

Map of Flavours

●
The best
wine experience
in Northern Greece

30 NOV-1 DEC
2019

Congress Centre Ioannis Vellidis
Helexpo | Thessaloniki

#MapOfFlavours2019
#Hartis2019

Organized by:

Wine Plus

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www.wineplus.gr





Dear Ladies/Gentlemen,

It is my pleasure to inform you that Wine Plus is organizing the **Map of Flavours 2019**, which will be held on the **weekend of Saturday November 30th & Sunday December 1st** at the **Ioannis Vellidis Congress Center**.

The Map of Flavours is the most important wine event in Northern Greece.

Since 2003, when it was first held, we have been constantly improving, upgrading and enriching the wine experience offered to the participants and visitors.

With the aim of communicating wine in the best possible manner and despite the financial hardships, we took a chance in “renewals” and new approaches by moving the wine fair to the Ioannis Vellidis Congress Center. The new larger space, the congress equipment and the new structure absolutely justified our decision, as the Congress Center satisfies the needs of the participants, the visitors of the wine fair, professionals and wine lovers.

At this point, we wish to underline the level of credibility that makes the Map of Flavours differentiate itself.

The organizer company **Wine Plus**, with deep and long-term knowledge of wine and its promotion, is known for its creativity, the right targeting, and the pioneering and constantly updated approach to its endeavors, its attention to detail, its consistency and the high quality services it offers.

In a survey conducted during last year’s fair, participants’ and visitors’ responses refer to the high standards that characterize the fair such as good taste, freshness of the event as well as creativity and professionalism.

Maintaining these high standards, we are moving ahead with organizing the **17th Map of Flavours** and we are inviting you to participate in the most important annual meeting for wine in Northern Greece.

In the following pages, you will find all the information pertaining to the organization and the details of your participation.

Expecting to welcome you to Thessaloniki next November, please accept my warmest greetings.

Maria Netsika

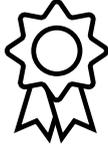




17th

Map of Flavours

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The No 1 Wine Event
in Northern Greece



150+ | 1300+

150+ winemakers, distillers
& wine importers
1300+ wines available for wine tasting

MAP OF FLAVOURS EDITION 17th

The Map of Flavours has been uninterruptedly organized every year since 2003. In 2019 we shall host the 17th event.

It spreads out through the halls of the Ioannis Vellidis Congress Center which provides:

- a quite spacious and commodious hall,
- arrangement of all the participants' stands on the same floor,
- more space for the comfortable organization of more and more "demanding" parallel events,
- parking space for all the participants,
- free access to the internet for all participants and visitors
- advantageous location with easy access to the city centre.

PARTICIPANTS

The participants of the Map of Flavours are:

- winemakers from the most significant viticultural areas of Greece
- winemakers from international viticultural areas
- distillers
- wine importers
- and producers of selected culinary products.

The complete list of the participants with their necessary information (address, website, email) is communicated through the website **www.mapofflavours.gr**, which was created for the sole purpose of promoting the fair and its participants.

The webpage is systematically and methodically linked to the fully renewed website **www.wineplus.gr** and the especially popular and high-distribution weekly **Wine Plus newsletter**.

Additionally, the digital communication of the Map of Flavours is supported by the especially popular social networks of Wine Plus (fb, twitter, instagram) with original and, more often than not, innovative material.



5000+

visitors, professionals and consumers



25+

Parallel Events

VISITORS

The Map of Flavours is visited by **thousands of wine lovers**, who are eager for it every year. It is noteworthy that the number of younger people visiting the fair is increasing every year.

Furthermore, as it takes place a month before Christmas, an especially critical sales period, it attracts **an increasingly larger number of professional visitors from all over Greece**. The Map of Flavours is visited by buyers, traders, owners and employees of hotels, restaurants, wine bars, some of whom do not attend any other fair.

We have noticed that **the number of foreign visitors is increasing**. Over the past years, the Map of Flavours is attended by a few dozen foreign visitors, amongst them being restaurateurs/buyers from the Balkan countries and Central Europe (Germany, Belgium). The rise in this trend was even more evident last year, as the fair also attracted wine journalists from the Balkan countries, Turkey and Great Britain.

Since last year, we publish a **printed Wine Notebook with the aim of upgrading the wine experience and facilitating note-keeping by the visitors**.

PARALLEL EVENTS – WINE & CULINARY EDUCATION

The Map of Flavours always recommends a rich and interesting agenda of parallel events, events pertaining to **“wine & culinary education”**. This is another feature of the fair that differentiates it from others.

The visitors of the fair can attend the parallel events **with no additional cost**.

The parallel events will be held in 4 different points/stages:

- the **Marco Polo room** which is a closed hall for demanding wine tastings/presentations
- a roomy, open space for the **Taste Explorations**
- a large space for the very successful and high “in demand” **Wine School**
- the **Theater of Taste** for comfy cooking demonstrations

MAP OF FLAVOURS – BASIC INFORMATION

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DATES

Saturday November 30th & Sunday December 1st, 2019

VENUE

Congress Center Ioannis Vellidis, HELEXPO, Thessaloniki

The Map of Flavours is held in the open-space hall of the Ioannis Vellidis Congress Center (1800 m2).

For the participants' and visitors' convenience, two wings, very much alike, have been conceptually created:

WEST (W) –EAST (E).

From the floor plan you can select the stand of your preference.

OPENING HOURS

12.00 - 20.00

PARTICIPANTS

Each participant can perform wine tastings on their own table and Wine Plus provides all the necessary equipment to that purpose. **All that the participants need to bring with them are the wines, the tire-bouchons and their leaflets.**

PARTICIPANT SIGNAGE

Wine Plus is providing each participant with a tasteful banner with dimensions 180 X 60 cm. The banner is produced by Wine Plus with the visual content provided by the participant. The banners are placed in a specific, fixed position next to the stands, thus promoting and strengthening the participants' presence in the fair. Additionally, on top of the banner, there will be another sign on which the stand number and the name of the company that each participant wishes to be evident, will be clearly marked.

SERVICES AND PROVISIONS

- 1 table (160 X 75 cm), 2 chairs, a white tablecloth
- A banner for each participant (180 X 60 cm.) with the participant's visual
- Ice tub, ice, ice bucket, spittoon
- 6 wine tasting glasses on each stand, for the participants' use only
- Bottled, mineral water
- Secured storage area (main storage area), 24-hour security services of the fair
- 1 parking space per participant
- Free Wi-Fi
- 5 Entrance badges for the stand representatives
- 40 free one-person entry invitations
- The right to participate in the parallel events
- Promotion on the webpage www.mapofflavours.gr
- Promotion through social media

PARTICIPATION COSTS

Cost of renting a stand: 900€ (before VAT)

Each stand is strictly meant for 1 participant.

The stands can be shared in half only in the case of rental by distributors or importers.

Cost of hosting a parallel event in the Marco Polo Hall: 150€ (before VAT)

Cost of participating in the rest of the parallel events: free

VISITORS

Consumers: consumers can enter the fair either by displaying their invitation or by acquiring a ticket (8€).

Professionals: free entrance by displaying the invitation.

REGULATION

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1. Wine Plus, the organizer of Map of Flavours, determines the venue and the opening hours of the wine fair, the day and time of delivering the venue to the participants as well as their leaving the venue and withholds the right to change the above for the benefit of the wine fair.

2. Cost of renting a stand: 900€ (before VAT)

Participation is confirmed and secured when the participation form is accompanied by proof of **deposit of the advance payment 50% (450€).**

Remaining balance to be settled by November 28th, 2019

Please use the following bank account for the transfer

EFG EUROBANK ERGASIAS S.A.

SWIFT: ERBKGRAA

IBAN: GR6002602110000640200087481

M. NETSIKA & SIA E.E.

Please write PARTICIPATION IN MAP OF FLAVOURS in the reference field

In the event of cancelling your participation after October 31st, 2019, the advance is retained and will not be returned.

3. In the event of circumstances for which the organizer carries no blame, such as extreme weather conditions, earthquakes, fire, riots, elections, strikes, etc., the organizer reserves the right to change the dates of the wine fair without being obliged to refund the participation fees or pay out any compensation.

4. The complete list of the participants with the necessary information (address, website, email) is communicated through the website www.mapofflavours.gr which was created exclusively for the promotion of the wine fair and the participants. Participants who do not wish to appear on the electronic catalogue ought to notify the organizer in time and in writing.

5. The wine fair and the participants are promoted through posts on the most important social network. Participants who do not wish to appear on social network posts or references ought to notify the organizer in time and in writing.

6. The participants and their staff will be identified at the entrance of the wine fair by means of the entrance badges which are strictly personal and cannot be transferred to others. The organizers will provide the participants with a sufficient number of name badges.

7. The organizer has the right to ban the entry to anyone deemed undesirable.

8. The use of cameras, filming and video recording of the wine fair are forbidden unless the organizer has granted permission beforehand. Participants are allowed to take pictures and shoot videos only of their own stand.

9. The organizer will arrange for the photo shooting and filming of the wine fair at days and times which will be announced to both the participants and the visitors. Participants and their staff who do not wish to appear on photographs or/and the video which will be published or/and posted ought to notify the organizer in time and in writing.

10. The grounds of the wine fair and the storage area will be guarded 24 hours. The organizers are not liable for losses of the participants' belongings and shall not compensate the participants for theft or damage of their products.

11. By signing the participation form, the undersigned accepts the organizers' policy concerning the operation regulations.

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