

**INTERNATIONAL BAR AND
BEVERAGE TRADE SHOW
MESSEGELÄNDE BERLIN**

09 – 11 OCTOBER 23

360° MARKETING AND ADVERTISING OPPORTUNITIES

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LIQUID STAGE

The Liquid Stage offers the opportunity to present tastings, product presentations or talks on a variety of topics. Whether spirits, fillers, coffee or low-and-no, every product gets the perfect stage here! The stage is optimally set up for tastings with up to 3 different samples. It is therefore the perfect place to impart knowledge and enthusiasm on any bar-related topic.

Presentation at the Liquid Stage in hall 17

- Product number: 5310014
- 1 x 45-minute presentation slot
- Application forms: can be submitted via the [BCB website](#)
- Entry deadline: 23rd of June*
- Price: 1,780.00€

→ You are welcome to discuss your ideas with our Director of Education Mr. Angus Winchester before you submit.

Equipment: Stage, bar, cocktail equipment, tasting cups, ice cups
crushed ice

Seating: Chairs (row seating)

Technology: Video, sound and lightning, projection screen

Staff: 2 staff members to support the speakers

Branding: Bottle presentation on the bar and roll-ups possible

Advertising: Show Guide, BCB Website, Social Media, programme boards
on site

*If necessary, registrations can also be accepted after the deadline.



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TASTE FORUM

The Taste Forum offers the possibility to perform brand-neutral tastings and product presentations and has the optimal set-up for tastings with up to 6 different samples. Therefore, the taste forum is the perfect place to display the variety of a certain beverage or to present the complete portfolio of a bar or a distributor and to introduce the audience to their signature drinks.

Presentation at the Taste Forum in the Palais

- Product number: 5310029
- 1 x 45-minute presentation slot
- Application forms: can be submitted via the [BCB website](#)
- Entry deadline: 23rd of June*
- Price: 2,040.00€

➔ You are welcome to discuss your ideas with our Director of Education Mr. Angus Winchester before you submit.

Equipment: Stage, bar, basic cocktail-equipment, tasting cups, ice cubes, crushed ice
Seating: Chairs and tables
Technology: Presentation technology, video, audio, lighting, projection screen
Staff: Two staff members to support the speakers
Branding: Presentation of bottles on the bar and roll-up displays possible
Advertising: Show Guide, BCB website, social media, programme board on-site

*If necessary, registrations can also be accepted after the deadline.





YOUR PERSONAL CONTACTS
WE ARE HERE FOR YOU!



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