WINEMAD

MADRID INTERNATIONAL
WINE FAIR

2026

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1.
INTRODUCTION

WINEMAD - "Madrid International Wine Fair 2026" launches with the ambition of becoming the premier international gathering for the wine industry in the heart of Europe. A professional, immersive event that will bring together wineries, distributors, importers, institutions, experts and media from around the world through a forward-thinking, experience-driven format.

Based in Madrid, a globally connected and stategically positioned city, WINEMAD sets out to become the wine sector's global stage. Its core mission: to facilitate commercial exchange, share specialized knowledge, and expand wine culture in all its dimensions.

But WINEMAD is much more than a fair. It is a declaration of ambition, a celebration of quality, and a firm commitment to wine, to Madrid, and to the international future of the industry.


WINEMAD IS NOT JUST A FAIR: IT IS A STATEMENT OF AMBITION, QUALITY, AND COMMITMENT TO WINE, TO MADRID, AND TO THE INDUSTRY'S GLOBAL FUTURE.

2.
THE "WINEMAD" CONCEPT: more than a fair

WINEMAD - "Madrid International Wine Fair 2026" is a global, strictly professional, business-focused event designed to bring together the key players of the wine world: wineries, PDOs distributrors, importers, buyers, institutions, specialised media and opinion leaders, both national and international.

It moves beyond the traditional exhibition format to offer a full-spectrum experience in service of the wine industry. More than a product showcase, WINEMAD is a platform for building relationships, elevating brand visibility, and generating valuable knowledge for all participants.

The fair is built on three foundational pillars: **business, culture, and experience.**

On the **business** front, WINEMAD provides an ideal space for wineries to connect directly with top-tier buyers and importers through a structured networking program and a platform that links supply with demand.

Culturally, WINEMAD promotes wine as a pillar of identity, heritage, and development. Its programming will explore wine's historical, artistic, and social significance, bringing that richness to the wider public through activities throughout the city.

As an **experience**, WINEMAD invites attendees to engage with wine in a personal, sensory, and active way. Thematic zones, hands-on workshops, blind tastings, new formats for debate, and integrated digital tools will make for a participatory, memorable event aligned with today's communication and wine marketing trends.

The fair's structure and programming are designed to spark direct interaction between producers, distributors, importers, buyers, trade associations, and public institutions, generating real opportunities for commercial growth. Exhibitors will gain measurable returns through connections with key market players, greater product visibility, access to distribution networks, and entry into new markets.

2.
THE "WINEMAD" CONCEPT: more than a fair

But WINEMAD isn't confined to a convention center.

It's a **city-infused event**, bringing wine culture beyond IFEMA's halls and into the streets of Madrid, infusing the capital with energy, discovery, and celebration.

Restaurants, hotels, cultural venues, and iconic neighborhoods will come alive with parallel activities that celebrate wine in all its dimensions: history, terroir, gastronomy, art, leisure, education, innovation, and sustainability.

This citywide integration is one of WINEMAD's defining features. We want Madrid to **breathe wine culture** throughout the event. Cultural experiences, food and wine pairings, street tastings, and creative happenings will transform the city into a vibrant ambassador for wine, benefiting both the industry and the people who call Madrid home.

This is not just another trade show. WINEMAD – Madrid International Wine Fair 2026 is a landmark initiative, designed to become a catalyst for the wine sector, a celebration for the city, and a platform for all those shaping the future of wine.

It proposes a new kind of fair: **professional, dynamic, cross-cutting, and rooted in both industry and place.**

3.
Why Madrid

The decision to host **WINEMAD – Madrid International Wine Fair 2026** in Madrid is no coincidence. It is a strategic choice grounded in the region's viticultural potential and the logistical, economic, and cultural strengths of Spain's capital. Madrid brings together wine tradition, geographic centrality, institutional support, and global projection.

From a practical standpoint, Madrid offers ideal conditions for organizing a large-scale international event. Its central location makes it a natural logistical hub, easily accessible from anywhere in Spain and abroad. As a dynamic European capital, Madrid is globally connected, boasts world-class infrastructure, and has a proven track record of hosting major international events. Its international airport, high-speed rail network, broad hospitality options, and strong organizational capacity make it perfectly suited for a top-tier professional fair.

Madrid also has a deeply rooted winemaking tradition that stretches back to Roman times and continues through centuries of history, art, and literature. Today, the "Vinos de Madrid" DPO includes over 50 wineries across four subzones, Arganda, Navalcarnero, San Martín de Valdeiglesias, and El Molar, establishing its own distinct identity on Spain's wine map.

Economically, Madrid is Spain's leading productive region. Its metropolitan area generates 19% of the national GDP and attracts companies, investors, and professionals from around the world. This economic strength creates a highly favorable environment for business events, particularly those with a strong international and commercial focus like WINEMAD.

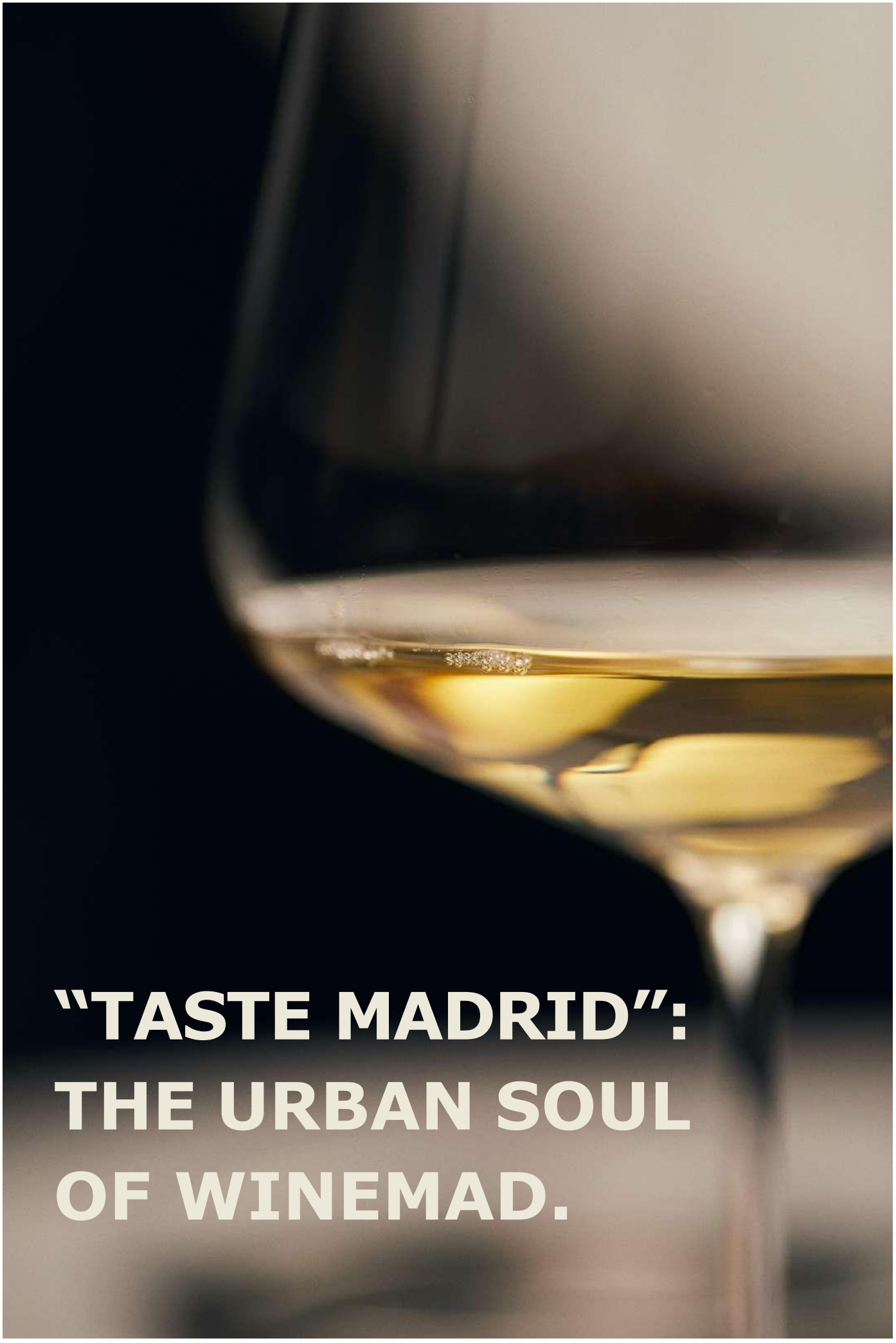
3.
Why Madrid

Madrid’s institutional ecosystem also supports this choice. The fair enjoys the backing of the City Council, the regional government, the Chamber of Commerce, IFEMA, and other key organizations that provide the momentum, stability, and visibility needed to position WINEMAD as a global reference.

Moreover, the city's vibrant, multicultural, and tourist-friendly environment makes it ideal for the parallel programming of WINEMAD. With its restaurants, museums, theaters, markets, galleries, and cultural venues, Madrid offers a natural and attractive extension of the fair beyond the IFEMA grounds.

WINEMAD will be the first major international wine fair to place Madrid at the center of the global wine scene, completing the map of Spanish wine events (where other cities have earned their place) yet none has hosted an event of this scale in the capital.

With WINEMAD, Madrid doesn’t just host a fair: it leads a nationwide sectoral project that looks to the future with ambition, precision, and the potential to generate long-term economic, reputational, and commercial impact.



“TASTE MADRID”: THE URBAN SOUL OF WINEMAD.

4.
"Taste Madrid": goals and benefits for the city

"TASTE MADRID" THE URBAN SOUL OF WINEMAD.

"Taste Madrid" is a strategic program that extends the fair beyond the exhibition halls, transforming it into a vibrant, inclusive, and transformative urban experience. More than a schedule of side events, it is a cultural and social initiative that reinforces Madrid's identity as a wine capital, a hub of shared knowledge, and a destination for quality tourism.

Its core aim is to integrate wine culture into the city's everyday life, activating neighborhoods, markets, cultural centers, local businesses, and public spaces. Through creative and accessible initiatives, the program seeks to reconnect citizens with a vital part of their intangible heritage, promote wine as a cultural symbol, encourage responsible consumption, and generate both economic and symbolic value.

The program is organized into ten thematic categories, enabling a diverse, decentralized, and coherent schedule: culture and art; gastronomy and local products; education and training; leisure and community engagement; urban wine tourism; family-friendly activities; responsible consumption and sustainability; neighborhood commerce and local economy; wine innovation and technology; and civic and institutional initiatives.

This structure opens the door to broad stakeholder involvement, from artists to municipal markets, from tech startups to neighborhood associations, creating a shared narrative where wine serves as the connecting thread between meaningful urban experiences.

4.
"Taste Madrid": goals and benefits for the city

Benefits for the city of Madrid and the regional area:

- First, the **direct impact on the local economy** is clear: thousands of visitors and professionals will stimulate key sectors like hospitality, retail, transportation, and accommodation. But beyond economic data, the true value lies in the ability to create a shared, city-wide experience—connecting public and private spaces through wine culture.

- Second, the program adds **cultural and social value**: revitalizing underused spaces, strengthening community ties, and building a narrative of a modern, open, and heritage-rich city. Entire neighborhoods will transform into cultural hubs, restaurants into living classrooms, and streets into showcases for Spanish wine and gastronomy. The goal is to tell a story where wine is not just a product but a key to history, identity, and sustainable territorial development.

  One of the pillars of this program is its strong alignment with the principles of **Wine in Moderation**, the European initiative promoting responsible wine consumption. This is not symbolic, it reflects a firm commitment to embedding sustainability, education, and public health into every aspect of the fair. WINEMAD promotes a wine culture that is incompatible with excess. Every activity is designed to foster conscious enjoyment, sensory education, and an appreciation for quality over quantity, offering learning through experience.

  Madrid's culinary scene, both traditional and contemporary, plays a central role in this educational and experiential approach. Though the city is a renowned culinary destination, the value of its raw ingredients, local producers, DPOs, and signature recipes is often underappreciated. "**Taste Madrid"** seeks to restore and highlight this heritage by connecting wine with cheeses, breads, oils, charcuterie, meats, and fresh produce through tastings, cooking workshops, food tours, and collaborations with municipal markets, showing that wine is not a luxury, but a natural companion to quality food and local craftsmanship.

4.
"Taste Madrid": goals and benefits for the city

- Third, the program strengthens Madrid's **institutional positioning.** The city becomes an international wine capital—not from an elitist perspective, but through an inclusive, participatory approach where citizens are protagonists, not mere spectators. It's about shaping a shared identity through wine, and turning events into expressions of the city's heartbeat. Madrid becomes a place where business meets culture, where professional meets experiential, and where the local embraces the global. Through WINEMAD and the "Taste Madrid" initiative, the city presents itself as a modern, forward-looking capital that renews tradition and expresses its vibrant character through wine.

Benefits for Madrid residents

- **"Taste Madrid"** ensures that residents are not passive observers but active participants in the fair. Through decentralized, accessible programming, locals can enjoy educational, artistic, and sensory experiences right in their own neighborhoods. This **engagement** fosters a sense of pride and connection, energizes community life, and positions wine as a symbol of local identity and shared culture.

Benefits for local businesses

- The program also offers **real opportunities** for local businesses. Shops, restaurants, markets, wine bars, and small producers become integral to the fair, gaining visibility, new clientele, and long-term positioning. The presence of international buyers and investors creates new distribution opportunities and strengthens Madrid's image as a hub of wine-related innovation and excellence.

In essence, **"Taste Madrid"** is a tool for building the city: a project that connects the economic with the cultural, the professional with the everyday, and the local with the global. It gives Madrid the chance not just to host WINEMAD, but to fully embrace it, offering the world a model of a vibrant, welcoming capital that celebrates its culture with pride, intelligence, and vision.

WINEMAD IS A CITY BRAND, AN EXPRESSION OF EXCELLENCE, AND A NEW NARRATIVE FOR WINE, PROJECTED FROM MADRID TO THE WORLD.

5.
Event image and identity

The identity of **WINEMAD - "Madrid International Wine Fair 2026"** is built on a clear premise: wine is culture, business, and experience. Accordingly, the event's visual and conceptual identity has been designed to reflect a balance between tradition and innovation, professionalism and accessibility, local character and global ambition.

The **name** WINEMAD directly and evocatively fuses two essential elements: wine, the fair's central product, and Madrid, the host city. This fusion creates a powerful and memorable brand with the potential to become a global benchmark within the industry. The subtitle Madrid International Wine Fair 2026 adds institutional clarity and international scope, reinforcing the fair's ambition and professional positioning.

Visually, the fair adopts a sober, elegant, and contemporary aesthetic. The color palette draws inspiration from the hues of wine in its various forms, deep burgundies, rich golds, and warm ochres, while graphic elements play with curves, vine-like textures, and geometric patterns inspired by Madrid's architecture and the contours of vineyard landscapes.

The **communication tone** balances professional rigor with emotional warmth. It deliberately avoids technical jargon or elitist language, instead favoring a cultural and engaging narrative that invites discovery and connection. The WINEMAD brand is inclusive and open, reflecting the diversity of the wine sector, the dynamism of the host city, and the broad spectrum of audiences it seeks to engage.

WINEMAD is more than a trade fair, it is a city brand, an expression of excellence, and a new narrative for wine that radiates from Madrid to the world.

6.
Organizational structure and promoting entity

WINEMAD – Madrid International Wine Fair 2026 is backed by a strong network of institutional and professional partners that guarantee its feasibility, rigor, and impact. Its organizational structure has been carefully designed to ensure strategic coordination, technical precision, and seamless collaboration among all stakeholders.

The lead promoter of the event is the **Escuela Internacional de Protocolo y Eventos,** a seasoned institution with extensive experience in designing and managing high-level institutional, corporate, and cultural events. Operational and logistical execution is entrusted to **Benson Señora Eventos**, the event operator responsible for ensuring world-class organization and delivery.

In addition, a group of expert collaborators (recognized professionals with deep knowledge of the wine industry) are actively involved in the project's direction and coordination. Their contributions have been instrumental in shaping the fair from a realistic, strategic, and contemporary perspective, providing market insights, cultural depth, and a commitment to values like sustainability, authenticity, and connection between producers, distributors, and consumers.

The event also benefits from the institutional backing of the **Comunidad de Madrid**, the **Ayuntamiento de Madrid**, the **Official Chamber of Commerce, Industry and Services of Madrid**, and the active support of **IFEMA**, which will serve as the main exhibition venue. These institutions help drive the project forward and enhance its public visibility by providing essential resources, networks, and recognition.

6.
Organizational structure and promoting entity

The governance structure of WINEMAD – Madrid International Wine Fair 2026 is based on three levels, each contributing to the event's strength, representativeness, and operational excellence:

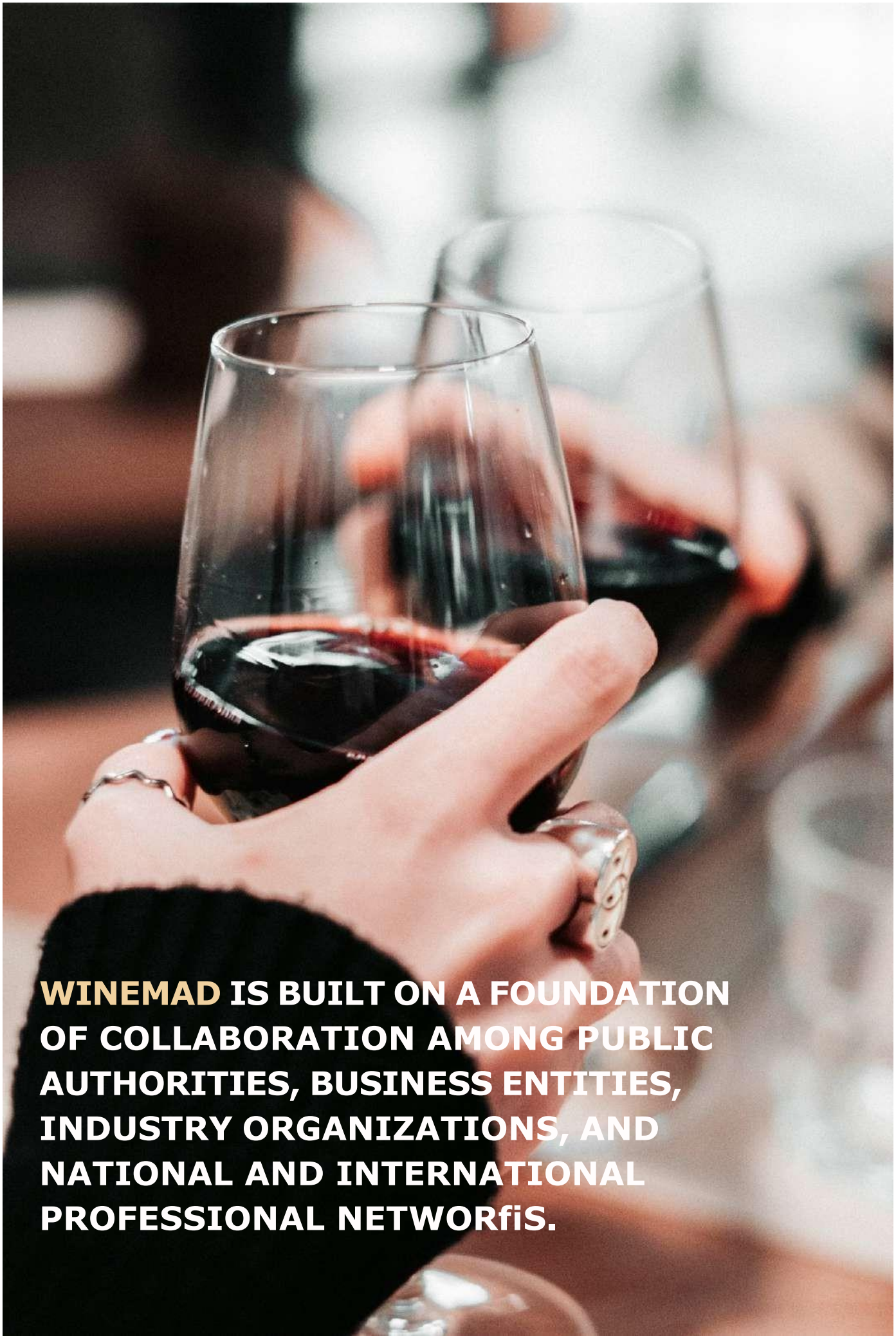
- **Honorary Committee.** Made up of institutional figures and notable personalities from the wine world, this committee fulfills a symbolic and representative role, lending prestige and visibility to the event.

- **Support Committees.** A unique innovation of WINEMAD is the direct involvement of the wine sector in shaping the fair through dedicated support committees. These committees will include representatives from DPOs, regulatory councils, professional associations, and federations. Their mission is to help shape the fair's strategic vision, ensure that it responds to the actual needs of wineries, and foster integration across all levels of the wine value chain. They will also be active in developing scientific, technical, and cultural content, bringing expert knowledge and credibility from within the sector itself.

  These support committees serve as bridges between production, distribution, and marketing, ensuring dialogue, cooperation, and relevance in every aspect of the fair's planning and execution.

- **Executive Committee and Technical Secretariat**. This team is made of seasoned professionals experienced in organizing large-scale events and individuals with sector-specific expertise. They will oversee day-to-day operations, manage the event's schedule and programming, provide support to exhibitors, speakers, and sponsors, and coordinate across different workstreams.

Together, these three levels of governance ensure a perfect balance between institutional leadership, technical excellence, and sector participation. This collaborative foundation establishes WINEMAD as a shared, professional project aligned with the priorities of the city of Madrid and the broader wine ecosystem.



WINEMAD IS BUILT ON A FOUNDATION OF COLLABORATION AMONG PUBLIC AUTHORITIES, BUSINESS ENTITIES, INDUSTRY ORGANIZATIONS, AND NATIONAL AND INTERNATIONAL PROFESSIONAL NETWORfiS.

7.
Institutional and sector support

WINEMAD – Madrid International Wine Fair 2026 is built on a solid, cross-cutting foundation of institutional and industry collaboration, bringing together public authorities, business entities, sector organizations, and professional networks both nationally and internationally. This support ensures the event's viability and reinforces its role as a representative, shared platform aligned with the collective interests of the wine industry.

Key institutional backers include the Madrid City Council, the Community of Madrid, the Official Chamber of Commerce, Industry and Services of Madrid, and IFEMA, which will serve as the event's main venue. These institutions are actively involved in promoting the fair, shaping its strategic direction, and expanding its international reach.

On the sector side, WINEMAD has the engagement of designations of origin, regulatory councils, winery associations, federations of producers and distributors, and other key industry stakeholders. These organizations have been involved from the earliest stages, helping define the fair's vision and ensuring its relevance, legitimacy, and alignment with real market needs.

WINEMAD also maintains ties with European and Ibero-American professional networks in fields such as viticulture, wine tourism, sustainable agriculture, and wine marketing innovation. These international connections will project the event beyond Spain's borders and contribute to its establishment as a global reference point.

This broad support structure guarantees coherence, ambition, and a deep commitment to the sector. WINEMAD is not being developed behind closed doors; it is the result of listening, collaboration, and active involvement from the people and organizations that make wine a living culture and a strategic economic force.

8.
Business opportunities and internationa-lization

The main objective of **WINEMAD – Madrid International Wine Fair 2026** is to create real, measurable business opportunities for participating wineries. To achieve this, a targeted program has been designed to ensure the presence of highly qualified **importers**, **distributors**, **commercial agents**, and **key influencers**, both from Spain and abroad.

This program focuses on attracting professionals who play a pivotal role in the global wine trade, helping wineries expand internationally and strengthen their presence in domestic markets.

A selective **buyer recruitment plan** will be implemented in close collaboration with wineries, DPOs, chambers of commerce, export promotion agencies, commercial embassies, and global distribution networks. The plan includes direct invitations and support for key importers from strategic markets: Central and Northern Europe, the United States, Latin America, Asia-Pacific, and emerging wine-producing regions in Africa.

The selection and management of these professionals will follow strict quality and segmentation criteria to ensure that each meeting at WINEMAD has the potential to lead to lasting business relationships, expanded sales networks, and new commercial opportunities.

To facilitate direct interaction, the fair will offer a suite of digital tools for exhibitors and professionals: B2B meeting schedules, exclusive meeting areas, themed networking sessions, and market-specific gatherings organized by product, category and destination. These features will be supported by **specialized digital platforms** that help manage appointments, fine-tune matchmaking, and enhance the efficiency of participation.

These tools will be complemented by **personalized assistance from the Technical Secretariat**, which will provide follow-up support, help resolve any issues, and ensure that meaningful business connections are made. The aim is to bridge supply and demand effectively, maximizing return on investment for exhibitors.

In short, WINEMAD is not just a showcase, it is a platform for growth, designed to deliver tangible commercial results and drive international expansion for the wine sector.

9.
Scientific congress program

The scientific program of **WINEMAD – Madrid International Wine Fair 2026** is designed not as a conventional parallel congress, but as a dynamic, practical tool to explore **the most pressing challenges and opportunities facing the wine sector**, offering real commercial value for participants.

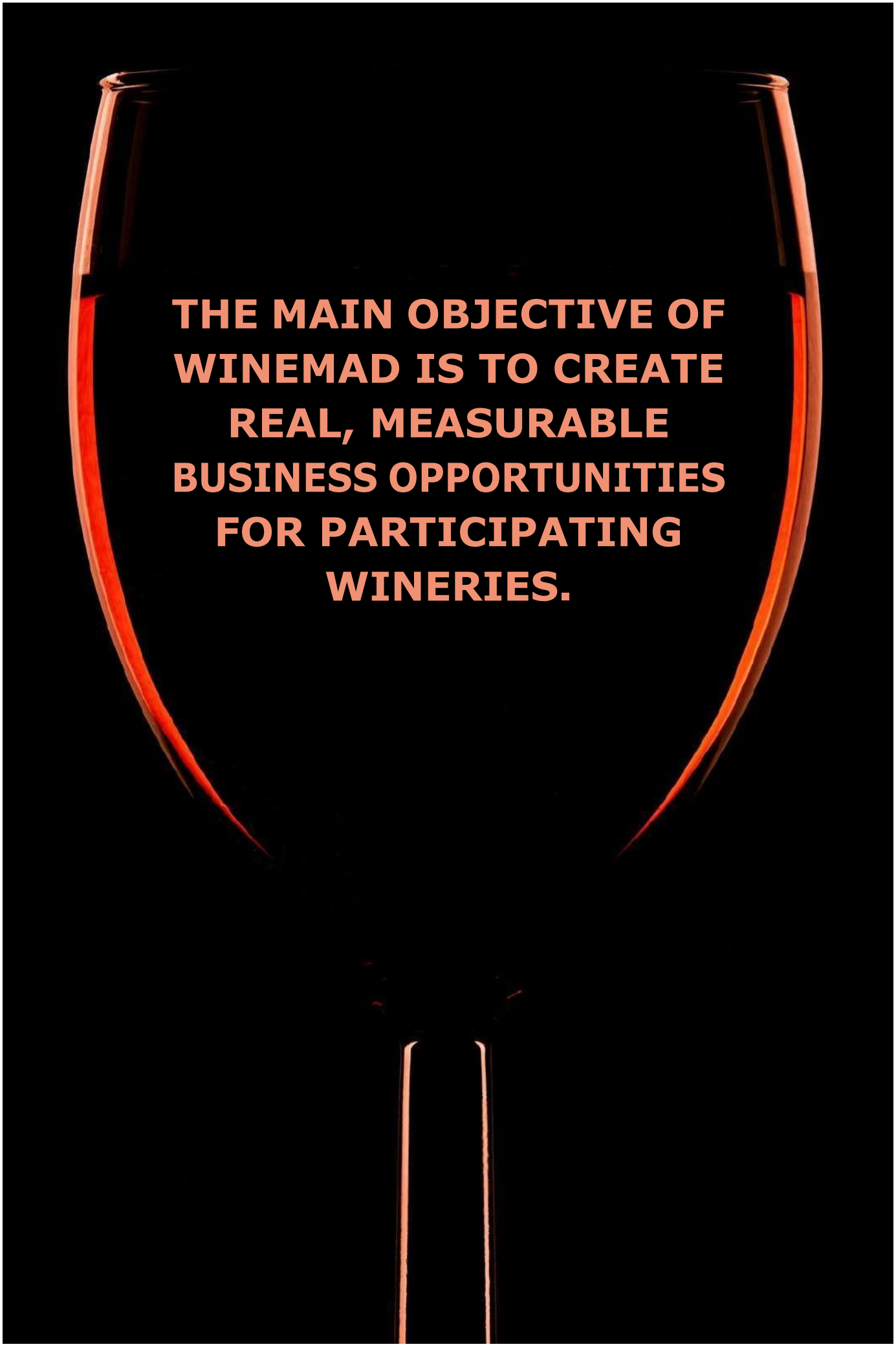
Rather than relying on traditional lecture formats, the program will prioritize high-impact discussions, interactive sessions, and agile formats that **promote dialogue, problem-solving, and practical takeaways for wineries, distributors, regulatory councils, and institutions alike**.

Topics will be current and relevant, focusing on real issues such as barriers to internationalization, regulatory frameworks, domestic consumption trends, sustainability, wine taxation, digital transformation, brand strategy, and emerging sales channels. The program will feature a mix of established experts and fresh voices from across the wine ecosystem, encouraging a diverse, cross-disciplinary exchange of ideas.

A key feature of the congress will be the drafting of the **Madrid Declaration**, a collective document that synthesizes the **key concerns, insights, and proposals** raised during the event. This declaration will be endorsed by attending institutions and presented to public authorities and relevant organizations, establishing a roadmap for action.

WINEMAD's scientific program is not an add-on; it is a **strategic platform for positioning, dialogue, and collaborative action**. For the first time, all the key players in the wine sector will come together in **a shared space to discuss, plan, and act collectively**.

Another major innovation is the ongoing nature of the congress. It will not conclude when the fair ends. Instead, it will evolve into **a permanent forum for discussion**. This platform will continue to explore sector challenges, generate new content, and spotlight emerging issues and innovations, solidifying WINEMAD's role as a long-term reference point for reflection and leadership in the global wine industry.


THE MAIN OBJECTIVE OF WINEMAD IS TO CREATE REAL, MEASURABLE BUSINESS OPPORTUNITIES FOR PARTICIPATING WINERIES.

10.
Spaces, logistics and organization

WINEMAD – Madrid International Wine Fair 2026 has been conceived from the beginning as a welcoming, functional, and visually refined event. It is not a conventional trade show with a grid of booths, it is a thoughtfully designed environment that fosters conversation, comfort, and organic professional connections.

The fair will be held in **Pavilion 14 at IFEMA MADRID**, one of the venue's most modern and versatile spaces, fully equipped with the technical, logistical, and accessibility features required for a major international event.

The exhibition area will follow a sector-based layout, primarily organized by DPO, highlighting the geographic and cultural diversity of the wine world. This structure allows visitors to easily identify production regions and supports the collective branding of wine territories,reinforcingthe prestige of appellations as indicators of origin and quality.

Dedicated spaces will be created for importers and buyers, offering comfortable, private meeting areas for tastings, catalog reviews, and strategic business discussions in a focused setting.

In addition, WINEMAD will include a specific zone for auxiliary wine industries, (companies offering related products and services such as glassware, corks, labeling, packaging, design, software, machinery, logistics, and more). These businesses will play an essential role in the fair's ecosystem, providing tools and partnerships that support innovation and growth across the sector.

Every aspect of the venue will be curated to enhance the visitor experience: from intuitive signage and informal networking spaces to warm, welcoming ambiance and user-friendly layouts.

WINEMAD is committed to offering logistics that go beyond efficiency, creating an environment that is comfortable, inspiring, and perfectly aligned with the spirit of the event.

11.
Protocol and ceremonies

WINEMAD – **Madrid International Wine Fair 2026** will implement an institutional and organizational protocol tailored to the profiles of its attendees, the level of representation of participating entities, and the international scope of the event. The aim is to ensure the smooth flow, ceremonial value, and professionalism of all official events, while creating a coherent and respectful experience for everyone involved.

A key element of the protocol is a **comprehensive hospitality plan** focused on one priority: the exhibitor. The plan includes personalized attention, continuous support, quick issue resolution, and excellent service throughout every phase of the fair, from setup to closing. For WINEMAD, taking care of exhibitors means taking care of the heart of the event.

The opening ceremony will feature representatives of major partner institutions and key figures from the wine world, business, and diplomatic circles. Precedence will be established in accordance with Royal Decree 2099/83 on official State protocol, adapted to the international and sectoral nature of the fair.

Other formal events will take place throughout the fair, including institutional receptions, guided visits by public authorities, presentations of wine regions, and award ceremonies. These will be meticulously coordinated by the Technical Protocol Secretariat, which will also manage guest escorts, invitations, and coordination with the communication teams of participating institutions.

Special attention will be paid to elements like signage, official routes, spatial layout, and general ambiance to ensure a modern, cohesive visual identity aligned with the spirit of WINEMAD.

In addition to institutional protocol, corporate protocol will be handled with equal care, ensuring visibility and recognition for sponsors, strategic exhibitors, and special guests within a professional, inclusive, and well-organized setting. Each ceremonial moment will help reinforce WINEMAD’s brand identity, symbolic relevance, and reputation as a flagship event for Madrid, Spain, and the international wine community.

12.
Media and communication plan

The communication strategy for **WINEMAD – Madrid International Wine Fair 2026** rests on two essential pillars: ensuring broad **visibility for the event as a leading international wine gathering**, and showcasing each participating winery, their brand, territory, and unique value, to key audiences.

The goal is dual: to position WINEMAD as a top-tier professional event on the global calendar, while also amplifying the individual voice and presence of each exhibitor.

To achieve this, a multi-channel strategy will be deployed in three phases:

- Pre-fair (awareness and promotion)
- During the fair (live coverage and real-time visibility)
- Post-fair (recap, analysis, and long-term projection)

This is not a one-off campaign, but a sustained, long-term communication effort that begins with the launch and evolves alongside the fair's growth.
Media coverage will extend beyond traditional outlets to include national and international television, live radio broadcasts, digital platforms, and collaborations with top industry media. A physical and digital press room will be available, supported by a permanent communications unit and a professional team to assist accredited media representatives.

A dedicated digital communication plan will focus on social media, featuring exclusive content, interviews, short videos, promotional campaigns, influencer partnerships, and interactive formats aimed at engaging new and diverse audiences. Coordination with exhibitors will help amplify their visibility and strengthen their positioning.

Strategic partnerships with media outlets, professional associations, and public and private institutions will also play a key role in expanding exposure and enhancing the fair's reputation.

Every element of this **communication plan** is designed to build a strong, attractive, and credible identity, aligned with WINEMAD's core values: international reach, excellence, energy, and accessibility. WINEMAD will be promoted not just as a trade event, but as a shared experience, a bridge connecting wine with the world.

13.
Sponsorship program

The sponsorship program for **WINEMAD – Madrid International Wine Fair 2026** is conceived not merely as a source of funding, but as a strategic partnership model designed to create mutual value for all participants.

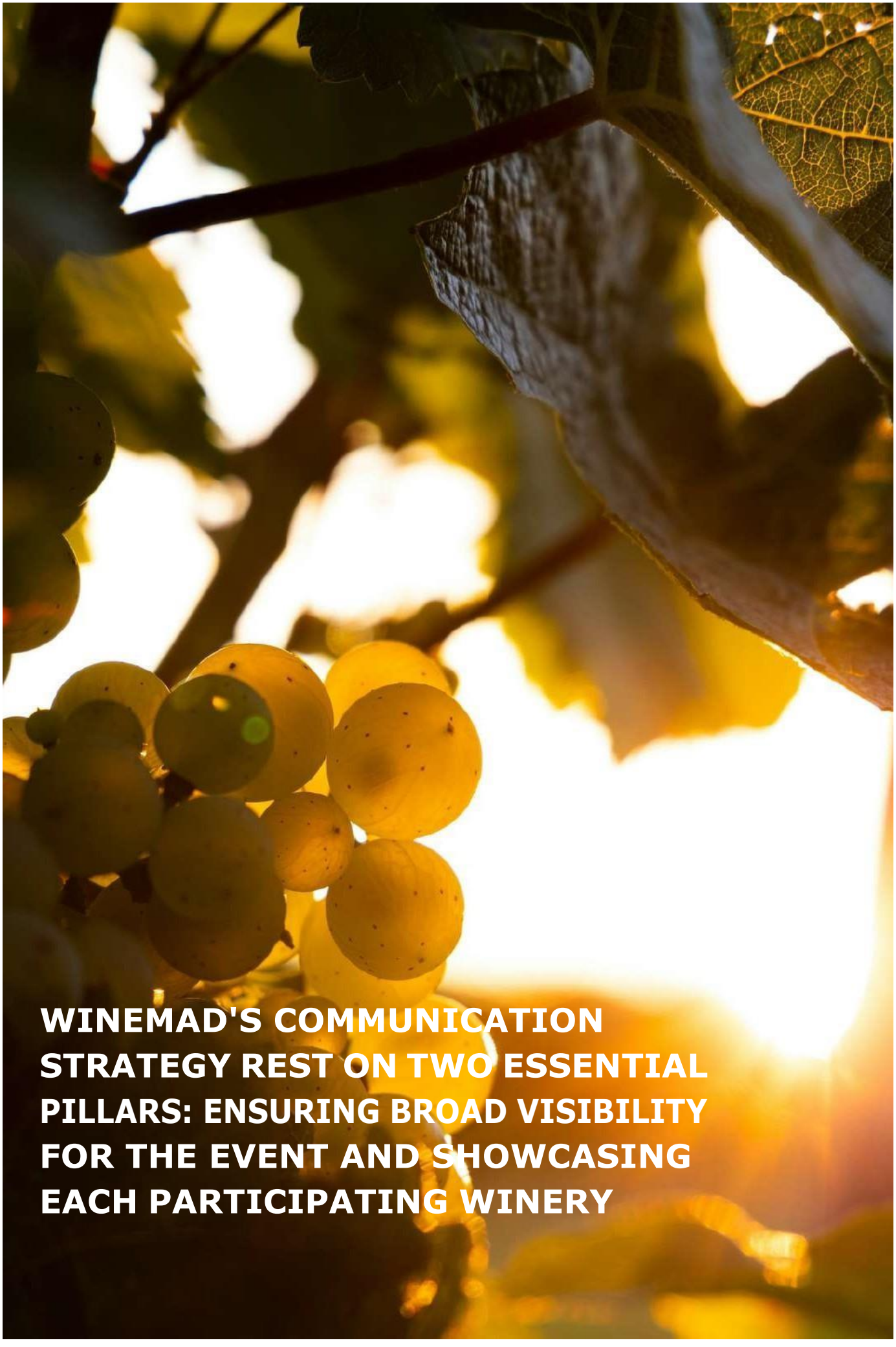
Rather than relying on a purely advertising-based approach, the program aims to build long-term alliances with brands and industries that align with the wine world and are interested in associating with a high-profile, internationally recognized event with strong outreach capabilities.

Priority is given to sectors whose positioning, products, or services complement the commercial goals of participating wineries and exhibitors. These include gastronomy, tourism, technology, finance, design, transportation, sustainability, lifestyle, and media, selected based on their relevance to the fair's professional profile and target audience.

Each sponsorship agreement will offer tangible, customized benefits, ranging from brand visibility and strategic positioning to institutional presence, audience engagement, exclusive content creation, and participation in various areas of the fair. Sponsorship packages will be available at different tiers, with benefits that may include:

- Prominent placement in physical and digital spaces
- Inclusion in the overall communication plan
- Participation in side events and experiences
- Corporate hospitality and networking opportunities
- Exclusive product or brand activations

Importantly, collaboration with sponsors will extend beyond the event dates. Each partnership will be supported by a coherent narrative spanning pre-fair, during the fair, and post-fair phases, maximizing exposure and long-term return on investment.
The ultimate goal is to create a well-structured, mutually beneficial **sponsorship ecosystem** that aligns with the values of the wine sector and the ambitions of the event, combining prestige, profitability, and international reach under a shared vision of excellence.



WINEMAD'S COMMUNICATION STRATEGY REST ON TWO ESSENTIAL PILLARS: ENSURING BROAD VISIBILITY FOR THE EVENT AND SHOWCASING EACH PARTICIPATING WINERY

14.
Budget and economic balance

The budget for **WINEMAD – Madrid International Wine Fair 2026** has been structured according to principles of efficiency, realism, and economic sustainability. It reflects the operational needs of the fair, the desired quality standards, and the expected returns for exhibitors, sponsors, and institutional partners.
The budget covers all essential areas, with specific allocations for:

- Production and setup
- Space design and staging
- Technical and logistics staff
- Media and communication
- Protocol and security
- Digital tools and platforms
- Congress content
- "Taste Madrid" urban programming
- Exhibitor services
- General coordination and operations

Each area includes detailed forecasts and flexibility to accommodate different participation levels and future growth.

The funding structure combines internal resources with revenue from booth rentals, institutional contributions, and private sponsorships. This diversified model ensures financial stability while keeping pricing competitive and accessible for wineries and industry stakeholders.

The fair's financial management will adhere to strict standards of transparency and accountability, maintaining a **balanced relationship between investment and return**. After the event, a comprehensive report will be published outlining the budget breakdown, key performance indicators, and both direct and indirect economic impact on Madrid, along with projections for future editions.

WINEMAD aims to be more than just a landmark event in terms of content and visibility. It is also designed to be a financially solid, self-sustaining project, capable of growing year by year and delivering measurable benefits for the wine industry and the region that hosts it.

15.
Annexes

This dossier is complemented by a series of annexes providing detailed, operational information for all stakeholders involved in **WINEMAD – Madrid International Wine Fair 2026**. These materials are designed to support understanding of the project, assist with logistical planning, and enable informed decision-making by exhibitors, sponsors, media, and institutional partners.

The annexes include:

- *Floor plans and area layouts of the exhibition pavilion*
- *Detailed event schedule and programming timeline*
- *Information on booking exhibition spaces*
- *Participation fees and conditions*
- *Sponsorship models and associated benefits*
- *Exhibitor manual with guidelines and recommendations*
- *Accreditation and access guide*
- *General operating rules*
- *Contact directory and support structure*

All annexes will be available in both digital and print formats, and will be regularly updated as planning progresses. Their purpose is to ensure that all participants are well-informed, well-prepared, and fully equipped to make the most of their involvement in the fair.

WINEMAD

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2026