WBWE
World Bulk Wine Exhibition

WBWE 2026 EXHIBITOR GUIDE

Your Social Toolkit, Step by Step

Announce your stand, personalise your graphic, record a short video and share it all with your network, in a few clicks.

1 Check your email | 2 Open your toolkit | 3 Personalise | 4 Record a video | 5 Share

What This Does for You

The exhibitors who get the most from WBWE often arrive with meetings already booked. It all starts with making sure buyers know you'll be there.

Build Authority

Show up as a recognised name in bulk wine and spirits before the doors even open.

Own Your Announcement

Control how your company is introduced. In your own words, on your own timeline.

Bring Buyers to Your Stand

Buyers who know you'll be there can plan their visit and set up time to meet you in Amsterdam.

Zero Extra Work

Everything's pre-built – your logo, your stand number, your caption – sharing takes seconds!

A Few Clicks, Done

No design skills or copywriting needed, just review and post.

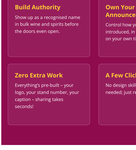
Put a Face to Your Stand! NEW

Record a short video message and share it with your graphic, so your network sees and hears who they'll meet.

Sounds good? Here's how to get there:

1 Check your email

You'll receive an email from **info@vinexposium.international** with the subject line 'Your company] is exhibiting – make sure buyers know before Amsterdam'.



Can't find it? Check your spam or promotions folder.

2 Open your toolkit

Click **OPEN MY TOOLKIT** at the end of the email. Your share page opens with everything ready to go: your graphic, your caption and all your sharing channels.



Your share page at a glance



1. **Language** - switch your toolkit between Español, Français and English.
2. **Edit** - add your logo, choose your details and record your video.
3. **Caption** - written for you, and you can make it your own.
4. **Channels** - LinkedIn, Instagram, Facebook, WhatsApp, email and more.
5. **Your graphic** - with your logo, company name and stand details.

3 Personalise your graphic

Your graphic is ready to share as it is, but a few personal touches make it yours.

Update your image or your logo

Click **Edit** on the right side of your share page. Under **Add Your Photo**, click the image and choose your logo or a team photo, then click **Upload** and **Save**.

1. Click **Edit**



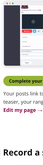
2. Under **Add Your Photo**, click the image



3. Choose your logo, then click **Upload**



4. Click **Save**



Check your details

In the same panel, make sure your information is current. If you'd like your company name to read differently on your graphic, edit it, check the **Live Preview**, then click **Save**.

5. Click **Edit**



6. Edit your company name if you like



7. Check the **Live Preview**, then click **Save**



8. Your graphic is updated and ready to share



Complete your landing page

Your posts link to your own landing page. Add a company description, a product teaser, your range or anything else you'd like buyers to see before the show. Click **Edit my page** → in your email to update it and preview how it looks.

4 Record a short video NEW

Put a face to your stand. Record a short video message straight from your share page, and it's added to your graphic, so your network sees and hears who they'll meet in Amsterdam.

How to record

1. Click **Edit**, then the red **Record** button.
2. Click **Allow Camera & Microphone**, then accept when your browser asks.
3. Click **Start recording**. After the 3-2-1 countdown, start speaking. The timer at the top of the screen shows how long you have.
4. Click **Stop recording** when you've finished.
5. Watch your video back. Drag the orange handles if you'd like to trim the start or the end, then click **Save**.
6. Back in the panel, check your video in the **Live Preview** and click **Save**.

1. Click **Edit**, then **Record**



2. Record, then click **Stop recording**



3. Trim if needed, then click **Save**

4. Check the **Live Preview**, then click **Save**



Your video now appears with your graphic on your share page. Use the thumbnails under the graphic to switch between the image and the video.

Use the teleprompter



Click **Teleprompter** at the bottom left of the recording screen and type or paste your script. Your words scroll on screen while you record, so you can keep your eyes on the camera.

Choose the **Reading Speed** and **Text Size** that suit you, or use **AI Enhance** to help with your wording. Click **Done** when you're ready.

NOT SURE WHAT TO SAY? TRY THIS:

"Hi, I'm [name] from [company]. We're exhibiting at World Bulk Wine Exhibition in Amsterdam on 30 November and 1 December, at stand [number]. You can register now. Get your badge and let's set up time to meet."

Tips for a great video

- Find a quiet spot, with the light in front of you rather than behind.
- Keep your camera at eye level and look into the lens.
- Keep it short: a few sentences are plenty.
- Already have a video? Use the blue upload button next to **Record**.

5 Click to share

Have another thing to say?

Use the caption we've written for you, or click the text box to make it your own. Captions are ready in English, French and Spanish: use the tabs at the top of your share page to switch.

Then click your favourite channel, log in if asked, and post. It really is that straightforward, and there's no limit to how many times you can share on each channel.

1. Click your favourite channel

2. Log in if asked, then post

What will your network see?

The link in your post takes your network to your landing page, where they can discover your company, see where to find you and register for WBWE. So be sure to complete it!

We can't wait to see your posts!

See you in Amsterdam,
The WBWE Team

Your social toolkit comes to you through our partnership with Snobel.