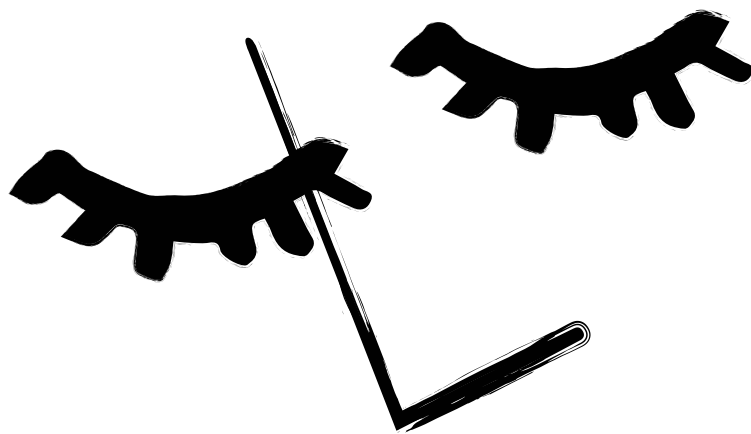


DISCOVER VINO

17-18
MAY
2024

SOFIA





Discover.Vino 2024

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 е насочен към:

End consumers – curious beginners and experienced wine enthusiasts

Wine merchants and distributors

Sommeliers

Representatives of retail chains

Restaurateurs and bartenders

Event management agencies

Media

Discover.Vino 2024

May 17th and 18th, 2024, Friday and Saturday

Venue

Sofia, SEC, Paradise Center

<https://maps.app.goo.gl/YgijzNS4s6g5VA2AA>

Opening hours

May 17th, 2024, Friday

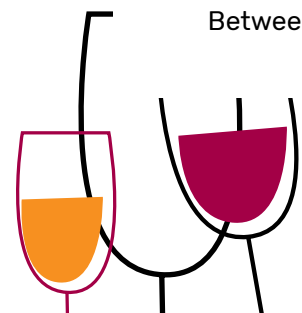
17:00 - 22:00

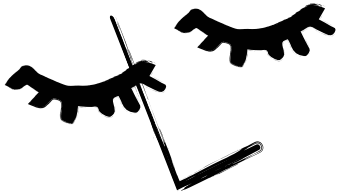
May 18th, 2024, Saturday

12:00 - 21:00

Expected visitors

Between 2,500 and 3,000 attendees





Organization of Discover.Vino 2024

At Discover.Vino 2024, there are three main ways for the presentation and showcasing of participating wines and products:

Wine Regions and Off-Wine

Wine Bars and Highlights

Branded Stands – Partners and Others

Who may Participate in Discover.Vino 2024?

The exhibition is open to invited participants: wine importers, wineries, or other companies and/or associations that meet the conditions and criteria according to one of the three presentation ways at Discover.Vino 2024.

Criteria Considered by the Organizers:

Quality and origin of the wines or products presented

Representative value of the region (for participation in the Highlights zone)

Additional Presentation Opportunities

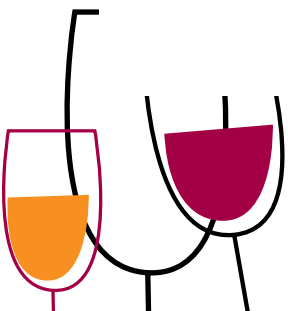
Each participant has the opportunity to showcase their portfolio (or part of it) at an additionally organized presentation/tasting/masterclass, subject to special agreement with the organizers.

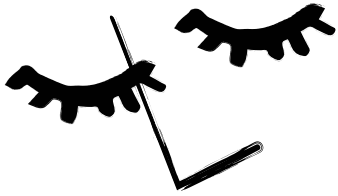
Commercial Activity

Discover.Vino 2024 allows commercial activities in all areas, regardless of the method of participation, and in compliance with all legal requirements. It is mandatory to have a cash register and POS device. Payments can only be made by card; cash sales are not permitted.

Guarantees for Participation

Participation is guaranteed by signing a contract and paying the participation fee.





Organization of Discover.Vino 2024

Wine Regions and Off-Wine

Companies and associations are eligible to participate at the Wine Regions and Off-Wine zone stands. Each stand can showcase wines only from a single region or country, as determined by the organizer.

For Discover.Vino 2024, the Wine Regions and Off-Wine zone includes:

Italy

France

Iberia - Spain and Portugal

Deutschsprachige - Germany, Austria, and Switzerland

Balkans, Transcaucasia, and the Middle East

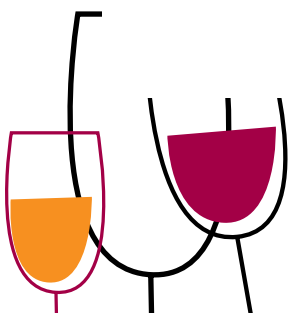
New World

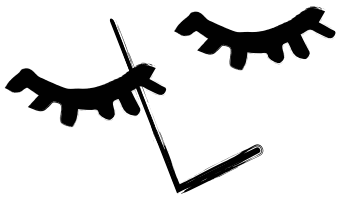
Off-Wine - stands/tables featuring drinks that cannot be classified as wine in the traditional sense but have a direct or indirect connection to wine: non-alcohol and low-alcohol (under 5%) wines, flavored wines, wine-based drinks, ready-to-drink wine cocktails.

At Discover.Vino, the mixing of wines from different regions on the same table is not allowed. Wines meeting the criteria for the Off-Wine zone cannot participate in a regional stand. An exception is made only for NON-alcohol wines, but they cannot exceed two (2) per regional table.

Each table/stand is allowed to present up to 10 wines.

The allocation of regions in the hall and the distribution of the tables in each area are determined by the organizer in line with the general logic of the exhibition and for the convenience of visitors.





Equipment

The provided equipment and tasting requisites for each exhibitor include:

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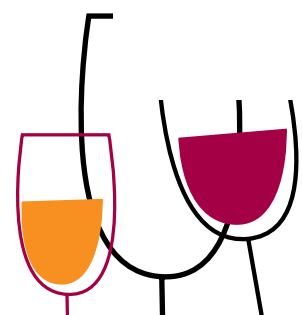
Tasting table with dimensions not less than 1.60 x 0.70 m, glasses (with a deposit), 1 ice bucket, ice, water, bread, spittoon, infrastructure and service during the entire event.

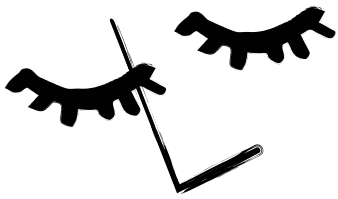
Brandings and presentation of different exhibitors are managed by the organizer, ensuring the positioning of the logo for each participant. Banners for individual exhibitors are not allowed. All promotional materials used must be able to fit on the table.

Participation Fees

The indicated prices are excluding VAT. The price in parentheses is applicable for payments made after March 15, 2024.

- 1 / table fee – 720 EUR (825 EUR)
- 2 / tables fee – 1 290 EUR (1 500 EUR)
- 3 / tables fee – 1 900 EUR (2 210 EUR)
- 4 / tables fee – 2 520 EUR (2 930 EUR)
- 5 / tables fee – 3 080 EUR (3 590 EUR)
- 6 / (or more) tables fee – 570 EUR на маса (670 EUR)





Organization of Discover.Vino 2024

Wine Bars and Highlights

This zone includes two ways of participation:

Wine Bars

Thematic bars built by the organizer, featuring various wines. These bars can be regional or based on other criteria, such as a specific type of wine or grape variety.

Individual commercial entities or associations cannot participate in the Wine Bars zone. Participation is based on products.

For Discover.Vino 2024, the **Wine Bars zone** includes:

Deutschsprachige – coincides with the zone of the same name in *Wine Regions*

Balkans, Transcaucasia, and the Middle East – coincides with the zone of the same name in *Wine Regions*

New World

Off-Wine – drinks that cannot be classified as wine in the classical sense but have a direct or indirect connection to wine: non-alcohol and low-alcohol (under 5%) wines, flavored wines, wine-based drinks, ready-to-drink wine cocktails.

Sauvignon Blanc – wines produced from 100% Sauvignon Blanc from around the world (including Bulgaria)

The bars are serviced by the organizer. Representatives of the wines participating can be present at the bars, but it should not interfere with the presentation of the other products at the bar.

Participation Fees

Price for presentation of one wine – 70 EUR excluding VAT (80 EUR after March 15, 2024)

Highlights

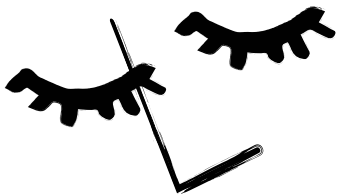
These are designated spaces with wine bars or stands where both companies and associations can participate. Only wines from a single region or country, from a minimum of three different producers, or of a specific type (natural, biodynamic) can be presented at one stand. Bulgarian wines are allowed to participate in the Highlights section.

Participation Fees

Prices are negotiable

Branding for the *Wine Bars* and *Highlights zone* is managed by the organizer. Participants in the Highlights section can create their own branding, but it cannot promote specific products. Advertising is only allowed for associations, regions, and/or participants producing or presenting individual products.





Organization of Discover.Vino 2024

Branded Stands – Partners and Others

This is a way for partners of Discover.Vino to participate with a stand or in another way that aligns with the essence of the event and does not hinder the optimal presentation and visibility of the main participants of Discover.Vino – the wine exhibitors. In this zone, the presentation of wine in the classical sense is not allowed, but partnership with companies that produce/offer other alcoholic beverages, including those in the Off-Wine category, is possible. Branding is permitted.

Participation Fees

Prices are negotiable

Tastings during Discover.Vino 2024

Each participant decides independently and at their own expense how much, which, and what types of wines they will freely pour for visitors. The recommended quantity, regardless of the participation zone, is 6 bottles of each wine type.

Invitations

Each participant will be provided with 10 invitations (for guests/partners) for each of the tables they are participating in.

Each participant can pre-order additional invitations with a 30% discount from the one-day price.

Invitations are valid for only one of the the exhibition days and are exchanged at the entrance for a bracelet.

Event Advertising

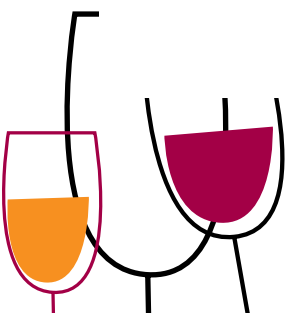
Extensive advertising campaign on the internet, radio, and press

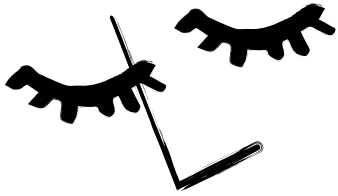
Supporting campaign in partner media and external advertising for participants

Detailed announcement on the official website of the event discover.divino.bg

Visibility of logos in all promotional materials and presentations featuring the participants

Presentation of all participants on the official pages of discover.divino.bg and on social media (mainly Facebook and Instagram)





Organizer

The organizer of Discover.Vino is DiVino.

For over 20 years, our team has been a leader in Bulgarian wine and culinary journalism, organizing large wine events, culinary and wine education, seminars, team-building activities, and private wine tastings.

Our Portfolio:

DiVino.Taste, the largest exhibition for Bulgarian wine

Discover.Vino, the most significant exhibition of imported wines in Bulgaria

DiVino TOP 50 - a ranking of the best Bulgarian wines, awards, and event

www.divino.bg

DiVino Magazine

DiVino Guide - an annual catalogue of the best Bulgarian wines

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