



2026-05-08 – 2026-05-09

International exhibition

„Vyno dienos 2026“

Vilnius, Lithuania

TERMS AND CONDITIONS OF PARTICIPATION AND SERVICES

1. Basic information

Vyno dienos 2026, an international exhibition organized since 2005, is the largest wine and spirits exhibition in the Nordic countries.

In 2026, the exhibition will take place at the Litexpo Exhibition and Conference Center on May 8-9, 2026, in the Central Building (Halls 1-2).

For two days, producers, importers, and representatives of wine and other alcoholic beverages, as well as manufacturers and distributors of related wine accessories, will have the opportunity to enjoy the attention of more than 6,000 visitors, 35% of whom are market professionals: up-and-coming winemakers, sommeliers, HoReCa sector employees, wine and other beverage sellers, journalists, and bloggers. The rest are wine enthusiasts, buyers, and collectors.

2. Registration for the exhibition

Registration for the exhibition is available via email: hello@vynodienos.lt or by filling out the registration form [here](#).

Registration is open until March 1, 2026.

When registering, please provide the following information about the participant:

- Participant name (used in exhibition publicity)
- Participant legal/natural person and their details (name, company code, VAT code, registration address) for invoicing and contract purposes
- Communication channels (website, social media account links)
- Selected stand location*
- Selected additional services (tasting, lecture, additional furniture, advertising positions)
- Contact person (first name, last name, phone number, email)

- Participant's communication materials (promotional photos, logo, or other communication materials about brands)

*The stand location selected by the participant during registration is only reserved; the location is confirmed only after payment has been made.

3. Exhibition layout

The layout and form of stands, advertising positions, and other exhibition objects are prepared and approved by the exhibition organizer. All changes to stands and participants' requests to change the plan are coordinated and approved only by the exhibition organizer.

The minimum possible stand size is 4 m².

Stands may be combined with each other (e.g., if a participant wishes to rent adjacent stands), but they may not be reduced or enlarged according to the participant's needs.

The exhibition plan provides for the following numbering:

- 1S-row number — numbering of the first hall (the gallery-balcony of hall 1 is marked with the number 1B-row number);
- 2S-serial number — numbering of the second hall (the gallery-balcony of hall 2 is marked with the serial number 2B);
- X-serial number — numbering of storage rooms;
- P-serial number — numbering of lounge areas and advertising positions.

The numbering of stands in the final plan and exhibition program may change to maintain consistency, but the space rented by the participant will not change, and the numbering will be confirmed one month before the exhibition.

4. Main services and prices

The exhibition organizers rent standard stands, as specified in the exhibition plan, under the following conditions:

Service	Price
Participant fee*	100 Eur (per participant)
Price per m ² with basic equipment**	190 Eur (per m ²)

***Participant fee** — applies not to the stand, but to the trademarks of the companies/organizations or associations represented at the stand, but not to different

products, so if there are several companies at the stand, the participant fee is multiplied accordingly. The participation fee includes the organizers' communication costs for advertising the exhibition and participants, accreditations (participant cards), stand cleaning services, and security against theft during the exhibition and preparation days.

The number of participant cards issued is divided according to the rented area as follows:

Stand size	Badges
>6 m ²	2
9 m ²	3
10-29 m ²	5
>30 m ²	10

Participant cards can be collected at the participant registration desk on the day the stands are set up. If a participant is unable to arrive at the specified time, the time will be agreed separately with the organizers.

****Basic stand setup includes** stand construction (defining the stand with Octonorm walls), carpet, electrical connection, wall lighting, company logo. Changes to the stand on the day of the event are 50% more expensive. Additional equipment at the stand can be arranged for an additional fee.

The following items are provided for the participant's stand as needed:

- props needed for the exhibition (trash can, cups, napkins, corkscrews, cooling container);
- ice for cooling products.

5. Additional services

5.1. The exhibition includes a **program** during which participants can organize seated tastings. Such tastings take place in closed halls at the times specified in the program. Visitors can attend them without registration, with a regular ticket or invitation to the exhibition.

Places in the program can be reserved from February 1, 2026.

Hall*	Capacity	Price
Sommelier School Hall	60 people	395 Eur
J. Šliogeris Hall	60 people	395 Eur
Vyno žurnalas Hall	100 people	600 Eur

*The tasting hall is fully equipped (furniture, multimedia, glasses, ice, refrigerators, napkins, tasting mats, spittoons, water). If necessary, participants may bring their own tasting mats or other handouts to their tasting sessions.

5.2. The exhibition features a variety of visitor **lounge areas and advertising spaces**. Each participant may reserve positions that reflect their needs:

Service	Price
Visitor lounge area in the tasting space	800 Eur
Lounge area for visitors in the foyer	2500 Eur
Lounge area for visitors outside	2000 Eur
Logo on the exhibition glass (only 1 advertising position available)	15 000 Eur
Logo on tickets/invitations	5000 Eur
Logo on the exhibition plan	1000 Eur
Logo on accreditations	1000 Eur
Advertising space in the exhibition area	From 500 Eur

Each participant or other entity related to the exhibition may become a sponsor or partner of the exhibition, but the specific terms and conditions of sponsorship and partnership are agreed directly with the organizers.

6. Communication and PR

When registering, each participant must submit the logo of the main brand they represent or the brand they have chosen to represent, as well as links to their website or social networks. This information is used in the electronic exhibition catalog, physical program, exhibition map, and other communication materials prepared by the organizers.

One month before the exhibition, the organizers will provide a media kit that participants can use to announce their participation in the exhibition. Please note that the exhibition logo cannot be formatted or changed in terms of its colors, font, or slogan.

Advertising by exhibition participants without additional permission from the organizers is only permitted at the participant's stand. Any advertising outside the stand is subject to a fee (see point 5.2) and must be agreed with the exhibition organizer. Each participant may purchase an additional advertising package during the exhibition, as follows:

- Physical advertising positions in the exhibition space (rest areas, photo wall, flags, posters, standing signs, props, furniture);
- Electronic advertising positions before and during the exhibition (communication on electronic tickets and invitations, articles, advertising banners on the exhibition website, communication during the exhibition program, etc.);

- Advertising in the magazine "Vyno žurnalas" (Wine Magazine);
- Outdoor advertising.

7. Exhibition rules

Each participant must sign and acknowledge the exhibition rules, which are provided as an appendix to the participation agreement.

Main rules:

- The sale of alcoholic beverages is prohibited during the exhibition. It is also prohibited to give alcoholic beverages to exhibition visitors or guests.
- Participants undertake to have only those alcoholic beverages at their stands and to offer visitors only those alcoholic beverages for tasting whose financial accounting has been implemented in the territory of the Republic of Lithuania before the date of the exhibition.
- Participants selling non-alcoholic beverages, food, or accessories at their stands undertake to comply with all financial accounting laws of the Republic of Lithuania and assume independent responsibility for any violations thereof.
- Participant accreditation is only valid in conjunction with the exhibition wristband. On the next day of the exhibition, after the change of staff shifts, the exhibition wristbands are renewed. It is prohibited to give accreditations to people not working at the stands and/or exhibition visitors.
- During preparation and on exhibition days, we maintain order and cleanliness:
 - o Wine residues are poured into spittoons (barrels for residues located in the exhibition space).
 - o Ice residues are poured into the nearest sink.
 - o Rubbish is disposed of in the nearest bin, if there is no bin in the stand area.
 - o Glass (bottles) without liquids is disposed of in a glass container. It is strictly forbidden to throw non-glass items (cardboard, plastic, etc.) into the glass container.
- Photography and filming will take place during the exhibition. By registering, participants agree that photographs or videos may be published publicly or broadcast live.
- The organizers reserve the right to refuse registration to participants who have violated or received warnings for violating the agreement during previous exhibitions.

8. Exhibition opening hours

Stand preparation/assembly time: "Participant Day"	May 7, 2026 from 9 a.m. to 9 p.m.	All assembly gates will be open at this time. The assembly gates will be closed on the day of the exhibition, so please make sure to bring larger items before the exhibition day.
First day of the exhibition (working hours)	May 8, 2026 from 10 a.m. to 8 p.m.*	The official opening of the exhibition will take place at 12 p.m.
Second day of the exhibition (working hours)	May 9, 2026 from 10 a.m. to 7 p.m.*	Please note: the exhibition closes one hour earlier.
Stand dismantling (disassembly) time	May 9, 2026 from 7 p.m. to 10 p.m. May 10, 2025 from 8 a.m. to 12 p.m.	The assembly gates will be open at this time.

*Please note:

- tickets to the exhibition will no longer be sold at the ticket office during the last hour of the exhibition;
- 10 minutes before the end of the exhibition, visitors will no longer be served alcoholic beverages and will be informed that the exhibition is ending.

9. Payment terms

Participants who have not paid their bills by the specified time will not be registered for the exhibition.

Commercial invoices are sent after the event, but no later than the last day of the month, by email.

If the exhibition is canceled due to force majeure, the fees paid by the participants will be refunded upon request.

*The organizers of the exhibition are
UAB Naminė pelėda and VšĮ Vyno dienos.*