



International wine trade fair for professionals



Wine in the heart of Europe

October 19, 2026
Žofín Palace – Prague 1

www.wineprague.com



WHY EXHIBIT AT WINE PRAGUE?

Reach key decision-makers

Meet buyers, sommeliers, importers, and distributors.

Prague offers a strategic position for entering new markets.

Wine Prague is a B2B platform focused on real business results.

Access a growing market

Prague offers a strategic position for market entry.

Be visible

Strong media support and targeted communication aimed at a professional audience.

Save time

Maximize business opportunities through efficient meetings and full-service support.

WHAT YOU GET WITH YOUR PARTICIPATION?

Fully equipped tasting station (table, chair)

Tasting glass rental and service

Exhibitor table signage

Listing in the official catalogue

Marketing support before and during the fair

Passes for your team and business partners

Support with sample logistics

Possibility of guided tastings

VISITOR PROFILE

HoReCa segment (restaurants, hotels, bars)

Importers and distributors

Retail and specialized wine shops

Sommeliers and wine professionals

Expected attendance: 4,000 visitors

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PROFESSIONAL GUARANTOR



WINE & Degustation magazine is one of the most respected professional publications focused on wine and gastronomy in the Czech Republic.

It reaches winemakers, importers, sommeliers, and professionals from gastronomy and trade.

It features tastings, wine reviews, interviews with key personalities, and the latest trends from the



www.w-d.cz

EXHIBITOR OFFER

Exhibition space fee:

EUR 550 excl. VAT

The price includes:

- Presentation space – table + chair rental
- Tasting glass rental and service
- Exhibitor table signage
- Listing in the exhibitor catalogue
- Event promotion
- 2 exhibitor passes
- 10 complimentary tickets for business partners

We recommend bringing:

- Promotional materials
- Corkscrew, drop stop
- Paper towels
- Delivery of wines to the collection point (we will ensure transport and preparation directly at your stand)



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BOOK YOUR PLACE TODAY!



Reserve your spot among exhibitors
and become part of the most important B2B event
of the year in the Czech Republic.



Contact us for participation options
and availability of exhibition space.

ORGANISER:

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