



MEGAVINO 2017

20 > 23 OCTOBER 2017 • BRUSSELS EXPO • HALL 3 • HEIZEL



MEGAVINO

The biggest wine event in the Benelux

25.167 visitors

- > Friday: 7.545
- > Saturday: 6.048
- > Sunday: 5.946
- > Monday: 5.598

345 exhibitors

- > 27% France
- > 19% Italy
- > 16% Belgium
- > 12% Portugal
- > 5% Spain



Professional visitors

2.670 professionals registered via our new platform pro.megavino.be – many more visited without registration.

On this platform, the professional visitors can consult a detailed exhibitor's list, a pdf-version of the floor plan and sign up for masterclasses.

Our goal is to create an online 'meeting space' so professionals can prepare their visit to Megavino properly.

Megavino visitors profile

Close to 1000 visitors participated in the survey on site.

- 57% men
- 43% women
- 41 average age
- 49% first Megavino visit
- 22% from Brussels
- 58% from the Flanders
- 20% from Wallonia
- 42% buys wine from the supermarket
- 32% buys at the wine merchant
- 26% buys online, abroad, other
- 40% buys more than 6 bottles/month
- 50% pays €10 or more per bottle

MEGASPIRITS

by Megavino



Year after year, **distillates** and **alcohols** get more and more popular so their place at Megavino is well deserved.

The presented spirits will be regrouped in a separate zone with an **own identity**, Megaspirits, composed by a classy Black Box in the hall.

Want to put your favourite gin, vermouth or other drink in the spotlight?

Then use our '**spirits demo bar**' in this Black Box, where all necessary material will be provided — perfect for short demonstrations.



Activities at Megavino

In the back of the hall, exhibitors will find a few **beautifully decorated rooms** at their disposal.

These can be rented for a variety of events, such as a **VIP-event on Friday**, a professional master class on Monday, open tastings, competitions, quizzes or anything else you might desire.

The rooms are **fully equipped** and provided with sounds- and light installations, the necessary furniture, a stage and a projection screen.

On demand, Megavino can take care of your **catering**, and launch a media campaign. We can also send out invitations to a list of professionals and/or amateurs and follow-up with your subscriptions for you.

Your event, completely according to your wishes.

RESERVATION AND INFORMATION

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