



More Than a Stand. A Global Community.

Helping wine + spirits producers find international distribution

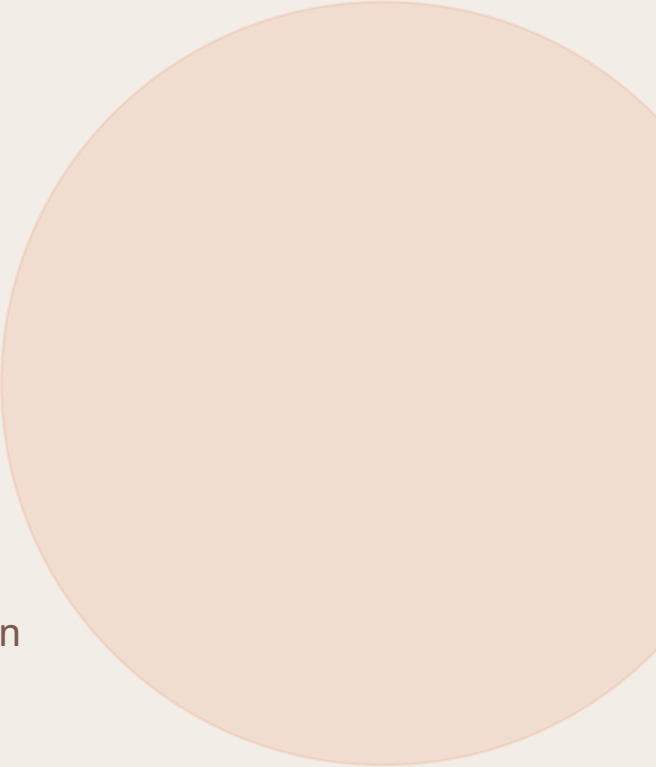


THE PROBLEM WE SOLVE

*Most producers don't fail at trade fairs because of their wines:
They fail because they're invisible.*

- **Lost in the crowd:** Exhibiting alone or in a national pavilion without specialist export support.
- **No buyer pipeline:** Arriving without pre-scheduled meetings or targeted outreach to importers
- **Logistics burden:** Managing stand build, equipment and admin instead of focusing on buyers
- **No market intelligence:** Entering unfamiliar markets without insight into how buying actually works





01

WHAT WE OFFER

A fully managed, turn-key exhibiting experience - so you can focus entirely on meeting buyers.

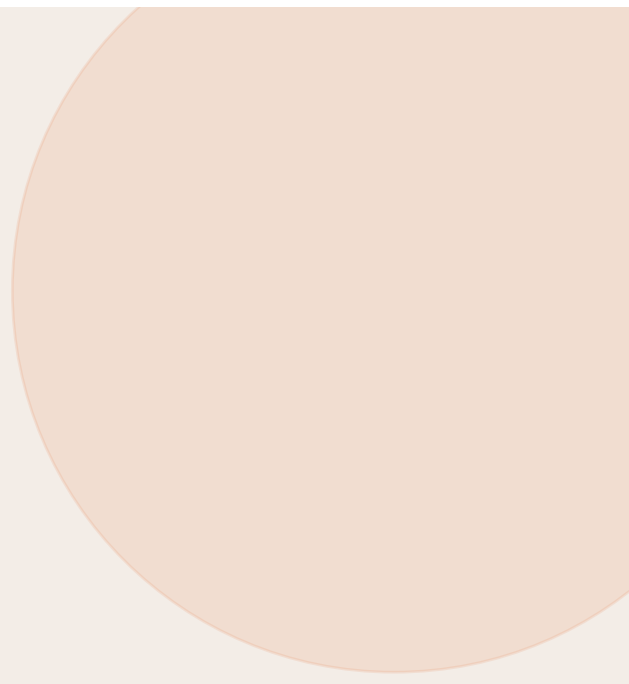
A FULLY MANAGED EXHIBITION PRESENCE

At UNSIGNED., you're not simply booking exhibition space. You're joining a professionally managed programme designed to help you find distribution, enter new markets and maximise your return on investment.

- Professionally designed & built exhibition space
- Branded tasting counter, branded stand signage, meeting space, ice bucket, Riedel glasses, spittoon, water, shared fridges and storage
- Fair logistics and stand management
- A ready-to-use environment waiting for you on arrival

No stand build.
No contractor management.
No unnecessary stress





02

OUR SUPPORT SERVICES

We work for months before the fair to give every exhibitor the best possible commercial start.

YOUR SUPPORT PACKAGE



Market Intelligence

Road Map Insight documents & market reports on key buyer countries - so you arrive with a clear export strategy.

Targeted Buyer Outreach

Pre-fair promotion to our international buyer database, direct importer communications & LinkedIn outreach.

Digital & Social Media

Social promotion across Instagram, Facebook & LinkedIn. Dedicated producer profile on the UNSIGNED. website.

Business Matching

Full access to the fair's meeting platform. On-site guidance and our 'Making the Most of Your Exhibiting Experience' guide.

MAXIMUM VISIBILITY AT THE FAIR

- **On the floor plan:** Inclusion on the official exhibition floorplan and in the official UNSIGNED. show brochure. UNSIGNED. is a named destination buyers can locate before they arrive
- **Prominent overhead signage:** Directing visitors to the UNSIGNED. area throughout the venue
- **Branding throughout:** Full stand branding with your company name, country flag and name, and stand number.
- **Fair platform listing:** Your profile on the fair's online catalogue so buyers can search and find you before the doors open
- **Enhanced community visibility:** Part of a curated, export-focused destination that buyers actively seek out



ROAD MAP TO EXPORT

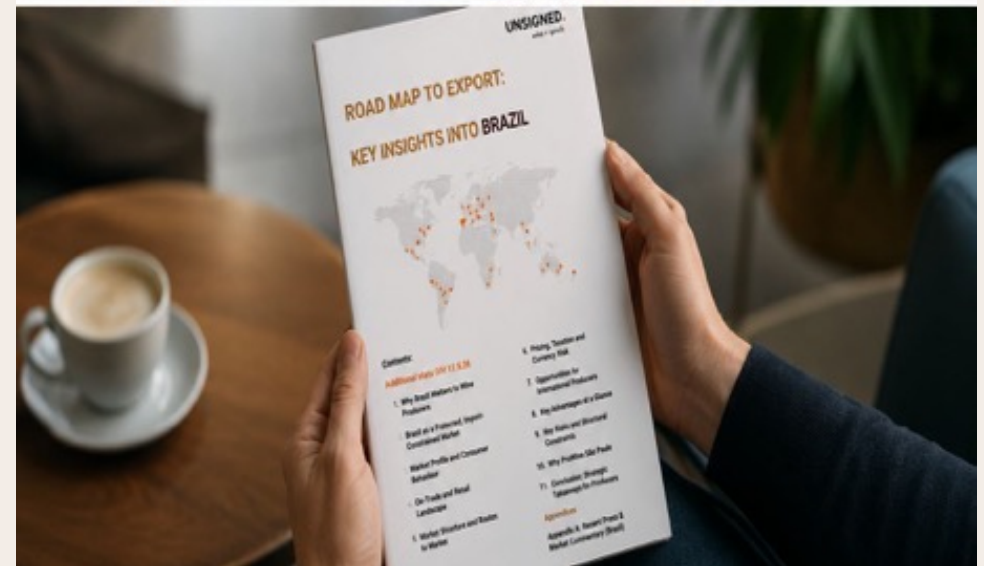
Key Insight Documents

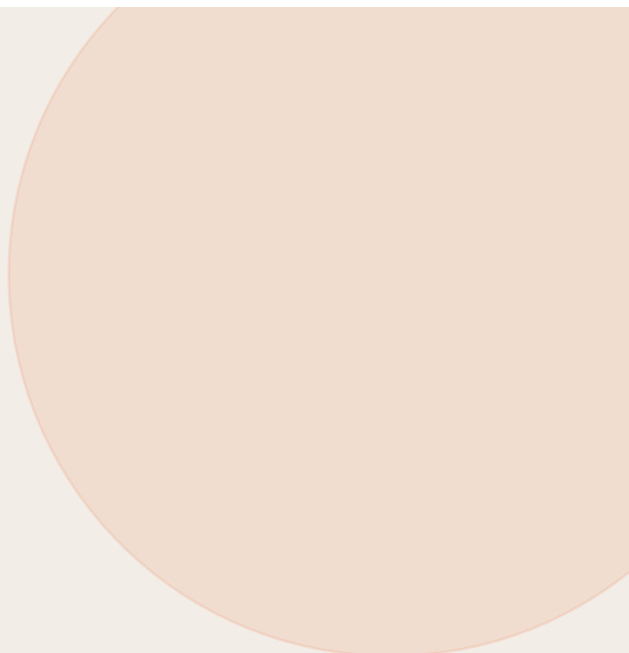
Every exhibitor receives a curated series of high-impact market reports before the fair: giving you a genuine commercial advantage from day one, including:

- Why each market matters for wine producers
- Market structure, routes to market & key buyers
- On-trade & retail landscape
- Pricing, taxation & currency considerations
- Key advantages, risks & strategic takeaways

“Very valuable”

Richard Siddle, Editor, The Buyer





03

THE UNSIGNED. DIFFERENCE

More than a stand. An international community of producers united by one goal: finding distribution.

NATIONAL PAVILION vs. UNSIGNED.



NATIONAL PAVILION

- Buyers seeking a specific country
- Strong for single-origin positioning
- Competing alongside domestic peers
- Limited cross-market discovery
- Country-driven narrative

UNSIGNED.

- **Buyers discovering across all origins**
- **Multi-market reach from one stand**
- **Collaborative producer community**
- **Curated destination buyers seek out**
- **International diversity - your advantage**

A COMMUNITY FOCUSED ON DISTRIBUTION



Every producer exhibiting with UNSIGNED. shares one objective: finding distribution.

To qualify, exhibitors must be actively seeking distribution in a minimum key visitor markets (exact number depends on each fair). Buyers know every producer they meet is genuinely open to new partnerships.

100%

YOURS TO KEEP

We take zero commission. Every lead, relationship and commercial opportunity you generate belongs entirely to you.

Beyond the buyer meetings:

- Share export experiences & market knowledge
- Exchange distributor and importer contacts
- Learn from producers already in markets you target
- Build international professional networks
- Collaborative, not competitive - camaraderie by design
- You talk to one of us - we take personal responsibility

A COMMUNITY FOCUSED ON DISTRIBUTION



OVER A DECADE OF RESULTS



11

YEARS

Matching producers with buyers at the world's top trade fairs

485

PRODUCERS

Happy exhibitors from across the globe

43

COUNTRIES

Nationalities represented in our producer community

“

The area was definitely the busiest part of the fair: one of our wineries said: 'I felt our part of the show was the kitchen of the party, where people went to and did not return!'

● Laura Jewell MW · Regional GM, Wine Australia UK & Europe

THE UNSIGNED. EXPERIENCE



WHAT OUR EXHIBITORS SAY

“

You made the whole event easy to navigate and ultimately very successful. We got leads in multiple markets around the world. I would have no hesitation in recommending your company.

Paul Pujol

Winemaker / GM · Prophet's Rock, New Zealand

Wine Paris 2026

“

Thank you for the brilliant organisation, as always. I had a few new contacts and I hope to start new business - fingers crossed!

Michela Benigni

Export Manager · Aldo Rainoldi, Italy

Wine Paris 2026

“

Working with your organisation was truly a pleasure. On behalf of the entire team, thank you for the positive experience we had.

Erica Buso

Cescon Italo Storia e Vini, Italy

Wine Paris 2026

“

Never change a winning team. Just one week after the fair and I already got an order from Canada - and I'm pretty sure that's not all.

Matthias Bauer

Weingut Emil Bauer, Austria

Wine Paris 2025

“

My experience at Wine Paris was fantastic. We are hoping to join you again.

Karl Lambour

Tokara, New Zealand

Wine Paris

“

Thank you once again for the amazing organisation - you are amazing! I would like to be back.

Maria Antoanett Crab

Borrett & Friends, Hungary

Vinexpo Asia 2026



04

WHERE WE EXHIBIT

Three world-class trade fairs. Three distinct global markets. One unified exhibiting experience.



OUR 2026 / 2027 FAIR PROGRAMME



PROWINE BRAZIL

Latin America

6–8 Oct 2026

Expo Center Norte, São Paulo

Brazil's leading wine fair. Access to influential importers across Latin America's largest and fastest-growing wine market.

APPLICATIONS OPEN NOW

WINE PARIS

Europe & Global

15–17 Feb 2027

Paris Expo Porte de Versailles

63,541 trade visitors from 169 countries. The premier global wine trade fair. Target markets: France, USA, Belgium, Italy, UK, Germany, Netherlands & more.

**SOLD OUT IN 2026. 4th edition in 2027
– APPLICATIONS WILL OPEN IN JUNE
2026**

VINEXPO ASIA

Asia-Pacific

May 2027

Probably Singapore TBC

In 2026, Hong Kong - Asia's leading fine wine gateway. Duty-free hub with direct reach into China, HK, Taiwan, South Korea, Malaysia and beyond.

**SOLD OUT 2026. APPLICATIONS FOR
2027 WILL OPEN SOON**



PROWINE BRAZIL · 6–8 October 2026

Expo Center Norte, São Paulo · Applications open

Brazil's leading international wine & spirits fair. The most direct route to Latin America's most influential importers, distributors and on-trade buyers.

● Target Markets

Brazil, Argentina, Chile, Uruguay, Peru, Colombia, Mexico: at least 3 required to qualify.

● Your Stand Includes

Turn-key branded counter, high stool, ice bucket & ice, glasses, spittoon. Photo or logo on front of counter. Shared lockable storage & fridges.

● Marketing Support

Brazil-based PR agency collaboration. UNSIGNED. brochure + exhibitor database promotion. Road Map to Export market reports included.

2.950 €

+ VAT WHERE APPLICABLE

Includes stand, all equipment & full support package as listed

To book: <https://form.jotform.com/253504141009344>

hello@unsignedwineandspirits.com





WINE PARIS · 15–17 February 2027

Paris Expo Porte de Versailles · UNSIGNED.'s 4th edition · Applications open soon (June)

63,541 trade visitors from 169 countries attended in 2026. The world's most attended wine trade fair.

● Target Markets

France, USA, Belgium, Italy, United Kingdom, Germany, Netherlands, Canada, Sweden, Spain, Switzerland

● Your Stand Includes

Turn-key branded counter, photo or logo on front of counter, high seat, ice bucket, Riedel glasses, spittoon, water, shared lockable storage & fridges. Branded with your name, flag, country name & stand number.

● Marketing Support

75 e-invitations + 3 exhibitor badges. UNSIGNED. brochure, fair platform listing, promotion to buyers and press. Road Map Insights into Markets included.

2.995 €

+ VAT WHERE APPLICABLE

Includes stand, all equipment & full support package as listed.

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VINEXPO ASIA · May 2027

Probably Singapore but TBC · SOLD OUT for 2026, applications will open soon for 2027

Asia's new fine wine gateway. A duty-free hub with world-class logistics and unrivalled access to the Asia-Pacific region's key markets.

● Target Markets

China, Hong Kong, Macau, Taiwan, South Korea, Thailand, Singapore, Malaysia, Vietnam - at least 4 required to qualify.

● Your Stand Includes

Turn-key branded counter, high stool, ice bucket & ice, Riedel glasses, spittoon. Photo or logo on front of counter. Shared lockable storage & fridges.

● Marketing Support

3 entry badges + 100 e-invitations. Access to Vinexpo's business matching platform. Road Map Insights into Markets included.

TBC €

+ VAT WHERE APPLICABLE

Shared stands available on request if cost is a consideration.

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Get in touch.

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- unsignedwineandspirits.com · [@unsignedwineandspirits](https://www.instagram.com/unsignedwineandspirits)

The logo for Unsigned Wine & Spirits is centered within a large, light-orange circle. It features the word "UNSIGNED." in a bold, dark brown, sans-serif font, with a small orange dot at the end of the period. Below this, the words "wine + spirits" are written in a smaller, dark brown, cursive script font.

UNSIGNED.
wine + spirits