
Tender for the design and execution of ICEX Foods Wines From Spain's promotional activities at Prowein 2025. Questions received.

- What equipment does ICEX already have for the Open Tasting Area stand at Prowein 2025: how big is the area, how are the wines presented, what exactly is still missing? Equipment or furniture? Is there storage space for the wines in the tasting area or should this be planned separately in a container?

Answer: The Open Tasting Area (OTA) is fully equipped and decorated with the image of the ICEX Pavilion. This briefing does not ask anything about furniture or decoration of the stands. Attached a link where photos of both tasting areas can be downloaded: <https://we.tl/t-KIWY2iBODW>
Both the Open Tasting and Masterclasses tasting areas each have their own storage room with enough space to store the wines and equipped with a refrigerator.
The ICEX stand builders company also provides coolers for displaying wine bottles that need to be kept cold.

- Does ICEX already have the design for the Open Tasting Area, or should the agency also take that into consideration?

Answer: The Open Area or Masterclasses Tastings Areas booths have the design and image of ICEX. No booths decoration has been requested in the briefing.

- Where is the area for ICEX at Prowein? Could we have the stand sketch and information on the stand construction/design?

Answer: The two tasting areas will be next to each other and next to the ICEX information booth, probably at booths H1105 and H1107. The stand sketch is not yet available, but it will be like the one in the pictures added in the link above.

- Can we see the photos of past Prowein events of ICEX Wines from Spain to have a better understanding? Photos of the last edition **Anex 'Photos Tasting Areas Photos'**.

Answer: Attached is a link where you can download photos of the last edition.
<https://we.tl/t-KIWY2iBODW>

- Could we get the Wine List Educators/ Master of Wine list?

Answer: The Spanish Wine Educators certified by ICEX are:

David Schwarzwälder

Peter Dreykluff

Ulrike Ferres

Thomas Götz

Toni Aguado

Markus Eser (2024)

Yvonne Heistermann (2024)



- Paid Media Campaign Prowein: Is there an **Ad Manager** we can access during the campaign period? How is the billing regulated, is the budgeted amount of the ads retained and billed via the ICEX account or do we manage the budget and payments?

Answer: There is no Ad Manager. All agency contact is made with the responsible of the Wine Department of the Spanish commercial office in Düsseldorf (OFECOME). All third-party costs are paid by the agency who will invoice ICEX and send the invoice to OFECOME within the agreed budget set in the contract.

- Social media channels: we would need confirmation that the ProWein activities really guarantee that we are allowed to use the FWFS channels.

Answer: Access to FWFS social media channels will be guaranteed for these purposes only.

3. Social Media Campaign

Assignment:

3.1.- Campaign preceding the Prowein fair

The task is the design and execution of a paid SM and advertising campaign is requested to the agency in ICEX Foods & Wines from Spain channels during at least 2 weeks before the fair takes place, with the **goal** to attract wine professionals (trade, press and horeca) to participate in the promotional activities taking place in the ICEX pavilion and visit the exhibitors of the ICEX Pavilion.

Instagram: <https://www.instagram.com/Spainfoodwine>

Facebook: <https://www.facebook.com/FoodsWinesFromSpain>

3.2.- Social Media coverage during Prowein

The task will consist of presenting a plan to post in Instagram (stories only) about what it is taking place at ICEX Pavilion and all the activities within to generate interest of wine professionals.