

# Are you ready to take part in the FINE #WineTourismExpo Hosted Buyers program?

## THE HOSTED BUYER JOURNEY *Step by step*



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### JUNE

- June 8<sup>th</sup> - Buyers arrival to Valladolid.
- Hotel check in and welcome cocktail - Place TBD.
- June 9<sup>th</sup> & 10<sup>th</sup>. FINE B2B.

#### Post FINE:

- Give us your feedback, fill in the survey and follow us on our social media! #FINE2021



- Connect with us via LinkedIn and keep in touch!



### MAY- JUNE

- You will be able to find all the **details concerning your trip and the program at your private hosted buyers zone**: Tickets, accommodation information, activities and tips for your trip to Valladolid. **Also, you will find your e-badges in your private area.**
- June 3<sup>rd</sup> - Check your **personalised appointments diary**, bursting with business opportunities and let us know any question you have. Print a copy if you find it necessary.
- **Important: Don't forget to download the FINE app** to access your diary and check all the information regarding the show.

### NOVEMBER- MARCH

- **Fill in the form -Apply here-**
- The FINE team will go through your application and will reply you in case we need further details about your company, in order to complete the submission of application.
- **Acceptance.** You will be notified by email the status of your application. If you are eligible to participate as a hosted buyer, you will receive the contract with all the terms and conditions, the program and the benefits of this program.
- **April 1<sup>st</sup>. Deadline to apply for the hosted buyers program.**



- **Deadline to cancel participations.**
- To be reviewed in case of pandemic outbreak.

### MAY

- FINE will give **access** to the eligible buyers to their **Hosted Buyers Zone**, online platform hosting all the information needed in order to participate in the hosted buyers program.
- **Matchmaking. From May 17<sup>th</sup> to the 21<sup>st</sup>,** you will need to check the exhibitors' profiles and choose those that best fit your interests and needs. We will need at least 50% of your appointment diary coming out of the previously requested appointments from the exhibitors.

