



# LJUBLJANA WINE ROUTE

2024

SUMMER EDITION

June 15

&

ST. MARTINS DAY

IN LJUBLJANA

November 9

## INVITATION TO PARTICIPATE

ORGANIZER:



**PROEVENT**



# LJUBLJANA WINE ROUTE

## SUMMER EDITION

June 15, 2024

## ST. MARTIN'S DAY

November 9, 2024

### CO-CREATE WITH US AN UNFORGETTABLE WINE AND CULINARY EXPERIENCE

The **Ljubljana Wine Route** is organised by **Proevent**, which also organises the **Slovenian Wine Festival**. As always it will take place in two separate editions.

**Ljubljana Wine Route, Summer Edition** takes place before the very beginning of summer, when we can taste light wines and tasty snacks before the holidays and the end of the school year.

**St. Martin's Day** is a traditional event for both locals and tourists, where we celebrate St. Martin's Day and indulge in the culinary delights of local cuisine and excellent local and foreign noble drops.

### PROMOTION OF WINES IN SLOVENIA AND ABROAD

Both editions of **Ljubljana Wine Route** are promotional and sales-oriented and take place on uniformly equipped covered wooden stands. At the info points the sale of glasses and coupons (for purchases at stands) and information to visitors is organized. On top of rich wine and culinary offer the event will also include a varied accompanying programme through the streets of Ljubljana city centre.

SUMMER  
EDITION

12 78  
YEARS WINEMAKERS

RECORD!

5.000+  
VISITORS

350+  
WINE SAMPLES

ST. MARTIN'S DAY  
IN LJUBLJANA

20 87  
YEARS WINEMAKERS

RECORD!

10.000+  
VISITORS

450+  
WINE SAMPLES

## PARTICIPATION AT THE PROMOTION-SALES STAND

The price of a one-day performance includes:

- a standard equipped stand (counter and signboard) on which you can present any number of your products;
- providing visitors with wine glasses;
- basic entry on the official website and mention in the list of winemakers and culinary experts on the map of the event;
- promotion of the event;
- the possibility of renting a casting container and ice container;
- ice supply.

Participation in the Ljubljana Wine Route amounts to:

- **300,00 EUR** for one event;
  - **550,00 EUR** for simultaneous registration for both events.
- \* VAT is not included in the price

## ADVERTISING AND PROMOTION:

a) on the website ([www.ljubljanskavinskapot.si](http://www.ljubljanskavinskapot.si))

- alternately visible banner (1200 x 200 px) for a period of one (1) month before the event **510,00 EUR + VAT/event**

b) installation of a free-standing roll-up at event info points  
**590,00 EUR + VAT/event**

c) promotional materials at info points  
**590,00 EUR + VAT/event**

d) marketing campaign  
**350,00 EUR + VAT/event**

- a post on the Facebook profile
- sponsored post worth 50 EUR per event on Facebook profile
- a post on the Instagram profile
- exposure on the Instagram story during the festival

## IMPORTANT DEADLINES

- application deadline for package offers: **May 31, 2024**
- deadline for payment of the package offer: **June 7, 2024**
- deadline for delivery of promotional material for info points: **June 12, 2024** (summer edition) and **November 6, 2024** (St. Martin's day)

## NOTES

- The package price for two events is valid with simultaneous registration for two events until May 31, 2024 and payment of the entire amount by June 7, 2024.
- By registering you accept the general conditions, published on the website under the EXHIBITORS tab.
- Registration is valid only with payment of the offer.

## MORE INFORMATION

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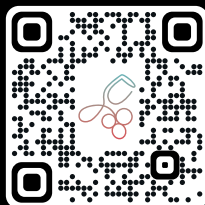
Tihomir Kovačič,  
Executive Director of Ljubljana Wine Route  
M: +386 (0)41 626 826  
E: tihomir.kovacic@proevent.si

Melita Remškar,  
Project Director  
M: +386 (0)41 861 111  
E: melita.remskar@proevent.si

Lara Petkovšek,  
Head of Marketing and PR  
M: +386 (0)31 629 334  
E: lara.petkovsek@proevent.si

Maja Mubi,  
Head of Applications and Sales  
M: +386 (0)1 300 32 11  
E: maja.mubi@proevent.si

Jaka Avbelj,  
Fair exhibition Manager  
M: +386 (0)31 847 482  
E: jaka.avbelj@proevent.si



ORGANIZER:

 **PROEVENT**



**DO NOT MISS**

26<sup>th</sup> Slovenian Wine Festival  
November 14-15, 2024  
Cankarjev dom in Ljubljana