

# IBEROVINAC

19<sup>o</sup> WINE AND OLIVE EXHIBITION OF EXTREMADURA

From the 4th to the 5th of November

Virtual Edition 2020

[www.iberovinac.es](http://www.iberovinac.es)

ORGANIZED BY



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**Iberovinac** on line (VIRTUAL EXHIBITION) wants to consolidate the culture of wine and olives as a transverse agri-food products to gastronomy, culture and tourism.

Iberovinac, wants to expand its position as a major centre for the wine, oil and olive sectors, connecting private companies, professionals, national buyers, organizations and public institutions.

It will also reinforce the **Almendralejo Ciudad del Cava brand, the Ribera del Guadiana D.O., the Ribera del Guadiana wine and cava route and the Vinos de la Tierra de Extremadura PGI.**

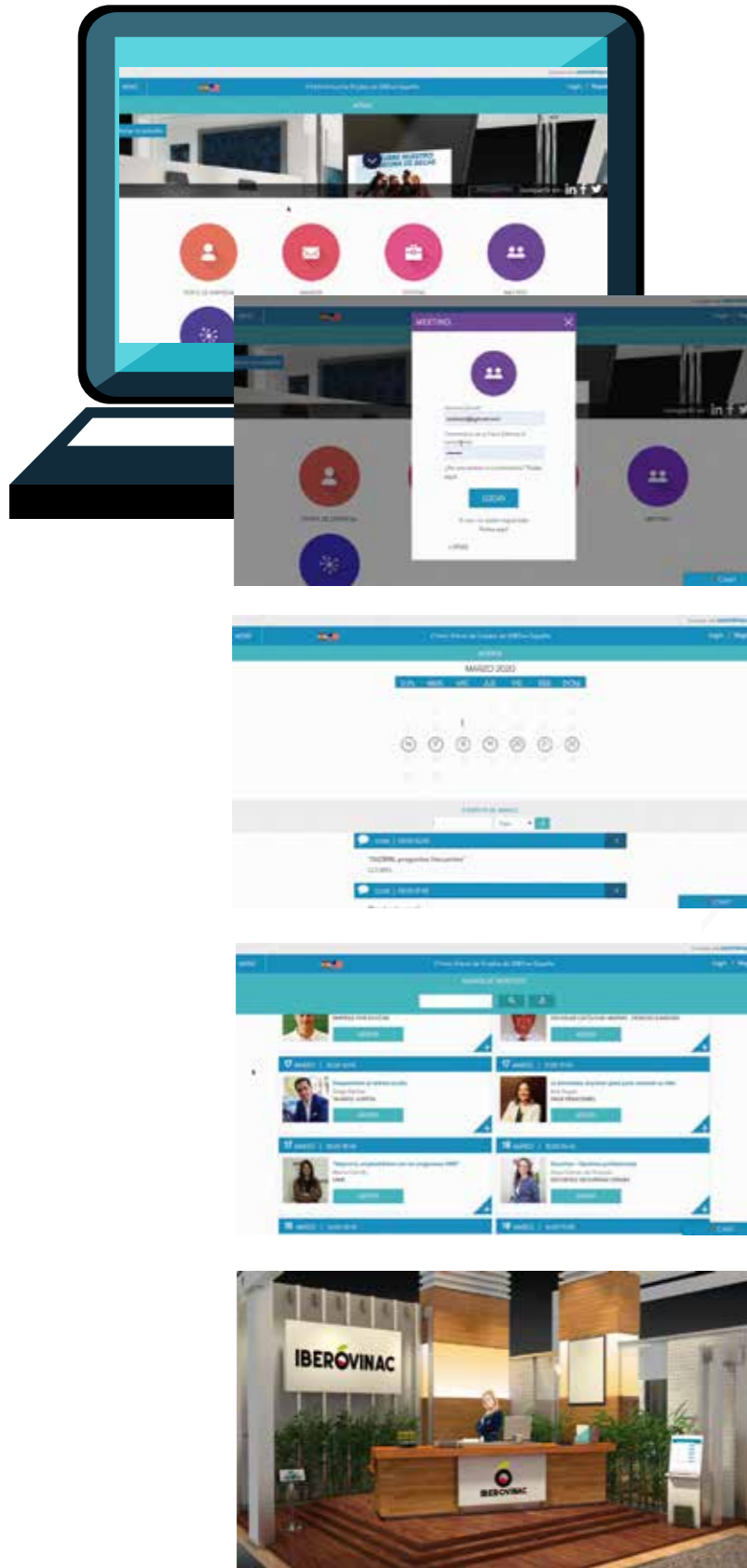
The only trade fair institution in the wine, olive and oil sector in Spain that is committed to an online format for the year 2020 with the commitment to hold it at its facilities in Almendralejo by 2021. All in the most efficient way, reaching thousands of visitors and in the most sustainable way, virtually.

# WORK AXES

## 1 EXPORT VIRTUAL AXIS

The Badajoz Chamber of Commerce offers the comprehensive service of **EXPOVIRTUALFAIR**, a sophisticated online business fair simulation that allows live interaction between exhibitors and visitors.





- Customizable virtual environment for the event.
- Live interaction.
- Large capacity.
- Multiplatform.
- Technical advice to the organization and the exhibiting companies.
- Post event follow up.
- User profiles on the platform: ORGANIZER, EXHIBITOR AND VISITOR.
- The system will be hosted on servers and its technological environment will be Debian/Apache/PHP/MySQL.
- The website will have: public corporate web zone, content manager (private zone) B2B platform and external tool for videoconferences.
- Creation of 50 stands.

# 2 TRADE MISSION AXIS

## INTERNATIONAL MARKET

The **international inverse trade mission** is being readapted to the times and is being held virtually. Importers from Europe and America will have virtual meetings with the exhibitors, with the aim of establishing the basis for future commercial relations and increasing the positioning of Extremadura products abroad.

Extremadura Avante and the collaborating entities will be responsible for organizing a work agenda with individualized telematic meetings for the participating companies from Extremadura. In order to formalize the participation in the inverse trade mission, it is essential to register on the convocation that Extremadura Avante publishes on its website.



## DOMESTIC MARKET

**“Virtual meeting of national buyers Iberovinac 2020”** in parallel with the development of the event and during the two days of the Virtual Fair will be held national trade meetings with purchasing managers of major companies distributing Gourmet products at national level, with the aim that Extremadura companies interested in them, have the opportunity to introduce their products to these distributors and establish the basis for future business relationships. Organized by the Chamber of Commerce.



## WHO WE ARE GOING TO ADDRESS

To the media (specialist and general), the wine and gastronomy sector, federations and associations of oenologists, sommeliers, hotel and catering schools, bloggers, influencers specialized in oeno-gastronomic issues.

### EXHIBITOR'S PROFILE

- Wineries of the D.O. Ribera del Guadiana
- Wineries of the D.O. Cava
- Wineries of the P.G.I. Extremadura Wines
- Portuguese wineries from Beja, Reguengos de Monsaraz, Setúbal ...
- Olive Oil companies (Oil mills)
- Olive Companies
- Auxiliary material companies in the wine and olive sector
- Renewable energy companies

### VISITOR'S PROFILE

- Importers
- General and specialized press
- Association of sommeliers (Spain and Portugal)
- Specialized shops (Gourmet and Delicatessen)
- Wine distributors
- Wine wholesalers
- Horeca Channel
- Hypermarkets and distribution companies (Christmas gifts)

## TECHNICAL DATA SHEET

<b>NAME:</b>	19th IBEROVINAC
<b>ORGANIZED BY:</b>	Tierra de Barros Fair Institution (INFETIBA) Almendralejo Town Hall.
<b>EXHIBITION DATES:</b>	from the 4th to the 5th of November 2020
<b>PLACE:</b>	<a href="http://www.iberovinac.es">www.iberovinac.es</a>
<b>VISITORS:</b>	Professional and general public
<b>PERIODICITY:</b>	Annual
<b>EDITION :</b>	Nineteenth
<b>NUMBER OF STANDS:</b>	50
<b>ECONTACT EMAIL:</b>	<a href="mailto:hola@iberovinac.es">hola@iberovinac.es</a>





**Iberovinac on line** is a virtual trade fair where you can do **everything that is usual in a live exhibition:** attend conferences, visit the stands of the exhibitors, exchange business cards, watch a video, pick up your brochures, meet with the sales staff, arrange appointments, reserve a space for your negotiations, networking, all this from any electronic device: computer, mobile phone, tablet, with internet connection.

For two days, without the necessity to travel and without geographical limits, the professional or private visitor will be able to contact numerous companies and acquire or find out about the latest products and services. **IberovinacON** is a platform for companies that wish to introduce their products, services and/or innovations to potential customers.



## ADVANTAGES OF A VIRTUAL EXHIBITION

- ✓ Virtual fairs are a modality that has come to stay.
- ✓ Accessibility compared to conventional fairs.
- ✓ Facility to have an online stand.
- ✓ Possibility of contacting thousands of potential clients.
- ✓ Organize and work from your office, without having to travel or change your agenda.
- ✓ Cost reduction in the assembly of stands, diets, hotels, which makes it totally ecological and sustainable, commitment to the 17 ODS.
- ✓ No geographical or linguistic barriers.
- ✓ The whole sector in a single space.
- ✓ Presentation of the offer can be purchased directly.
- ✓ Fair open for two days.
- ✓ Direct communication with visitors and companies.
- ✓ Monitoring in real time the level of reception of the contents and activities of the fair.



- ✓ Promotion of the corporate image.
- ✓ Increase in sales.
- ✓ Close to the most important companies in the sector.
- ✓ Regular conferences and tastings by experts from the world of wine and oil.
- ✓ Press releases to more than 2000 media
- ✓ Control of the participating companies (50 stands max.) to ensure the quality of the exhibits.
- ✓ Positioned in the first places of the main internet search engines.



## HOW IT WORKS

1º The visitor **registers** just like at a live fair and obtains his accreditation.

2º Once registered, the visitor **enters into the exhibition area**.

The exhibition site consists of the exhibitors' stand, conference rooms, tasting rooms, etc.

3º The visitor **selects what interests him/her and accesses the inside** where he/she can see the companies' stands in different formats and from there he/she can...



- ✓ See the products offered by the company.
- ✓ See the images, promotional videos, brochures, products and offers.
- ✓ Leave and take your business card.
- ✓ If you are interested in any product, you can contact the company.

The **STANDS** have a place for their documents so that the visitor to the fair can download the catalogues or brochures of the products they are interested in.

Those **registered as professionals** can participate in **networking, conferences and other activities**.

The **exhibiting companies** will close the agenda with the importers and buyers from Spain.

## STANDS AND THEIR SERVICES

The **STANDS** will be provided with:

**Company website:** Icon that when you click on it redirects you to the exhibitor's website.

**Drop off/Pick up:** Icon that allows the visitor to leave the card and collect the exhibitor's card.

**Sales representatives:** People who can have a live conversation during the fair, attend chat, receive emails.

**Video:** Icon that when you click on it will redirect you to the exhibitor's video.

**Brochure to download:** Information to be downloaded by the visitor.

**Networking:** Possibility of establishing contacts with registered professionals.

**Product/offer:** Description of the products or offers, companies will include the keywords by which they wish to be found. All the offers and products will be stored in a database through which the visitor will be able to select the products he is interested in. After searching (google type, with the option what and where) the exhibitors offering their products will appear.

**Appointments:** Visitors can make appointments with exhibitors.

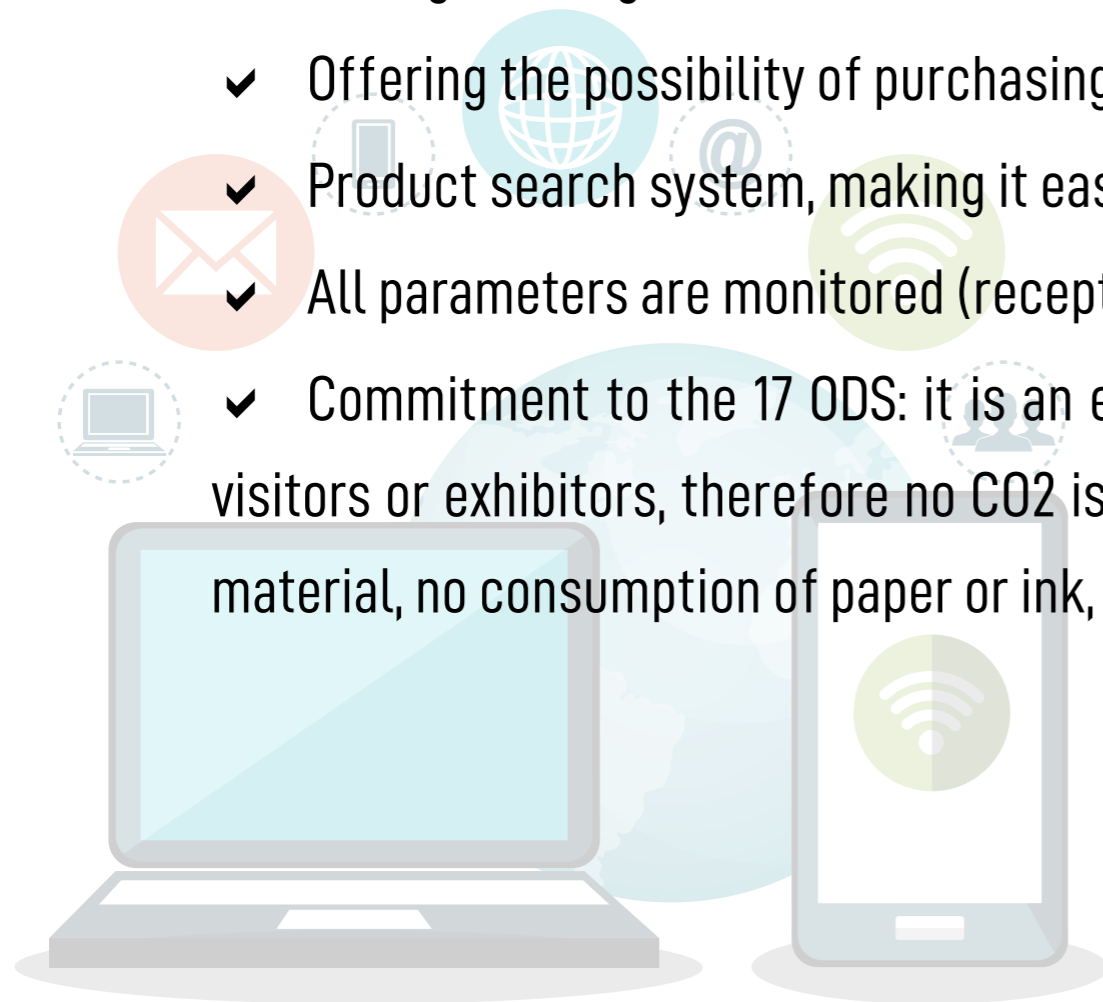
**Auditorium:** Conference area available for several speakers and the public of your choice with live broadcast. The content will be recorded for free disposal by INFETIBA and will be uploaded to the website.

Access to exhibitors and activities will be marked out for professionals and the public.

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## WHY TO PARTICIPATE

- ✓ Because it allows you to reduce costs, maximize diffusion, and reach a greater number of visitors.
- ✓ Virtual visitors will be able to enjoy the event from their home or work, no matter where they are located.
- ✓ Increase the number of visitors.
- ✓ Increase the promotion of your company.
- ✓ Do not lose any visitor: by offering online participation, card drop off, chats.
- ✓ Having meetings in real time between exhibitors and visitors.
- ✓ Offering the possibility of purchasing products at special rates.
- ✓ Product search system, making it easier for visitors to find what they are most looking for.
- ✓ All parameters are monitored (reception level, exact number of visitors, etc.)
- ✓ Commitment to the 17 ODS: it is an ecological and environmentally friendly fair, there is no travel for visitors or exhibitors, therefore no CO<sub>2</sub> is emitted into the atmosphere, there is no need to print any paper material, no consumption of paper or ink, no stand construction, no consumption of disposable materials.



## TECHNICAL CONFERENCES AND COMPLEMENTARY ACTIVITIES

IBERIAN TASTING

OLIVE OILS FROM EXTREMADURA

OLIVE TASTING

SINGULAR WINERIES

CAVA TASTINGS

RIBERA DEL GUADIANA WINES AND THEIR PAIRING WITH OTHER P.D.O. AND P.G.I. FROM EXTREMADURA

SWEET WINES

ORGANIC WINES

HOSPITALITY, WINE, OLIVES AND OLIVE OIL. FOOD PAIRINGS

### DIFFUSION

OFFICIAL COMMUNICATION AGENCY OF THE FAIR, RRSS GROUPS, BLOGGERS

EMAILING ORGANISATION C


MK DIGITAL CAMPAIGN



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