



# 2025 INTERWINE ROADSHOW



01

PART

# INTRODUCTION

# About Interwine Roadshows



## The founder of Roadshows

Since 2010, Interwine has successfully held total 589 Roadshows in second and third-tier cities.



## The first Roadshow of mainland China

Interwine is the first organizer to hold Roadshow in the northeast, northwest, southwest & northern China.



## Biggest amount of distributors

Interwine cooperates with local Wine & spirits industry association in every roadshow, inviting 300-800 people to visit.

**14  
years**

**50  
cities**

**639  
roadshows**

**170,000  
visitors**

**1,657  
brands**

**350,000  
distributors**

# Roadshow Details



Organizer: Interwine

Co-organizer: Local  
wine&spirits industry  
association  
Wine media



Exhibitor:  
importer,producer,

Visitors: importer,  
distributor, wine medias  
and so on. Over 300-800  
visitors.



Scale: 20-40 exhibitors

Venue: in 5 star hotel

Time: 13:30-18:30 wine tasting



Booth: one desk  
(1.8meters in length)

Equipment: company  
fascia board, glasses,  
water, ice, ice bucket  
and spit bucket



Winery roadshow:  
USD1000/city



# Visitors Invitation

01

## Official Wechat account

Interwine China have organized more than 24 edition and over 500 roadshow. Interwine have accumulated thousands of data resources in the industry for 13 years, and actively use it for the roadshow.



02

## Online Media

Cooperation with all the online media, specially local media with more resources, to expand influence and appeal in the local market.



03

## Professional Masterclass

We organized masterclass of different countries and invite professional teachers and institutions as leacturer in roadshow. Promote the development of wine culture nationwide, cultivate and guide more people to pay attention to the field of imported wine.



04

## Professional sommelier event

Cooperate with education institution, we also organized sommelier competition during roadshow, to attract more wine lovers paticipate in.



05

## Offline telemarketing invitation

Using data we have, we also promote roadshow through telephone invitation, add wechat and wechat group, and timely release the latest information related to the roadshow.



06

## Local Associations

Actively invite local wine associations and media to help invite visitors.



02

PART

# Roadshow Quotation



interwine

China International Wine Exhibition



Roadshow

INTERNATIONAL TRADE SHOWS

Interwine Exhibition Plan 2025

Feb.	21	22							
	Hongkong Winery Show								

Apr.	10	12	15	17	19	22	24	26		
	Guangzhou	Foshan	Zhongshan	Zhuhai	Shaoguan	Dongguan	Huizhou	Shantou		

May	20	21	22	24	26				
	34th Interwine Guangzhou 30,000sqm			Shanghai	Beijing				
				Winery Show					

June	12	14	17	19	21	24	26	28		
	Nanchang	Ganzhou	Wuhan	Changsha	Nanning One day show	Kunming	Chongqing	Chengdu		

Jul.	1	3	5	8	10	12	15	17	25		
	Xi'an One day show	Taiyuan	Zhengzhou	Hefei	Hangzhou	Wenzhou	Fuzhou	Quanzhou	Xiamen		

Aug.	9	12	14	16	19	21	23	26	28	30		
	Harbin	Dalian	Shenyang	Beijing One day show	Shijiazhuang	Jinan	Qingdao	Nanjing	Suzhou	Shanghai One day show		

Nov.	31 Oct. - 2 Nov.			4	8	18	19	20	22	25	27	29
	35th Interwine Guangzhou 20,000sqm			Macao	Shanghai	Shenzhen		Dongguan	Huizhou	Shantou	Shaoguan	Foshan
				Winery Show								

Dec.	2	4	6	9	11	13					
	Zhongshan	Zhuhai	Jiangmen	Maoming	Zhanjiang	Haikou					

Roadshow Time: 13:30-18:00

Participation Fee

USD 1000/city

30% discount off for 10 cities.

Masterclass:

Time: 14:00-15:00 or 16:00-17:00

Fee: USD 3,000 (lecturer NOT included)

Special offer: USD 1,500

Facilities: projector, microphone, glass, ice, ice bucket, spittoon, etc.

Services: Interwine will take charge of the promotion before and after ,official Wechat account promotion, 200+ Wechat groups promote, 2 stuffs on site service.

Attendees: 40 seats

PS: 1-3 days exhibitions are different price.

# BOOTH



## INCLUDED IN EVERY BOOTH

Company ADS banner

Spit bucket

Glass service

Table + chairs

Ice service

Socket

Water

Online promotion

Snacks

Cork screw



03

PART

## Roadshow Review



# Preperation







On-site







Quality  
Visitors







Quality  
Visitors







# Masterclass





**Interwine China**

Ketong International Exhibition(Guangzhou) Co.Ltd

Contact:

Susie Wong

Email: [ketong@interwine.org](mailto:ketong@interwine.org)

Mob.+86 18145740916