



Exhibitor Pack

26-28 May 2026

Vinexpo Asia: Hong Kong

Hong Kong Convention and Exhibition Centre 1 Expo Drive, Wan Chai, Hong Kong

@unsignedwineandspirits

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1. TIMINGS.

Exhibitor Timings:

- **Monday 25th May: Set up Day:** We encourage UNSIGNED. exhibitors to come to the Fair to check your wines/spirits between 2pm and 5pm
- **Tuesday 26 May:** Exhibitor access is from 8.00am. We will be there from 8am with the key to the storage area. You need to have your pre-printed badge with you.
- **Wednesday/Thursday:** Exhibitor access is from 8.30am. We will be there from 8.30 with the key to the storage area.

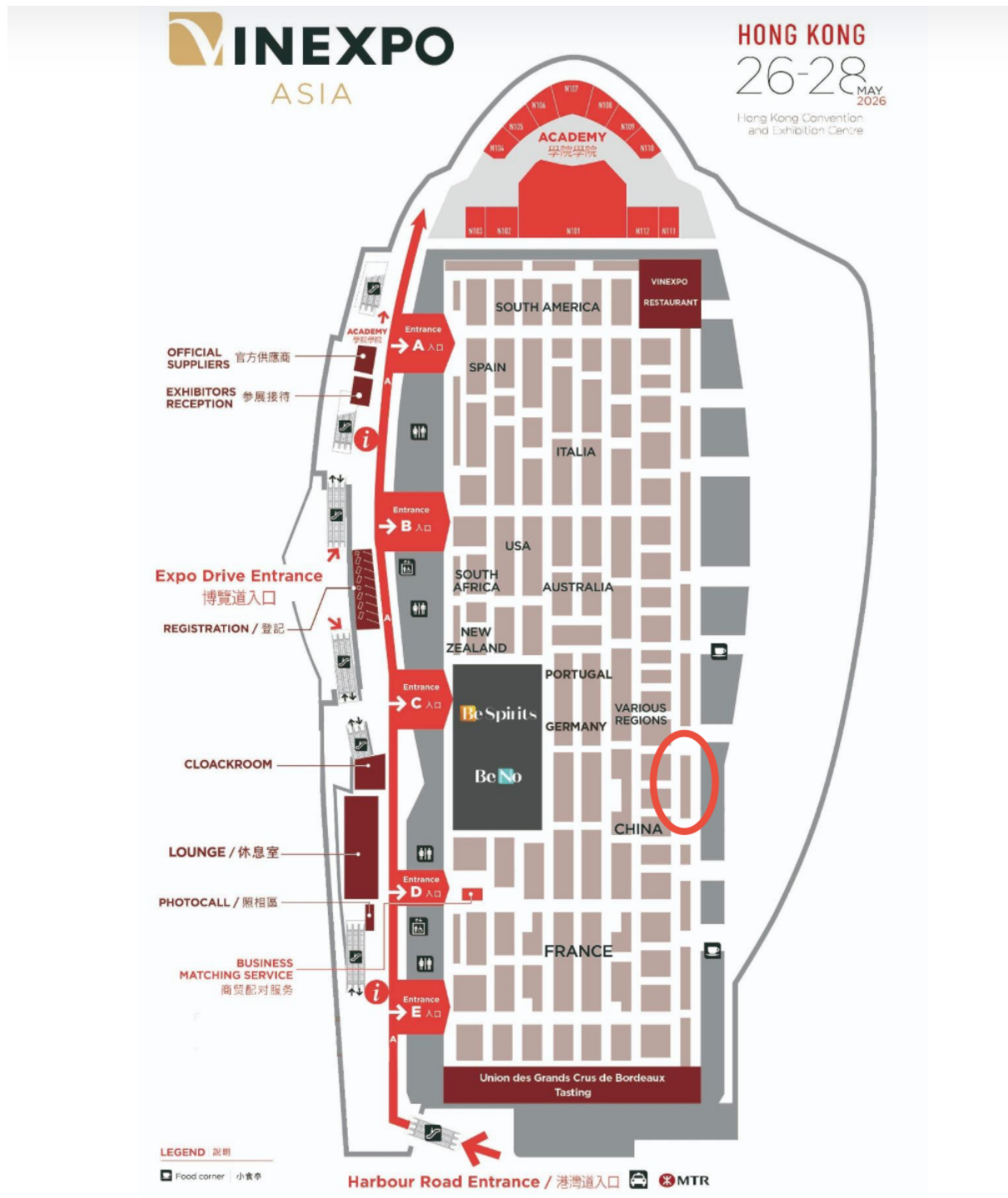
Visitor Timings:

Vinexpo Asia will open to visitors:

- Tuesday 26 May | 9:30am - 6:30pm
- Wednesday 27 May | 9:30am - 6:30pm
- Thursday 28 May | 9:30am - 5:30pm

It is mandatory that someone from each stand is present during opening times.

2. LOCATION.



There will be branding throughout the fair directing visitors to UNSIGNED. We will also have a banner hanging from the ceiling.

3. GETTING YOUR WINES/SPIRITS TO THE FAIR. SILVIA HAS ALREADY SENT YOU ALL THIS INFORMATION IN A SEPARATE MESSAGE, BUT IT'S JUST COPIED HERE FOR COMPLETENESS.

- a) W&S Logistics is Vinexpo's recommended logistics partner
- b) You can organise your own transport if you prefer, but you have to take full responsibility, and be on the stand to accept delivery
- c) Is your generic body exhibiting in Hong Kong? Would they transport your wines as part of their consolidated shipment?
- d) In section 10 you'll see if anyone else from your region/country is also exhibiting. May be you could contact each other and consolidate your shipment to help save cost?

How to proceed with W&S:

They have different delivery options and the exhibitors may choose any of them (eg: delivery to France, Italy, local HK delivery etc). Here are their shipping guidelines.

The screenshot shows the 'DELIVERY GUIDELINES' for the VINEXPO ASIA HONG KONG 2026 Show. It includes contact information for Olga LANCEMOT and Eugénia BEZZUBETS, and outlines four delivery options: 1) Samples from the European Union (W&S Logistics organizes two grouped shipments), 2) Samples from a country outside the European Union (W&S Agent Network can organize your shipments), 3) Samples already in Hong Kong (Please send them to our Hong Kong warehouse), and 4) Delivery to the loading bay of HKCC (Starting from Monday 25/05 NOON). It also mentions that VINEXPO ASIA organizer bears the costs of this delivery and that exhibitors must contact W&S to apply and pay the vehicle pass (May 21 at latest). A note at the bottom states 'SPIRITS - ABOVE 30° VINEXPO BENEFITS OF THE DUTIES AND TAXES EXEMPTION FOR SPIRITS. PLEASE CONTACT W&S LOGISTICS FOR INSTRUCTIONS'.

The quotation form must be sent to W&S not to UNSIGNED.

The contract with W&S Logistics company is made directly by you and you are responsible for the payment to them as well.

When W&S Logistics will deliver our pallets, the UNSIGNED. team will endeavour to be there to receive them. We won't be able to check if the correct number of boxes has been delivered, that's why we recommend you come on the Monday from 2pm to 5pm to check this and take any action if needed.

4. HOW MANY BOTTLES TO BRING/SEND.

You certainly know how many bottles you usually use at an International Fair, but please bear in mind that our storage space is limited. Please keep your total stock below 60 bottles per stand.

- We suggest a maximum of **10 skews per stand** (bearing in mind the size of the counter).
- If you are sharing a stand then you can definitely only show **5 skews**
- We believe that one bottle per day plus one spare is usually sufficient stock so we suggest a maximum of **6 bottles per skew** unless you are showing only a few products.

5. ADDING YOUR DETAILS AND INFORMATION ABOUT EXHIBITING ON THE VINEXPO WEBSITE.

You should have received an email from Vinexpo (to the email that you gave us as your main email – so please pass on to all the team).

You will have access to 2 accounts, please note the ID and password are the same for both accounts. The email is the one you provided at the time of registration. If you already have an account with Wine Paris, you can use your existing login and password, or use the forgotten password option. If you are registering for the first time, or if your email address is not recognised, you will need to create a new account.

5.1 Administrative account:

This account is where you will manage your participation, find useful information (checklist, FAQ, etc), download your exhibitor badges, send your e-invitations to your clients, see your stand location + stand number (see below too), access the online store to purchase optional items (extra badge, badge scanner, etc).

5.2 Catalogue page & networking account: Access link (right hand side of the page):

This account is where you will be able to:

- complete your company catalogue profile
- add your team members
- access the meeting service platform to pre-plan meetings with registered buyers ahead of the show

To access this platform: connect to your admin customer account and click on communication – catalogue registration

Make sure that you really give as many details as possible so you can be easily found by visitors. If you need help refining your English please ask judy@unsignedwineandspirits.com

Promoting your presence at the Fair:

- Complete your online catalogue profile (description, team members, etc).
- The business matching/networking is open and you can use it until the day before the fair. This is an essential part of your pre-preparation – see below for more details
- Send your invitations (the platform is opening shortly as well, and you have time to use this)
- Use the banner kit to personalise your email footer with your stand number

From our side:

- we are also using the business matching/networking system to tell buyers about the UNSIGNED. area generically
- we have employed a specialist in the Asian market to contact her buyers and encourage them to visit the UNSIGNED. space
- we are mailing our own database of thousands of buyers who come from key visitor countries

Business Matching/Networking system

Each company can send up to 20 meeting requests and 20 messages per week.

Tips for Success:

- Log in to explore buyer registrations.
- Set your priorities and target your prospects early.
- Complete your company page – it's the first impression buyers will have of you!

Highlight your production regions and key activities in the categories field.

Need help? A dedicated team is just an email away: vinexposium@bbcmeet.com

You can also check out Vinexpo's [tutorial](#) to learn how to connect with buyers and schedule meetings.

6. ABOUT YOUR STAND.

6.1 Equipment: Your stand will be fully built with:

- A lockable counter
- branding on the front of your counter*
- branding above your counter (company name, your country name and your stand number)
- a high stool
- bin
- corkscrew
- spittoon
- 3 drop stops
- 12 glasses that will be washed 3 times a day – it worked perfectly last year even if it sounds like a small number of glasses
- one table top ice bucket
- ice
- Daily cleaning

THE EXHIBITOR KIT INCLUDES:

✓ 1 Spittoon



✓ 1 Ice bucket for 2 bottles



✓ 1 Corkscrew



✓ 1 Service cloth



✓ 1 Totebag



✓ 3 Drops stoppers



✓ 1 Jigger

For Be Spirits Exhibitors only



Your tasting pack includes these items. If you need anything else you need to order it yourself via the Vinexpo platform.

6.2 Storage and Fridges:

STORAGE: The UNSIGNED. space will include a shared lockable storage area with space to store your spare wines in your own boxes.

FRIDGES: There will be 2 shared fridges. On each fridge, we will put the numbers of stands to which it is allocated. When leaving the fair, put your wines in the fridge for the next day only. Don't put all your bottles in the fridge: you need to remember your fridge is shared with other exhibitors.

6.3 Security of your tasting equipment:

At the end of each evening, you need to empty your ice bucket and spittoon and you **MUST** put your ice bucket, spittoon, spare bottles from the stand and all your tasting equipment in the storage area or in your lockable counter as there is no way to keep all this safely on your stand when the Fair is closed. Anything you lose you will have to pay for replacements.

6.4 NO Roll-up Banners: Because you have a branding opportunity on the front of your counter, please DO NOT bring roll-up banners as we won't allow them to be displayed.

7. UNSIGNED TASTING BOOKLET.

We have created and will print a small tasting booklet using the information from the exhibitor questionnaire you have already filled in, but with no list of wines/spirits. So, make sure you bring and print your product list + your price list.

8. SOCIAL MEDIA.

Please make sure you follow @unsignedwineandspirits and tag us on all relevant posts before, during and after the fair! We're on [LinkedIn](#), [Facebook](#) and [Instagram](#)
There is a social media graphic you can download from the exhibitor zone here:
<https://unsignedwineandspirits.com/exhibitor-zone>
Please use it to promote your participation.

9. UNSIGNED MARKETING ASSETS.

9.1 Road Map Insight Reports: You have been sent reports for Hong Kong, Macau, Australia, China, Malaysia, South Korea and Taiwan.

Their purpose is to help you decide which markets suit your export ambitions. This will, in turn, help you target the regions/countries and buyer types when you use the Vinexpo business matching system. **We cannot stress more strongly** how important it is to have someone making appointments for you via this system. So please build it into your pre-preparation time. Vinexpo keeps a close eye on this and will chase any visitors who don't turn up as planned.

9.2 In the exhibitor zone (<https://unsignedwineandspirits.com/exhibitor-zone>) scroll down to find specific marketing assets for Vinexpo Asia:

- Social media graphic
- UNSIGNED. invitation
- Footer for your emails

Please use them to help maximise your presence at the Fair.

There is also a document entitled: 'Making the Most of your Exhibiting Experience'. Please read the document and make use of the marketing material.

10. CO-EXHIBITORS AND STAND NUMBERS.

MAIN STAND NUMBER: **Stand L1 J144**

Stand number	Producer	Country
1	Champagne Barnaut	France
2	Borett & Friends	Hungary & Austria
3	Weingut Emil Bauer	Austria
4	Kranemann Wine Estates	Portugal
5	Jorge Piernas	Spain
6	Las Veletas	Chile
7	Lindeborg Wines	Portugal
8	Pago Los Balancines	Spain
9	Casa Vinicola Aldo Rainoldi	Italy
10	Heaps Good Wine Company	Slovenia
10	Zavec Family Estate	Slovenia
11	José Maria da Fonseca	Portugal
12	Alpamanta	Argentina
12	Tezi Winery	Georgia
13	Menin Company	Portugal
14	Bodegas Altanza	Spain
14	Rovellats	Spain
15	Art Laietà	Spain
15	Perinet & Clos Maria	Spain

We look forward to seeing you in Hong Kong!

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