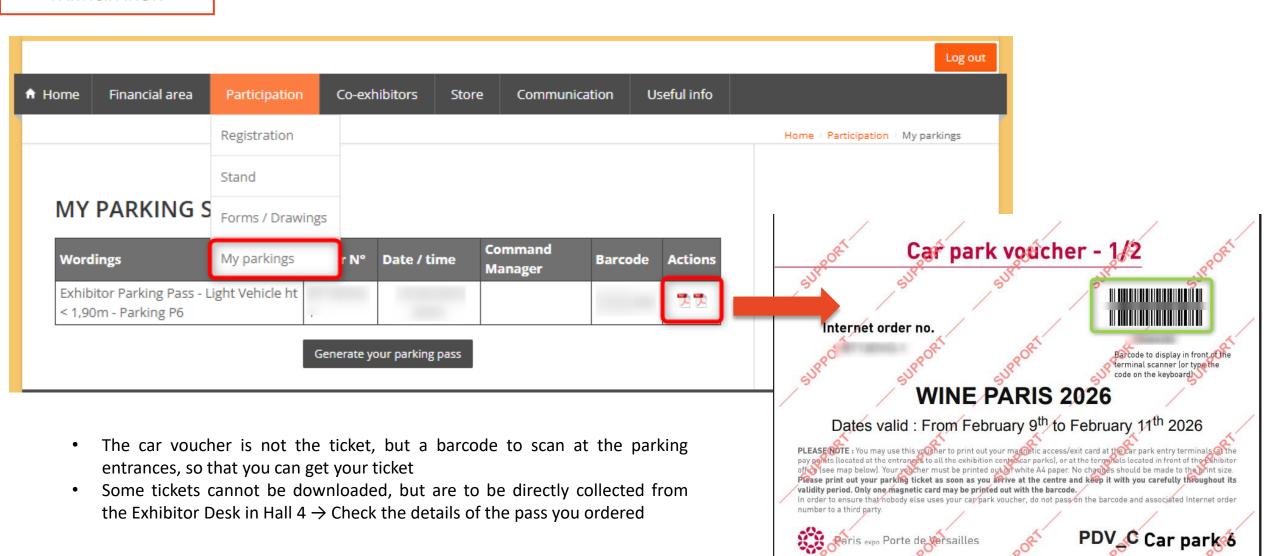
A summary of your booking, available for download in PDF format. This is the same document you received in your confirmation participation email.

PARTICIPATION





PARTICIPATION



PARTICIPATION



All vehicles involved in assembly and dismantling, as well as those delivering goods during opening hours, must register on the Logipass platform to access the exhibition centre halls.

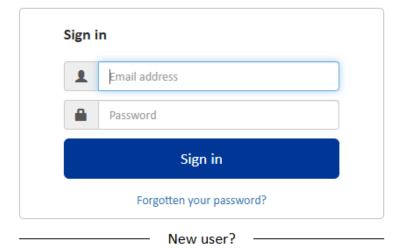
⇒ Wine Paris will be listed around January





Welcome

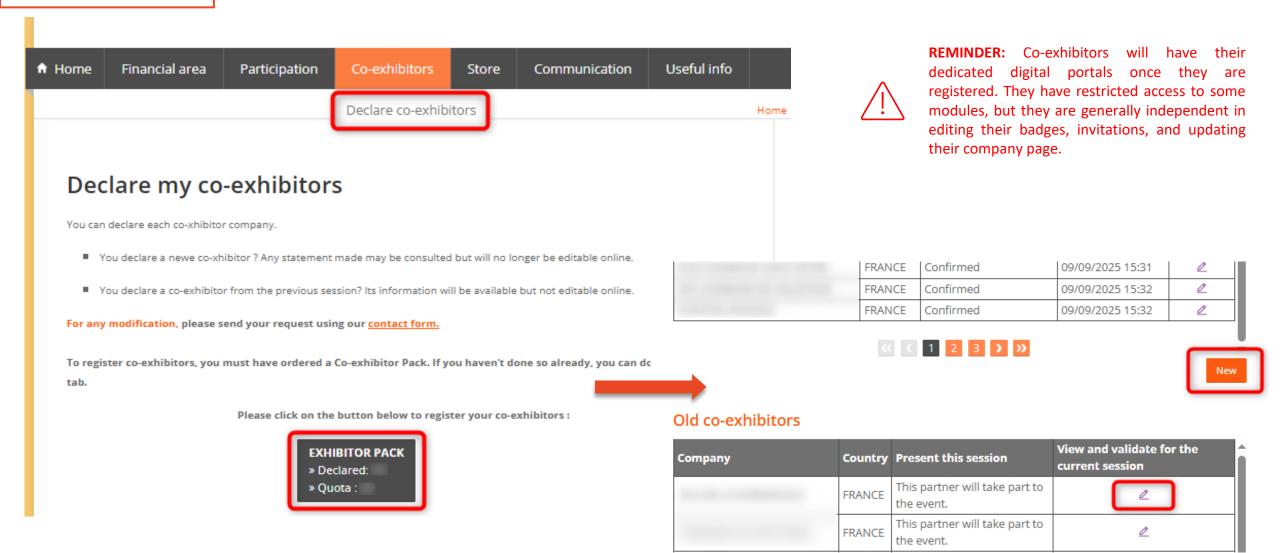
For all participants and exhibitors wishing to record a vehicle



Create your account

Register your vehicle access requests for logistics areas and exhibitor car parks (free parking only)

CO-EXHIBITORS

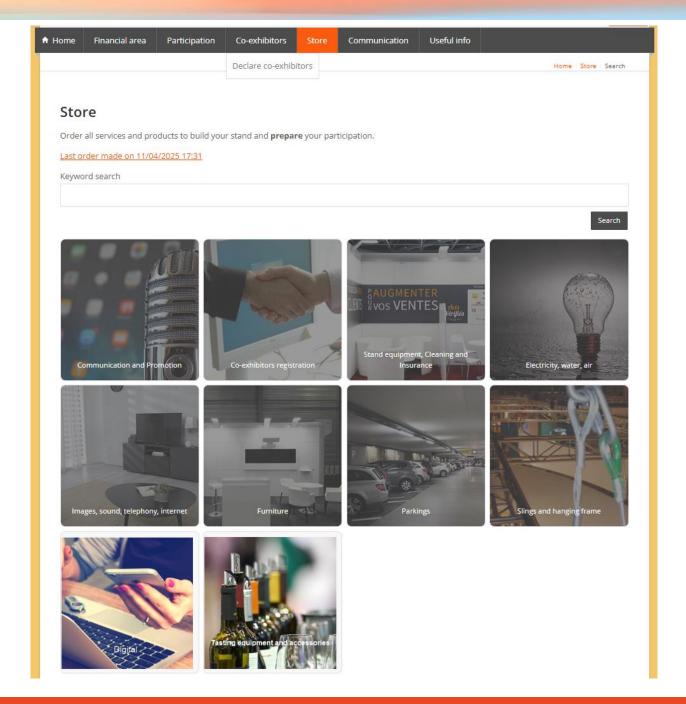


STORE

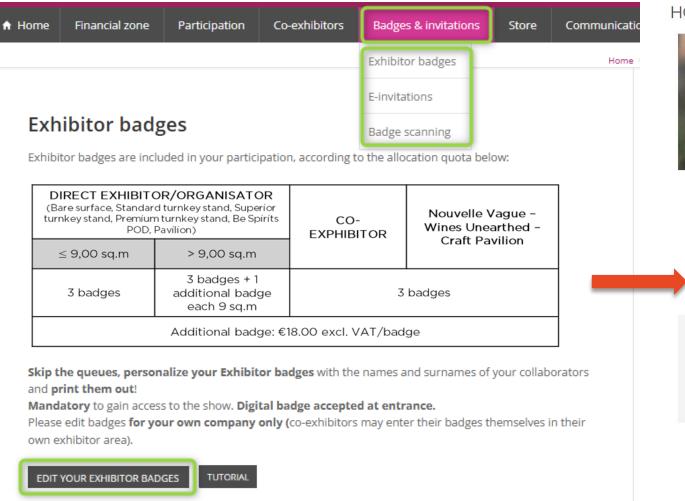
- Only direct exhibitors and Pavilion organisers can access all the modules in the STORE
- Co-exhibitors have restricted access but still can order necessary items. It is best that they check with their main exhibitors for specific orders related to the stand
- If you ordered an equipped stand, some orders are directly placed with the stand builders → Please refer to your booking and to the Exhibitor Guide

Closing date: Tuesday 3 February 2026 at 6 PM (Paris time)
Opening date (on-site): Thursday 5 February, with a 20% surcharge





BADGES & INVITATIONS



HOME PAGE



, Your badge, e-invitation, and banners kit area

Here you can :

- request your exhibitor badge(s),
- · create and send your e-invitations,
- · generate your communication banners using banners kit,





E-INVITATIONS

BANNERS KIT

Badges ▼ Banners Kit E-Invitations

WINE PARIS | 09 – 11 FEB. 2026 | WEBINAR

BADGES

DIRECT EXHIBITOR/ORGANISATOR (Bare surface, Standard turnkey stand, Superior turnkey stand, Premium turnkey stand, Be Spirits POD, Pavilion)		CO- EXPHIBITOR	Nouvelle Vague - Wines Unearthed -
≤ 9,00 sq.m	> 9,00 sq.m		Craft Pavilion
3 badges	3 badges + 1 additional badge each 9 sq.m	3 badges	
Additional badge: €18.00 excl. VAT/badge			



HOME PAGE

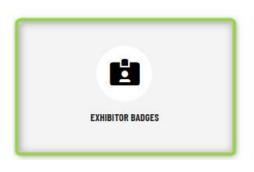


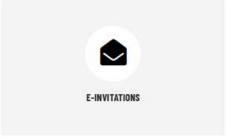
kai schmitt, Your badge, e-invitation, and banners kit area

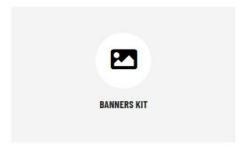
Here you can :

- request your exhibitor badge(s),
- · create and send your e-invitations,
- generate your communication banners using banners kit,









BADGES

Home Badges ▼ Banners Kit E-Invitations

EXHIBITOR BADGE

Your exhibitor badge gives you direct access to the show:

- I hour before opening to visitors, every day

- During opening hours

Don't forget to order exhibitor badges for your hostesses, hosts and presenters.

2 WAYS TO CREATE YOUR BADGES:

- You can enter the information in the form below.

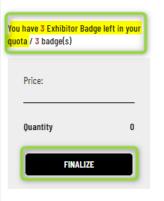
- You can also import a file.

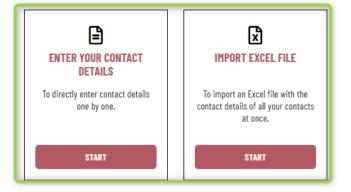
Warning:

Please enter a different e-mail address for each member of your team.

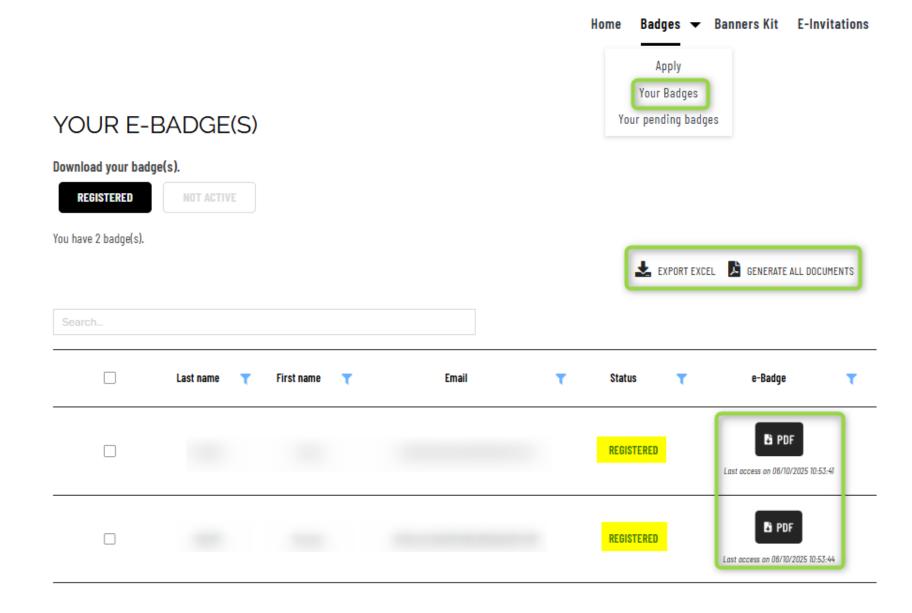
Once your badge has been "added to the basket", it cannot be modified or deleted.

If you have used all your quota, you can purchase additional exhibitor badges in your customer area: WBWE website

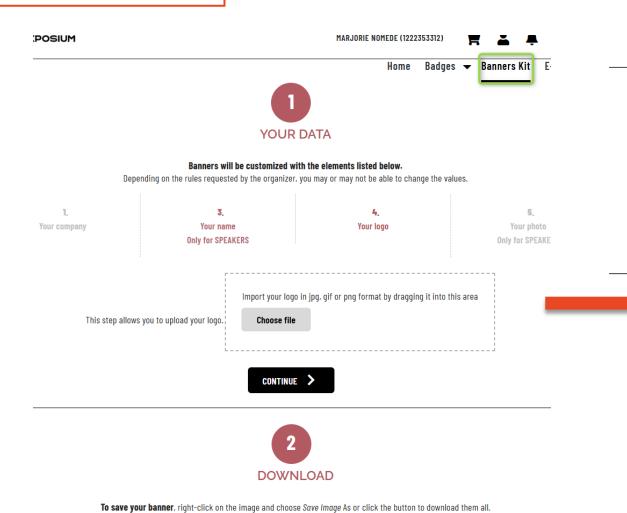




BADGES



BANNERS KIT



Home Badges ▼ Banners Kit E-Invitations WBWE2025_social_networks__1080x1080_Speake€ WBWE2025_social_networks__1080x1080_Partne@ DOWNLOAD ALL BANNERS TRACK THE VISITOR REGISTRATION LINK By including this link under your banners, you can obtain quantitative information on the clicks and visitor registrations generated. Copy the registration link: https://vinexposium.mybadgeonline.com/Pro-Login?trk=BAN1230506180 **COMMITMENT FOLLOW-UP** Here you will find the engagement result of your tracking link Number of CLICKS BADGES VISITS

Home Badges ▼ Banners Kit E-Invitations

E-INVITATIONS

Welcome to our electronic invitation module, specially designed to help you turn your event into an unforgettable experience.

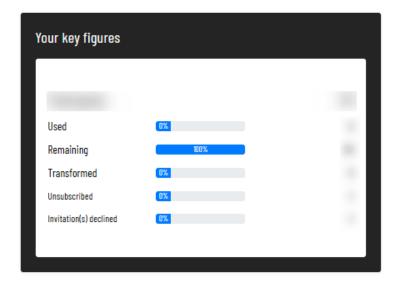
With this intuitive tool, you can create, personalize and send attractive invitations that captivate your guests from the first click.

Our module simplifies invitation management while offering real-time tracking and engagement options.

Integration of your contact files simplifies the import of guest lists.

Our module also manages attendance confirmations (RSVP) and e-mail openings, with real-time tracking, giving you an overview of the participation rate and enabling you to send reminders.

Attract, engage and retain your attendees by making every interaction as memorable as the event itself. Get ready to take your event to the next level!





VISA LETTER

LISTE DE VOS DEMANDES DE LETTRE D'INVITATION

List of your invitation letter requests

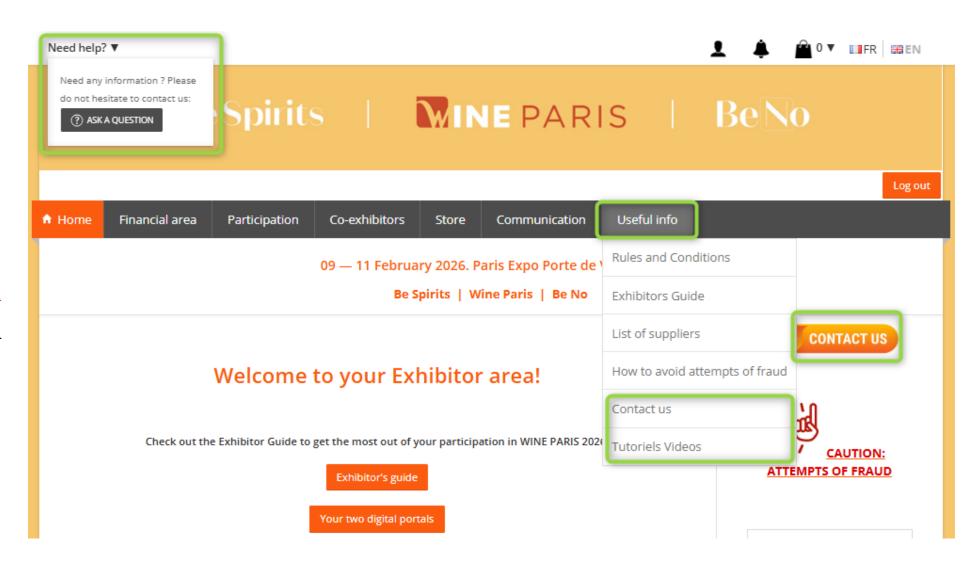
Vous avez actuellement 1 badges et 0 lettre d'invitation.



PRACTICAL INFORMATION

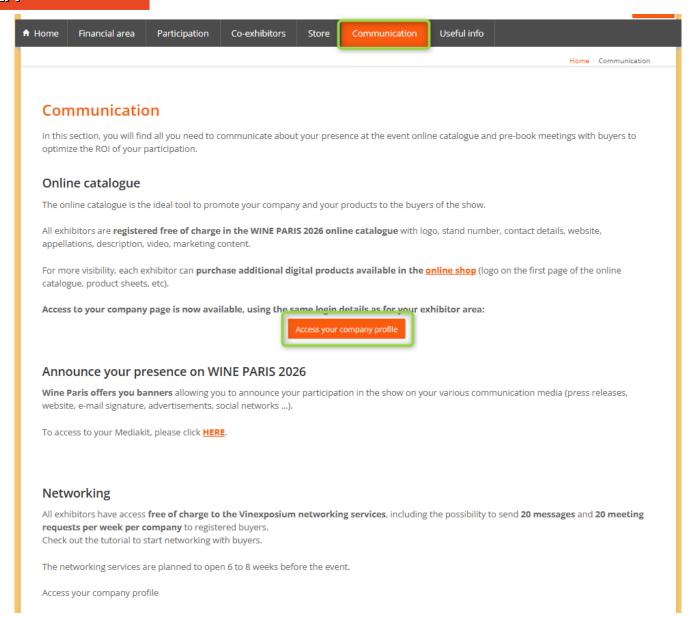
How can you reach out to the Customer Service?

Via the forms on the <u>website</u> or your exhibitor area.



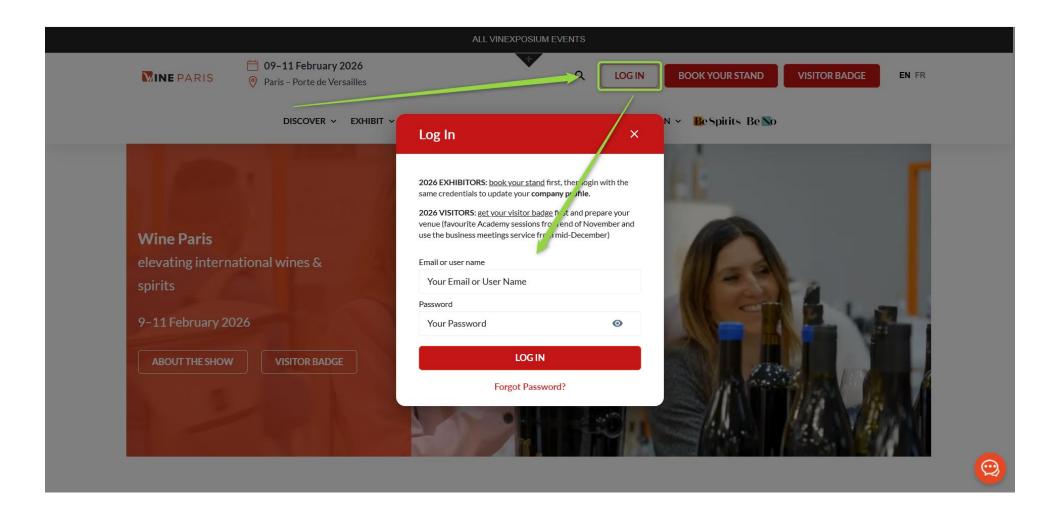
https://www.vinexposium.com/contact/

COMMUNICATION



How to connect?

Your credentials are the same as for the exhibitor area.

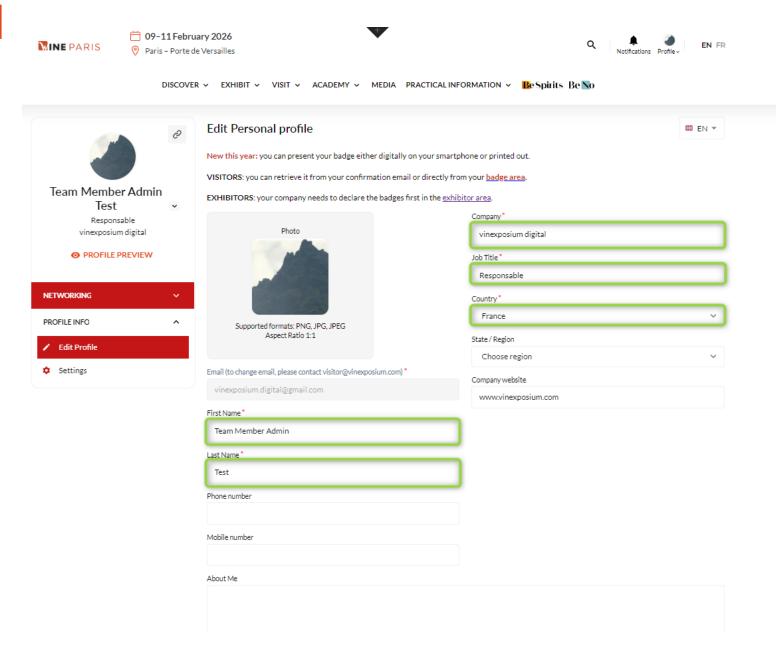


ADMINISTRATOR PROFILE

Once connected, you will be directed to your administrator team member's profile.

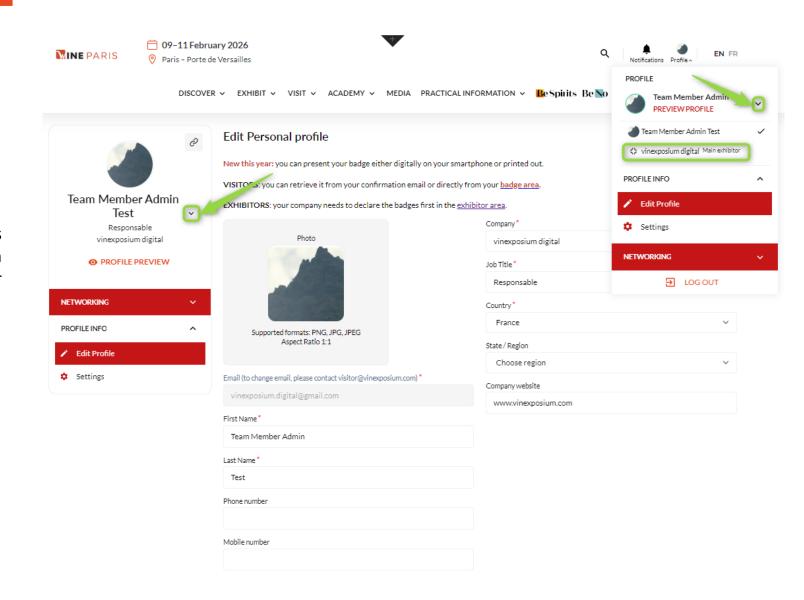
You must fill in the mandatory fields marked with a **RED ASTERISK** to proceed to the company page.





COMPANY PAGE

You can switch from your administrator team member's profile to the company page by clicking "PROFILE" on the top right corner of your page, then selecting your "COMPANY NAME".



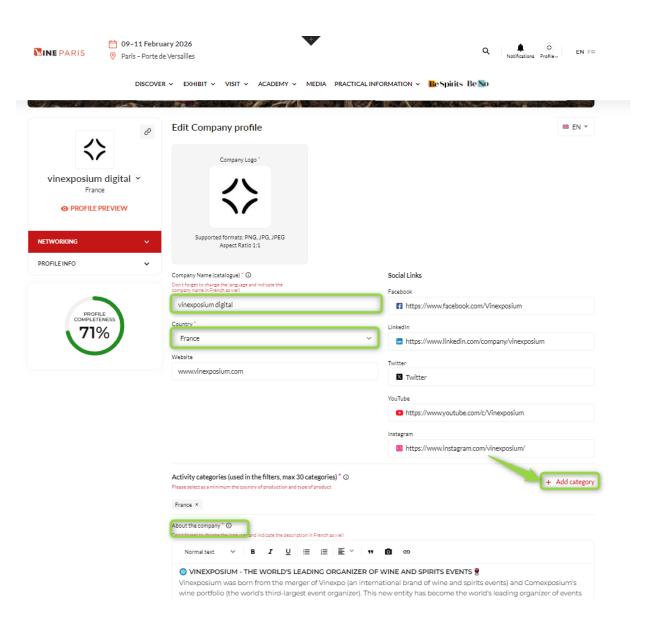
COMPANY PAGE

You must fill in the mandatory fields marked with a **RED ASTERISK** and save your inputs by clicking the corresponding button at the bottom of the page.



Don't forget to indicate your region of production and your type of products when adding the activity categories.

Your company page is your showcase. It will be used by visitors to find you before and during the Show and to arrange meetings with you.



BUSINESS MEETINGS

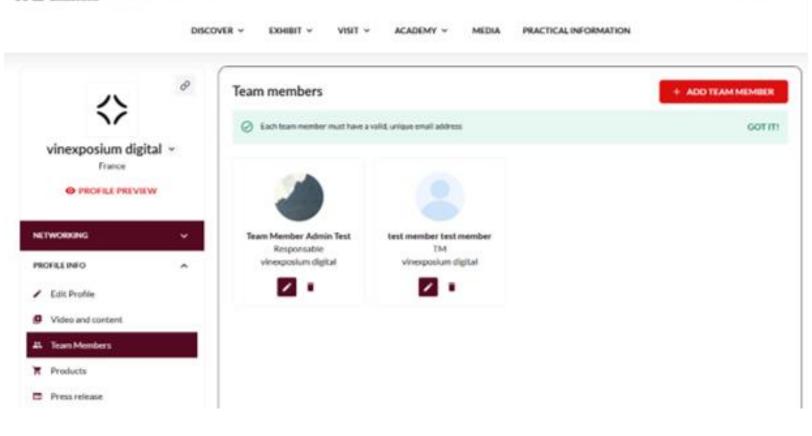
The Wine Paris business meetings service will open 6 to 8 weeks before the trade show.

As the platform is not yet live, I am going to show you an example from the WBWE event, whose business meetings service is currently open.

You will be able to contact the buyers.

1/ As an administrator, from your company page, you need to add your team members who will attend meetings, giving them either an "admin" status if you want them to have access to the company page, or giving them a "member" status.

The team member will immediately receive a participation confirmation email with access to its profile.

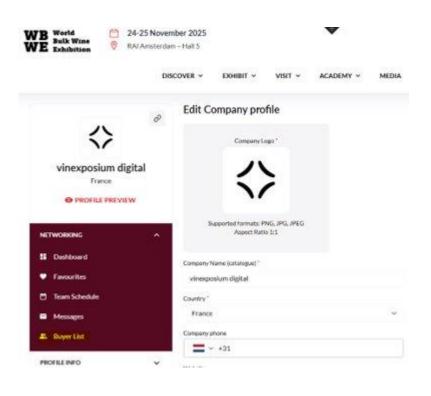


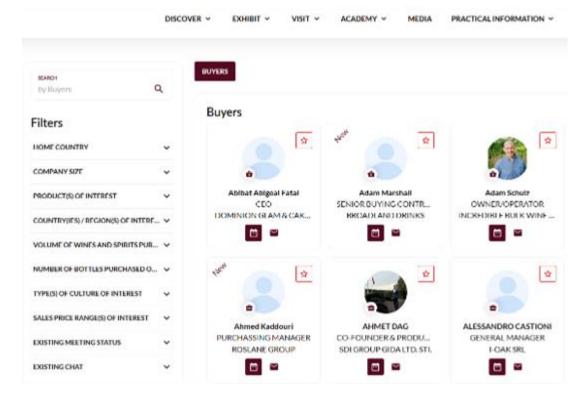
24-25 November 2025 RAI Amsterdam - Half 5



BUSINESS MEETINGS

2/ Next, we invite you to have a look at the **buyer list**.







BUSINESS MEETINGS

Then, use the filters in the left-hand column of your page to **make your selection**:

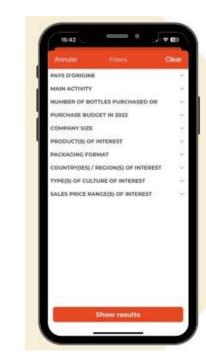
- Country of origin,
- Company size,
- Products buyers are interested in,
- Countries or regions buyers are interested in,
- Volume of wine and spirits purchased,
- Number of bottles purchased,
- Type of production they are interested in,
- Price range they are interested in.

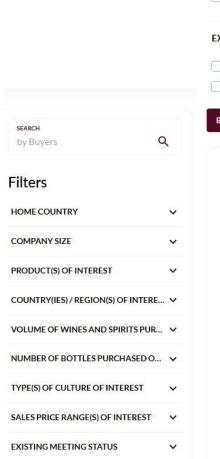
Click on the star icon to mark them as "favourites".

You can also filter by the status of meetings or chats.

During the 6–8 weeks leading up to the event, you can refine your search using:

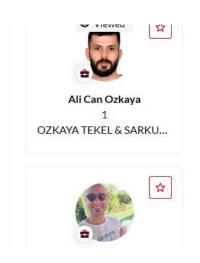
- > Business meeting status, to target buyers with whom you don't yet have a scheduled meeting.
- > Chat status, to target buyers you have already messaged.





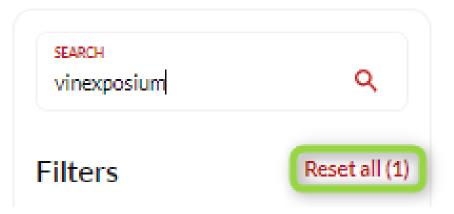
EXISTING CHAT





BUSINESS MEETINGS

Finally, if needed, you can clear the filters at any time by clicking on "RESET ALL".



BUSINESS MEETINGS

You can use the **search bar** to find a buyer by their name or company name.

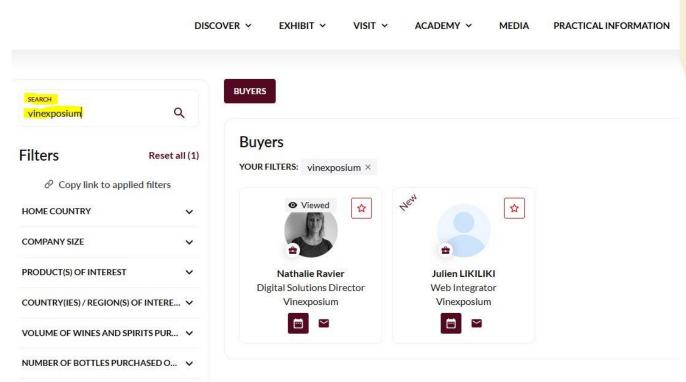
"VIEWED" appears once you have opened a buyer's profile.

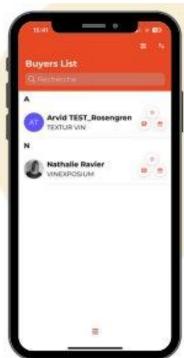
"NEW" appears when a buyer has registered within the last 5 days.

TYPE(S) OF CULTURE OF INTEREST

SALES PRICE RANGE(S) OF INTEREST

EXISTING MEETING STATUS



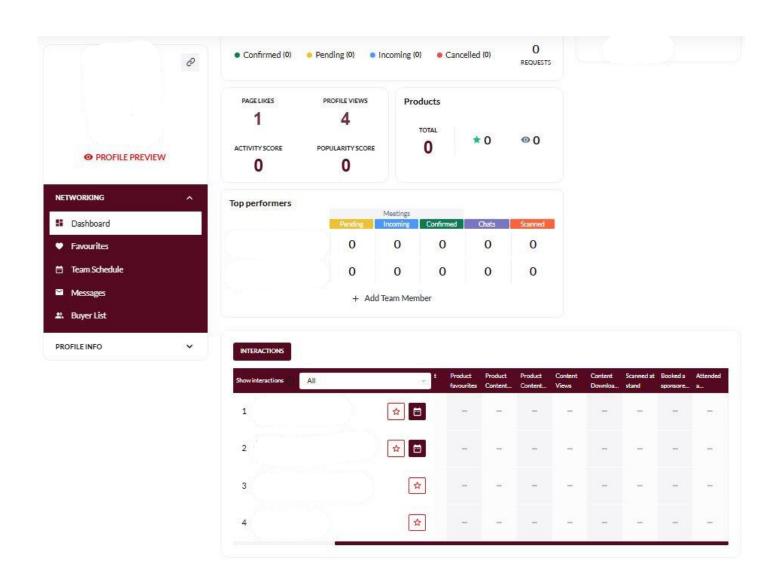


BUSINESS MEETINGS

You can also view **buyer interactions** from your profile.

For each buyer, you will see whether they have liked or viewed your **company page.**

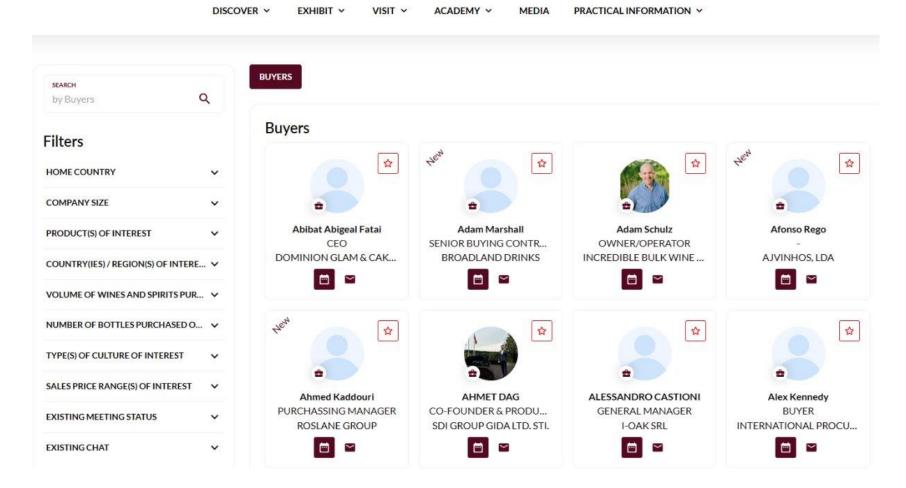
This way, you can see the full list of buyers along with all their interactions with your profile, giving you a clear overview of your potential connections.



BUSINESS MEETINGS

The buyer list is updated every 5 minutes.

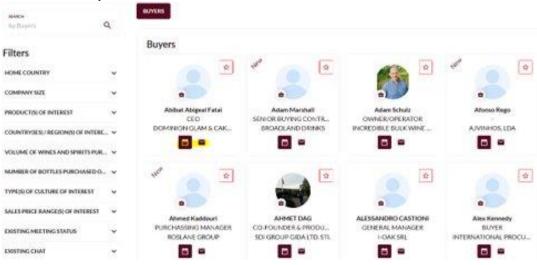
As new buyers register every day, it's important to **check the list regularly** to make sure you don't miss any opportunities.



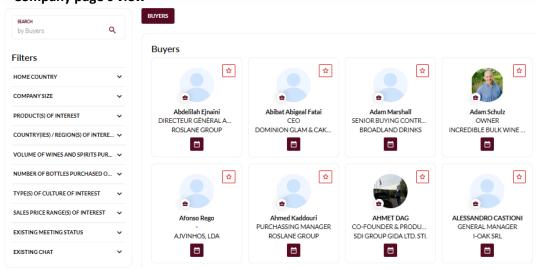
BUSINESS MEETINGS

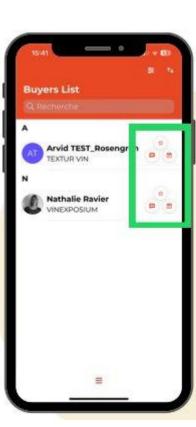
- 3/ Next, there are two ways to send a meeting request:
- 1 First, you can do this by clicking on the **calendar icon** directly in the buyer list.

Team member profile's view



Company page's view

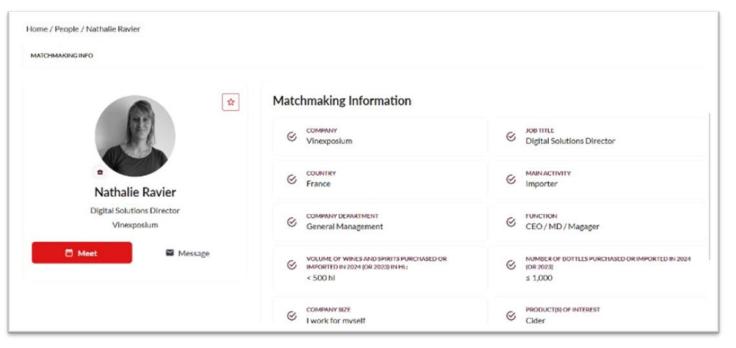


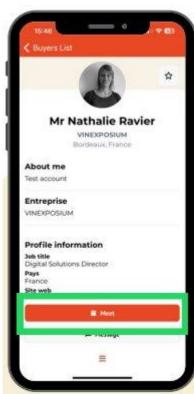


BUSINESS MEETINGS

2 – Second, you can send a meeting request by clicking on the **buyer profile**.

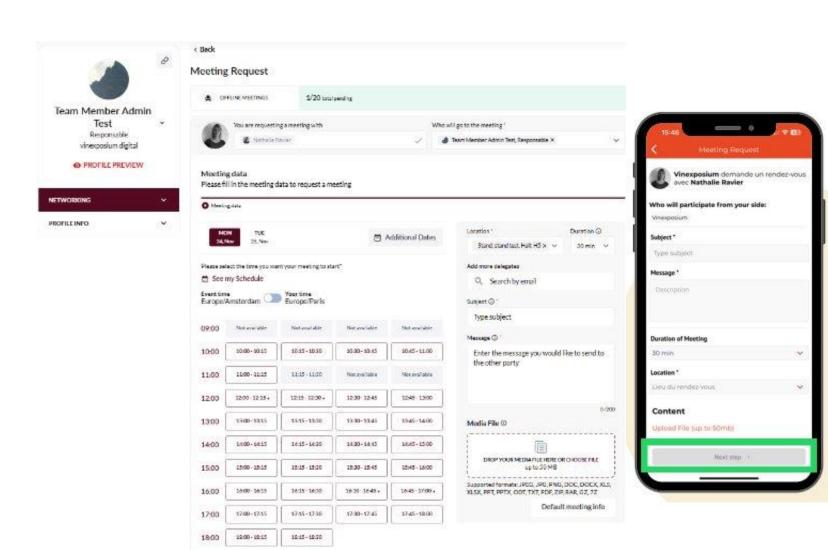
There, you will find all the information they have filled in.





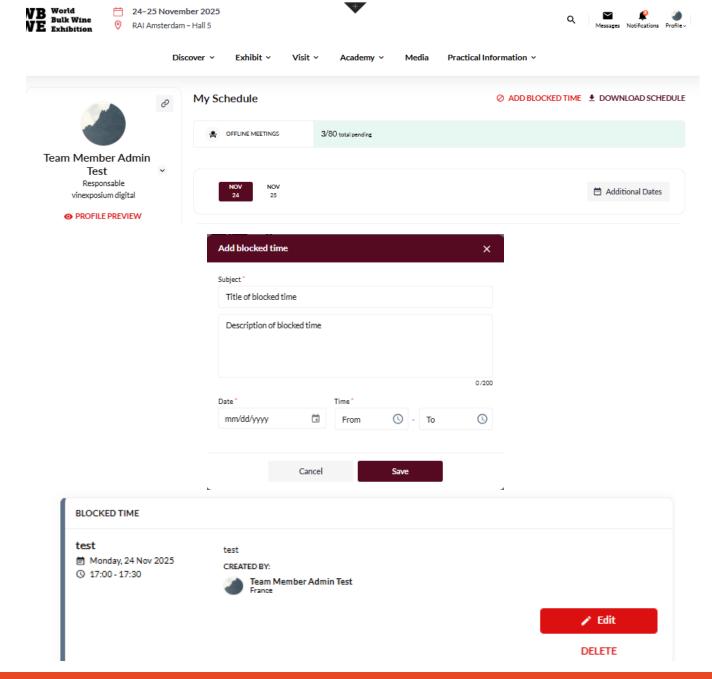
BUSINESS MEETINGS

- At the top, you'll see your weekly meeting quota, which is set at 20. Every week, there is an additionnal 20 quota added to your company account.
- When you open a meeting request, the **buyer's name** is already selected for you.
- Under "Who will go to the meeting", you can add other members from your company profile.
- Next, select the date and time for your meeting.
- For "Meeting duration", you can choose between 15 and 30 minutes.
- Under "Location", the stand number is displayed by default.
- If you want to invite others, use "Add other delegates" to send invitations using their email addresses.
- Then, fill in the "Subject", which is the reason for your meeting, and "Message", where you can briefly explain your request.
- You also have the option to attach a file, such as a photo, video, or document.
- Once everything is ready, click on "Request a meeting" to send it.



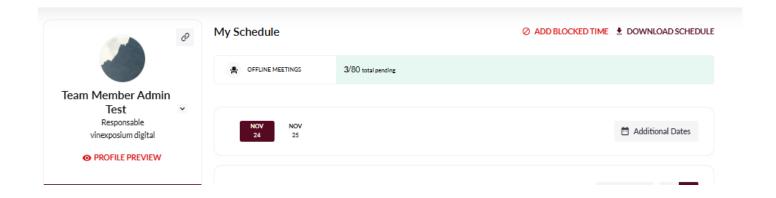
BUSINESS MEETINGS

 To indicate that you're unavailable, you can add blocked times in the My Schedule section.



BUSINESS MEETINGS

You can **download your schedule**. It includes your confirmed appointments, the sessions you are registered for, and your blocked times.



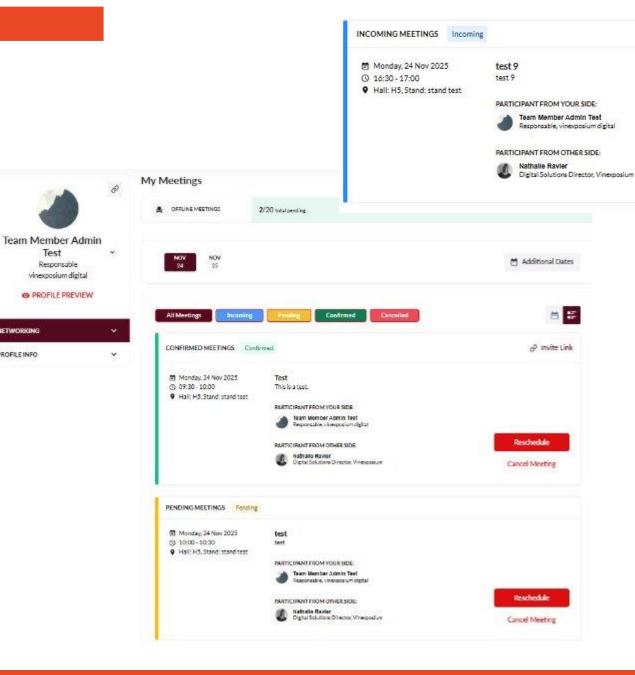
NETWORKING

PROFILEINFO

BUSINESS MEETINGS

4/ Finally, follow up on your meetings.

Thanks to the different colour codes, you can easily keep track of the status of your meetings.



Confirm

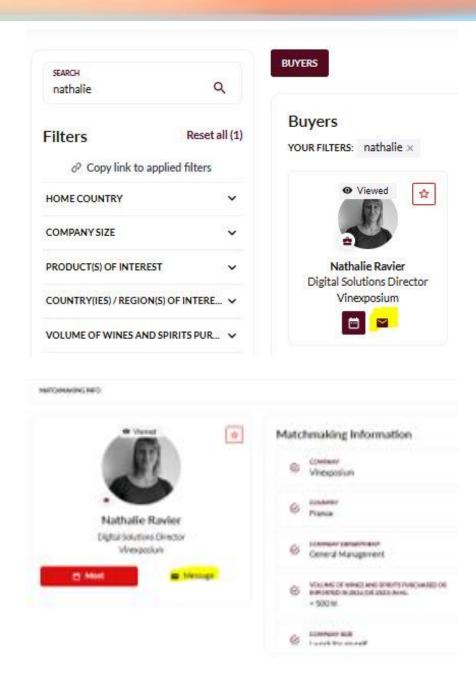
Reschedule

Cancel Meeting

BUSINESS MEETINGS

5/ Next, there are two ways to send a message:

- 1 First, you can click on the **message icon** on the buyer's profile directly from the **buyer list**. The message window will then open at the bottom right of your screen.
- 2 Alternatively, you can click on the **buyer's profile** to see the information they have filled in, and from there, you can also send a message.





BUSINESS MEETINGS

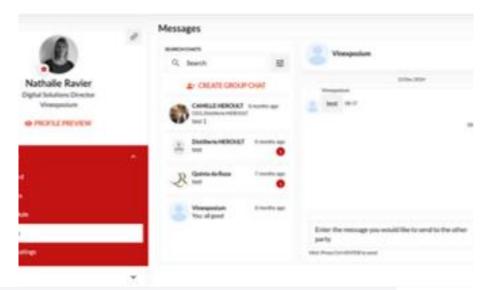
6/ Follow up on your messages.

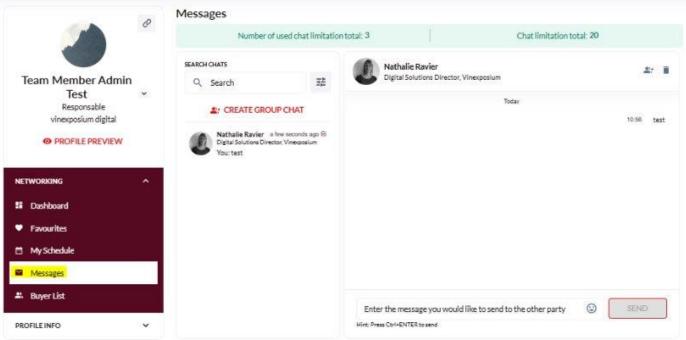
Once you have sent a message, the buyer will receive a **notification** both by email and on the platform.

You can then sort your messages using filters:

- One filter lets you see who initiated the discussion.
- The other filter allows you to select contacts based on the status of your meetings - confirmed, pending, incoming, cancelled or no meetings.

At the top of the page, you will also see your weekly meeting quota, which is set at 20.

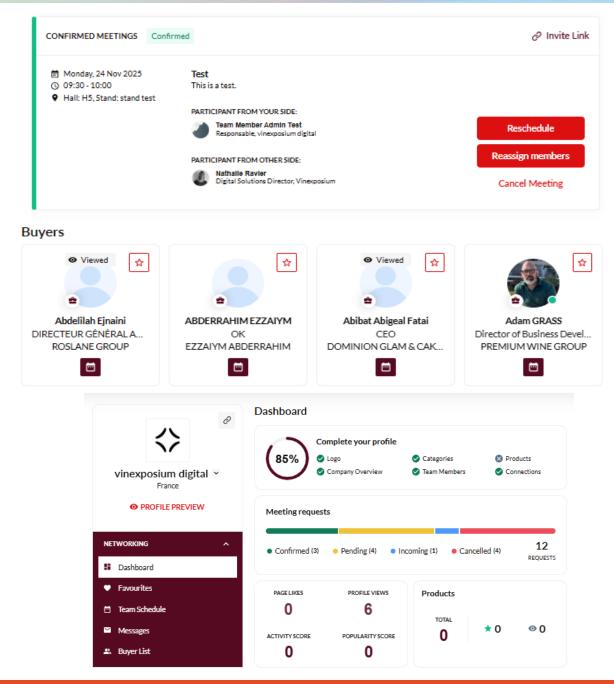




BUSINESS MEETINGS

There are some specific features on the company page:

- You have the option to reassign a meeting to another member of your team if needed.
- However, you won't see the messages option here - only the calendar is available, because messages are sent person to person.
- You can see the products that buyers have favourited or viewed, if you have listed any on your company page.



REMINDERS AND TIPS

INCLUDED IN YOUR EXHIBITOR AND CO-EXHIBITOR PACK

- Access to two digital portals: exhibitor area and business area
- 3 exhibitor badges (+1 additional badge per 9 sq.m strictly only for main exhibitors)
- ☐ Spittoon emptying service
- ☐ 1 tasting kit (delivered to all registered companies only)



(1) spittoon



(1) corkscrew



(1) towel



(3) drop stops



(1) Tote-bag



(6) 1L bottles of water (delivered on the first day only)

TIPS



- Read carefully the Exhibitor Guide and the checklist, available and downloadable in the exhibitor area.
- Check our tutorials available in <u>Optimise Your</u> <u>Participation</u>.
- Increase your visibility with <u>our communication and</u> <u>promotion tools</u>.
- ☐ Register for the Free Pour Tasting Areas.
- ☐ Bring a **cleaning kit**.
- ☐ The longer you wait, the greater the risk that the products you need will sell out. Get ready now!

MISCELLANEOUS TOPICS







KEY FIGURES FOR 2025





+75 companies worked for the Operations

Y

1,136 FTE

Security guards (with an average shift length of 12 hours) vs. 1,016 in 2024, an increase of 11%



300 staff

(Thedra), including 200 for APS (glass washing + collection + distribution)



60 staff

To empty the spittoons



5,850 workers

During assembly (general fittings and stands)



SERVICES & PARTNERS



366 tonnes

of waste recovered, of which 45% was recycled Millenium vs 312 tonnes in 2024



242,500 Riedel glasses

221,000 wine glasses + 21,500 shot glasses at 7.8% breakage



61 tonnes

Of Ice Cubes T2 Prod



+220,000 bottles opened



60,000 lanyards And badge holders by Orcel & Romieu



40,566 accessories PULLTEX



46,278 L of water ABATILLES













CSR STATISTICS









20,800 L of wine recovered and distilled



30,000 Caps collected and recycled



420Kg of material 1,500Kg of CO2 avoided 3 beneficiary associations



