

DISCOVER VINO

SOFIA, SEC



created by **DIVINE**

13-14 MAY 2023

Discover.Vino 2023

Discover.Vino is an exhibition and tasting for foreign wines in Bulgaria.

Discover.Vino is a format for promoting wines from all world regions.

Discover.Vino is an opportunity for communication and direct contact between importers, representing foreign wineries and restaurateurs, traders, distributors, media and customers.

Discover.Vino is a two-day event where the Bulgarian wine community can get to know and taste a very wide range of wines of different origin and styles.

Discover.Vino targets:

End-users—from curious beginners to experienced wine connoisseurs

Wine traders and distributors

Sommeliers

Retail chain representatives

Restaurateurs

Event management agencies

Media

Discover.Vino 2023

13 - 14 may 2023, Saturday & Sunday

Venue

Sofia Event Center | 1407 Sofia, Mall Paradise, floor 3

<https://goo.gl/maps/MpNfvhmxzh2tnwj8>

Opening hours

13 MAY 2023

12:00 - 21:00

14 MAY 2023

11:00 - 19:00

Expected number of visitors

Between 1500 and 2000

Equipment

The equipment provided for each exhibitor includes:

Wine tasting table measuring 1,80 x 0,80 m

Branding

Wine tasting props:

wine glasses (with deposit)

Ice bucket, ice

water

bread

spittoon

infrastructure and service throughout the entire event

Advertising

The Event

An extensive advertising campaign on the internet, radio and in the press.

A supporting campaign on several partners media as well as outdoor advertising.

The Participants

Detailed summary on the event's official website: **discover.divino.bg**

Inclusion of the logo in all advertising materials and participants' presentations.

Introduction to each individual winery on the official web pages of **discover.divino.bg** as well as on social networks (focusing Facebook and Instagram)

Branding

Branding shall be the responsibility of the organizer and shall be done according to their discretion and design. The setting up of advertising banners is not permitted. Participants may place advertising materials only on the tasting table itself.



Who can participate in Discover.Vino 2023?

Wine importers or wineries from a particular region are eligible to participate in the exhibition solely at the invitation of the organizer. There will be a maximum of 50 wine tasting tables.

Criteria to be considered by the organizers:

The quality of the wine

Whether the wine is representative of the region

Participation is guaranteed upon signing a contract and paying the participation fee

Each participant has the opportunity to present their portfolio (or part of it) at a specially organized presentation/tasting/masterclass, which are subject to a particular agreement with the organizers.

Highlights for 2023

At Discover.Vino 2023, we intend to have three specially designated areas – two stands dedicated to wine regions/countries and a bar with natural wines.

Both companies or associations can participate in the specially designated area. The wines at each stand should represent only one region or country. Participation of a Bulgarian region is also possible in that zone.

The bar for natural wines will be tended by the organizers. Any wines that are classified as natural can take part in it. A mandatory condition is that they do not have added sulfites.

Standart exhibitor tables may also feature wines from the regions represented in the specially designated areas.

Bulgarian wines may be presented only in the specially designated areas or at the bar for natural wines.

Wines for the exhibition

The number of tables is strictly limited.

No fewer than 6, and up to 10 wines, may be presented at a single table.

Each exhibitor can participate with an unlimited number of tables.

The distribution of the tables in the venue will be set up according to the organizer's decision.

Wine tastings at Discover.Vino 2023

Each participant decides for themselves and at their own expense how much, which and what wines would they pour to the visitors for sample tasting.

Invitations

Each of the exhibitors will be provided with 10 invitations printed by the organizer (for guests/partners) for each of the tables they participate with.

Each of the participants can request additional invitations in advance with a 30% discount on the price for one day.

The invitations are valid only for one of the two exhibition days and are collected at the entrance, where the guests receive a bracelet in return for the invitation.

Selling wine at Discover.Vino

During the event, there will be no opportunity for selling wine at the tables.

All wines that are being presented at the exhibition can be sold in the CasaVino shop built especially for the occasion.

Participation fees for the Discover.Vino

Participation fees for the Discover.Vino excluding VAT. The price in brackets is valid for payment after March 31, 2023

- 1 / table fee – 615 EUR (715 EUR)
- 2 / table fee – 1130 EUR (1 300 EUR)
- 3 / table fee – 1670 EUR (1 930 EUR)
- 4 / table fee – 2205 EUR (2 550 EUR)
- 5 / table fee – 2670 EUR (3 080 EUR)
- 6 / (or more) table fee – 490 EUR per table (560 EUR)

Conditions for the special areas

The fee for a wine region/country stand of up to 40 square meters is 3,080 EUR (3 580 EUR after March 31, 2023)

The price includes the rent, the construction and branding (production and installation, but not design and project).

If a larger stand is required, the price is negotiable. The stand cannot exceed 60 square meters.

The participation fee for the natural wine bar is negotiable and is based on the number of wines which the respective company decides to present.

Organizer

Discover.Vino is organized by DiVino.

For more than 20 years, our team has been among the leaders in wine and culinary journalism in Bulgaria. We organize important wine events, food and wine trainings, seminars, events, team buildings, private wine tastings, etc.

Our portfolio:

DiVino.Taste, the largest Bulgarian wine exhibition

Discover.Vino, the exhibition of imported wines

DiVino TOP 50, best bulgarian wines awards

www.divino.bg

DiVino Magazine, DiVino Guide The Best Bulgarian Wines

Culinary and fictional literature related to food and wine

Vintageclub.bg Specialised Online Shop

CEO | Emil Koralov

Project manager | Desislava Gančovska

Address | 8, Racho Dimchev str., Sofia 1000, Bulgaria

T +359 88 494 0748 **E** editorial@divino.bg