



27 - 29 SEPTEMBER 4th edition



A NEW AND FRESH CONCEPT IN ROMANIA

WINE & STREET FOOD FEST

Organizers of events such as the Bucharest Real Estate Fair, the Auto-Moto Salon, the Marriage Festival and the New Year's Eve party at the Palace of the Parliament, but also the private events of the brand Bon Mariage, offer during the 3 days from the 27th to the 29th of September a unique journey through tradition, tastes, treats, places and people.

THE WINE & STREET FOOD FESTIVAL has had close to 75.000 visitors so far, which was always record for an event of this type, but also a kept promise and guarantee that such traffic is beneficial for the exhibitors in the wine & drinks area as well as for those in the food & gourmet area.





WHY? WINE & STREET FOOD FEST

We like to be creative and original, we are perfectionists and we realize memorable events for exhibitors, media and visitors.

The promotional campaign as well as the organization is worthy of the host, the Palace of the Parliament, as well as the exhibitors that will be present.

To the exhibitors we would like to say that this is a unique event and to the visitors we would like to say that they will receive offers that will WOW them.





EVENT

One thing is certain in Romania: all Romanians like wine... and food.

In recent years the exhibition events dedicated to wine were highly sought after, but at the same time, the exhibitors mentioned that they were not sufficiently promoted. So there was a dilemma: there is demand, there is supply, but they do not really meet.

At the WINE AND STREET FOOD FESTIVAL exhibitors have visitors, as well as clients, because the promotion is a national one, focused on the exhibitors' offers as well as on the special moments.

ORGANIZER

K Fest Solution is a company that organizes events of a large scale. Mariage Fest (wedding fair) and the Real Estate Salon (real estate fair) being the most representative of their category, both of these events were organized at the Palace of the Parliament.

The company has also a Royal Warrant for event services, and the company successfully organized numerous events, ranging from several people to several tens of thousands of people.

LOCATION

The Palace of Parliament is perhaps the best choice for an event dedicated to the wine and food industry, an integral part of the image of the capital city of this country.

TIME

The chosen period - September the 27-29/Fall Edition - is auspicious for both the industry and the visitors' needs.

PARTICIPANTS

Partners, sponsors, organizers, exhibitors, media and visitors - together they will create the WINE & STREET FOOD FESTIVAL 2019, in Bucharest, at the Palace of the Parliament.





WELCOME TO THE WINE & STREET FOOD FEST

It will be much more beneficial and pleasant for visitors to truly know and test the wines produced on the Romanian lands, along with selected dishes, in a welcoming space full of attractions. That is also the case here - and it brings much appreciation at events such as the Real Estate Fair and the National Wedding Fair - Lounge Zone.

This will be offered free of charge to all visitors and exhibitors, namely:

- Tasting over 500 varieties of wine
- Personal wine stock (after the festival) purchased at the best prices during the year
- A free bottle of wine for the first 2000 visitors
- Socialize and play social games
- Mobile bars
- Wardrobe
- The poker table





EXHIBITION SPACE

The direct access to the main gateway of the Parliament Palace and leading the flow of visitors into the lounge area first naturally creates a 'snake' shaped route through the halls containing the stands.

This snake trail - proven by dozens of organized events - is very important for us because it ensures maximum visibility for ALL exhibitors.

Stands of different sizes will also be created, all provided with:

- Black carpet
- Purple carpet on visitors' walkways
- Decorated walls
- Customized canopies

On request we also offer: sofas with covers, support tables with black covers, plasma televisions, and so on.

All of these, along with the facilities of each exhibitor, offer a high-end event and, ultimately, a great way to spend a weekend for all visitors, as well as a pleasant work environment for exhibitors.

Additionally, it is also extremely useful for all of the exhibitors to get water, coffee, ice cream and lunch, including pastries;)





EXHIBITION SPACE

At the premiere of an event of this type access bracelets will be handed out to all visitors.

This bracelet is obtained by everyone through their personal data in the organizers' database. This process takes place in the access area and all visitors will be assisted by the volunteers present in this area.

As soon as you fill in your name, email address and phone number on the input tablets, a special printer will print a bracelet containing the visitor's name and a QR code.

Visitors arrive at your headquarters wearing this bracelet, which you can then scan with your mobile phone to automatically display visitor data.

It has been demonstrated at all our events so far that it is much easier for the visitor to stretch his/her elegant hand, than to be asked to leave his/her contact details.

The advantage of this system for you is first, that it is free, but, especially, the following:

You can take orders directly at the event and deliver them immediately afterwards.

In the special field, write down how many wine bottles the visitor wants and the next week you can process and deliver the orders.

In this way, the visitor will end up by ordering a larger quantity, because it will be delivered right to his/her door;)





EXHIBITION SPACE

For the first time, generous areas in the courtyard of Parliament's palace are leased to various food operators; there are carriages, caravans, tables and plenty of activation areas for the gourmet area.

There is an outdoor relaxation area, which makes the time spent at the WINE & STREET FOOD FESTIVAL long and pleasant.





PROMOTION

The WINE & STREET FOOD FESTIVAL - 27-29 September edition is the first and foremost event for maximum visibility, ever since the first edition.

The brands that will be present at the WINE & STREET FOOD FESTIVAL:



MASS MEDIA



























Radio: Kiss FM, Magic FM and Rock FM - 2000 spots of 30 seconds at a rate of 495.000 Eur, mainly broadcast in Bucharest but also across the country.

- Percentages across the stations:

Kiss Fm = 36.97% Rock Fm = 19.48% Magic Fm = 43.55%

An invitations competition was organized for Magic FM for one week for the 285.000 listeners of the morning program in Bucharest.

NEWS

Antena 1, Antena 3, Realitatea Tv, Digi24, Romania Tv, Prima Tv Kiss Fm, Magic Fm, Rock Fm, Radio Romania Actualitati Mediafax si Agerpres Forbes si Wall-Street

OUTDOOR

LCD spots - 9.000 spots broadcast on 15 LCD displays - LCDs at ALL metro stations, as well as 7x1.5m banners in 35 Bucharest intersections (e.g. Piata Universitatii, Piata Romana, etc.)

ONLINE (Google Adwords and Facebook)

3.127 likes per page (in less than one month)

DIRECT MARKETING

Newsletter campaigns to 150.000 email addresses from the Wine and Street Food Festival database, inviting visitors for free for any of the 3 days

TOURISM SALON ADVERTISEMENT

Push SMS campaigns Voice call campaigns

NEWSPAPER ADVERTISEMENTS

hotnews.ro ziare.com





PRESS CONFERENCE

The press conference within the festival enjoys a large and representative presence of the players: producers, sommeliers, specialists, institutions, bloggers, journalists.

Incidentally it coincides with the Forum organized on Friday, right there in the human rights hall in the Palace of Parliament.





CONCLUSION

In these 3 days of September 2019, all participants will finish and most probably this will translate into many acquisitions.

In essence, it is the first event that brings together all that Romania and the rest of the world have to offer.

In addition, we will offer pleasant and useful surprises, as we have used in the past at other important events with the public and the press.





THANK YOU AND WE ARE HERE TO OFFER YOU AN EVENT THAT YOU WILL REMEMBER!