



**WINE &
SPIRITS
VIRTUAL
FAIR 2020**

"We all need to move on, and so our brands"

JUNE 9 - 10

THE WORLD NEEDS TO MOVE ON AND SO DO OUR COMPANIES, BRANDS AND PROJECTS

JUNE 9 & 10

THE FIRST WINE & SPIRITS VIRTUAL FAIR

GENERAL RULES



Project Goal

To offer a Virtual Trade Show to "replace" the canceled Prowein and Vinitaly fairs.

We all should know that the main goal of a virtual fair is to generate LEADS, so we can start a conversation, share corporate presentations & documents, present our company/products/services and have an excuse to keep in touch with our prospects.

What to expect from a Virtual Fair:

Leads. The event is supposed to generate leads, so every partner should start a sales funnel to try to convert prospects into a sale.

PR & Press: The world is changing in a way we cannot estimate yet. But we are sure that the virtual world is becoming a natural way of contact between clients & suppliers. There might be other Wine & Spirits Virtual Fairs in the future, but being the first is always a strong marketing and brand positioning asset.

To recreate the physical contact that we lost with the cancellation of the main important Trade Shows for 2020,



How does it work

There will be a website with the virtual fair, exhibit hall, stands, etc

There will be 2 days of “Live Fair”, allowing the interaction of companies-visitors and visitors-visitors.

In addition, the Fair will offer webinar sessions to increase the interest of visitors and the impact of sharing information, reports and quality lectures.

After this 2 days “Live”, the website will be hosted for a few days as a “static” (not Live) fair, and the webinars will be available recorded.

Visitors would be able to visit any stand/booth, have a live chat or video calls with the company, download files (brochures, catalogues, etc), watch videos, or leave messages.

*** TBC if the file sharing will be inside the platform or using other tools such as Google Drive, Issuu or Youtube for videos



Exhibitors tasks and responsibility:

Each of the exhibitors/partners is supposed to set up its virtual stand, create its corporate contents, such as presentations, videos, catalogs, etc.

Also, it should manage its own digital marketing campaigns, using its database of contacts/prospects.

There will be no sharing of database between partners. Each exhibitor will send its own invitations and just share the name of the companies invited.

Exhibitors selection criteria:

The list of partners will be constantly shared by **WSVF**. The ideal list of partners should gather companies that share culture & values, with a global presence. There could also be a regional supplier (Europe, Americas) if a global supplier 'doesn't take part of the final group.

The goal is to have only one exhibitor of each industry related to wine & spirits (e.g.: 1 Paper producer, 1 Bottle Producer, 1 Design Agency, etc).

There will be space for a media partner.

Companies we are inviting and who may participate:

This is the list of partners that most probably take part as exhibitors.

1	YG Branding & Design Experts	Branding / Design
2	UPM Raflatac	Paper
3	Gpack	Luxury Boxes
4	Brevetti WAF	Ice buckets and promotional stuff
5	Kurz/Luxoro	Foil stamp
6	Eurostampa	Label printing
7	ApplicÉtains	Pewter labels
8	Amorim	Corks/Stoppers
9	Wine Intelligence	Research Business Intelligence Agency
10	Amcor	Capsules
11	Apholos	Metalic Labels
12	Seaman Paper	Tissue Paper
13	Securikett	Security
14	IDP Group	Luxury Bags for fashion, cosmetics
15	Joco Glass	Glass bottles decoration

Software Supplier

Share Event

GDPR

The software supplier does not keep, share or use any data or information about visitors.

WSVF does not keep, share or use any data or information about visitors.

Exhibitors will collect visitors data of its booth.

Webinar attendees data will be shared with all the exhibitors.

*images are just illustrative





Press: Other Virtual Trade Shows

Due to Covid-19 crisis, there are many other Virtual Fair projects announced. **Yet, there is no “Wine & Spirits” virtual fair announced.**

<https://www.petbusinessworld.co.uk/news/feed/petindex-replaced-by-virtual-trade-show>

<https://www.freshplaza.com/article/9204557/announcing-the-world-s-first-virtual-trade-show-for-fresh-produce/>

<https://www.drapersonline.com/news/virtual-trade-show-next-best-thing-for-make-it-british/7039808.article>

<https://www.hfndigital.com/housewares/exhibitor-turns-to-virtual-trade-show-to-replace-inspired-home-show-appearance/>

<https://www.securitysales.com/business/alula-host-virtual-trade-show/>

<https://www.business2community.com/b2b-marketing/is-2020-the-year-virtual-events-take-off-02296589>

<https://www.tsnn.com/news/5-things-consider-taking-your-event-virtual>

Co-Founders & Project Owners

This Virtual Fair is brought to life by YG Branding & Design Experts and UPM Raflatac, who are proudly working on this project as a way to MOVE ON and continue getting in touch with clients, prospects and friends.



**YG BRANDING &
DESIGN EXPERTS**



YOU MAKE A GREAT PRODUCT. WE
MAKE SURE PEOPLE NOTICE IT.

UPMRAFLATAC

UPMBIOFORE
BEYOND FOSSILS

