



**WO
OE** 12TH World
Olive Oil
Exhibition

**Together
we make
gold.**

**2025 — March 11&12
Ifema. Madrid, Spain**



PK POMONA
KEEPERS



Olive oil is experiencing an unstoppable boom, and the WOOE will bring together the main decision-makers from the sector.



Your presence will make you stand out; why don't you position yourself as a major player in the olive oil sector by participating in WOOE 2025?



The WOOE provides the best platform to increase your visibility and be connected with the industry's leading professionals.



Don't miss out on the WOOE! You won't have another chance until 2026!

The ultimate trade fair for the olive oil sector.

 BUSINESS & LIFESTYLE

 HEALTH & BEAUTY

 GASTRONOMY & DESIGN



At the WOOE, you will be able to:

- Sell your olive oils.
- Find new partners for your business.
- Make your products known to hundreds of professionals from a wide range of sectors.
- Stay connected with the most relevant trendsetters around the world.
- Position yourself among importers, packaging companies, chefs, entrepreneurs, restaurateurs, media outlets, and influencers.

WOOE is the forum that will help you to improve your brand image.

47 COUNTRIES

MORE THAN

300

PARTICIPATING
COMPANIES

4.500 VISITORS





Olive Oil Bar

A tasting area where you can discover the best olive oils available nowadays.



Tasting Sessions

Conducted by renowned experts, and aimed at understanding the latest developments in the sector.



The Conference

Talks and lectures, in which prestigious speakers will shed light on current issues.

A R E A S
WOOE

WOOE Challenge

Live cooking competition that rewards the best dish for its creativity and the use of olive oil in its preparation.



A R E A S
**WO
OE**

The Olive Tree Corner

A networking and meeting area focused on the world of the olive tree: olive oil tourism.





About us

The World Olive Oil Exhibition is organised by Pomona Keepers, a successful leading company creating and developing international trade fairs for the food and agriculture industries.

Pomona Keepers advocates the defence of rural areas, the support of the sector's entrepreneurs, and the preservation of olive groves and vineyards in their current regions.



Sponsorships

Prominent presence of the company logo on:

- All the attendee badges
- Website
- All the newsletters promoting the fair.
- Strategic points throughout the trade fair.
- The corporate video, which will be broadcast throughout the year to promote the fair. If the company has a stand it will also be featured in the video, with the option of including an interview.
- Full advertisement on the WOOE's digital brochure.
- 10 tickets (3 of which include access to the VIP area).





SPONSORSHIP

WOOE Challenge

Live cooking competition in which prestigious chefs from all over Spain compete to prepare the best dish with olive oil and ingredients selected by the sponsor.

An activity of great media impact and with a high participation during the fair, i.e. perfect for gaining brand positioning among gastronomic trend-setters.

Includes:

- WOOE Challenge area devoted to the brand or institution, exclusive activity for two hours in a privileged location of the fair.
- Maximum dissemination in the media and social networks before, during and after the fair.
- Official photographs with the winning chef.
- Advising with WOOE for the selection of the dish to be prepared, and choice of products and olive oils to be used according to the interests of the brand. Live cooking competition in which prestigious chefs from all over Spain compete to prepare the best dish with olive oil and ingredients selected by the sponsor.

10,800 € ^{+VAT}

SPONSORSHIP

Exclusive Conference

Renowned companies that are not olive oil producers, have the unique chance of promoting their brands in an entirely professional environment, amongst the leading olive oil influencers, buyers and producers worldwide.

WHAT IS INCLUDED?

- A 25-minute presentation by the sponsoring company; audio-visual material will be available.
- Diffusion of dossiers and brochures.
- Preparation and sending of a newsletter devoted to promoting this tasting session, and the sponsoring company to the entire WOOE database, comprising of more than 10,000 professionals in the sector.

5,400 € +VAT

SPONSORSHIP

Tasting Space

Conducted by prestigious professionals from the sector.

**ADDRESSED TO THE INDUSTRY'S
SUBSIDIARY COMPANIES.**

5,400 € +VAT

Photocall.
.....

Prominent presence on the WOOE website.
.....

Distribution of the sponsoring company's promotional material (provided by the company).
.....

Mention of the brand during the tasting sessions.

SPONSORSHIP

Conference Space

A program including masterclasses and speeches led by the most prestigious olive oil professionals.

**ADDRESSED TO THE INDUSTRY'S
SUBSIDIARY COMPANIES.**

5,400 € +VAT

Photocall.
.....

Prominent presence on the WOOE website.
.....

Distribution of the sponsoring company's promotional material (provided by the company).
.....

Mention of the brand during the conference.

SPONSORSHIP

Olive Oil Bar

An area where the purchasers can independently taste the extra virgin olive oils of each and every producer.

ADDRESSED TO COMPANIES FROM THE SECTOR.

Non-exclusive sponsorship.
.....

Promotion of brand image at the Olive Oil Bar.

5,400 € ^{+VAT}

SPONSORSHIP

Credentials' badge

ADDRESSED TO ALL KINDS OF COMPANIES.

Exclusive sponsorship which means all the fair's attendees' will wear the sponsoring company's brand image.
.....

A broad representation of the participants recycles and maintains them in the future.

8,100 € ^{+VAT}

SPONSORSHIP

Gourmet Area

Chef Kike Piñeiro offers different gastronomic creations using olive oil as the main ingredients; this is carried out several times a day.

ADDRESSED TO INSTITUTIONS AND COMPANIES FROM THE SECTOR.

An opportunity to incorporate some of the sponsoring company's culinary products as part of the exclusive menu that will be created by the chef
.....

Distribution of the sponsoring company's promotional material to attendees will be allowed (provided by the company).

10,800 € ^{+VAT}

SPONSORSHIP

Delicatessen with olive oil Awards

An area where the products presented to the Delicatessen with Olive Oil competition are displayed.

ADDRESSED TO INSTITUTIONS AND COMPANIES.

Image promotion inside the Delicatessen with Olive Oil area.

3,200 € ^{+VAT}

SPONSORSHIP

Corporate Sponsorship

Includes:

Newsletter devoted to the sponsor company, sent to the fair's entire database, which includes 10,000 professionals from the sector.

A post devoted to the sponsoring company on each of the WOOE's social networks: Instagram, Facebook, LinkedIn and Twitter.

Appearance of the corporate logo in all the attendees' badges.

Appearance of the corporate logo in all newsletters created for the fair's promotion and communication

A full-page advertisement will be included in the WOOE's online brochure, which is intended for all the fair's visitors.

Prominent appearance of the corporate image on the event's website.

10 entry tickets (3 of which with access to VIP area)

3,200 € +VAT

SPONSORSHIP

WOOE 2024 Stamped carpet

Exclusive.

ADDRESSED TO ALL KINDS OF COMPANIES.

16,200 € +VAT

*Photo: Example of how a carpet screen-printed with the company's logo might look like.



Olive oil Tasting Session

Who is it for?

Olive oil mills and Regulatory Councils that would like to conduct a tasting session featuring their olive oils.

What does the WOOE offer?

All the necessary materials and services for a perfect tasting.

3,200 € ^{+VAT}

Marketing package

Services included when contracting a stand:

- Access to the exhibitor's private area (website).
- Inclusion in the trade fair catalogue (online).
- Inclusion in the exhibitors' list (website).
- Exclusive access to the Business Area; use of the calendar in the private area.
- Exhibitor badges (the number of badges depends on the stand contracted).
- Invitations for professional visitors (the number of invitations depends on the stand contracted).
- Free access to tasting sessions, talks and keynote speeches.

What people say about us

“The WOOE is a unique experience because you get to meet other professionals from all over the world: buyers, brokers, and also other producers with whom you can share the strengths and challenges of launching your olive oil onto the market. It was a privilege to be able to spread the word about our brand from Madrid to the world”

→ **JAMIL HIJAZI**
Organica Sal (Libano)

“This trade fair has allowed us to see our clients again; it is very important for us to be face to face and to be able to meet them in person”

→ **LUIS CARLOS**
Grupo Vidabol

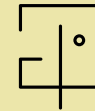
“Thanks to the WOOE, we have found new suppliers who can deliver good quality olive oil at competitive prices”

→ **CLAUDIO VIGNOLI**
Miami Olive Oil

Media Coverage



925 media impact



665,21K economic impact



7294,23M audience reached

MEDIA THAT HAVE REPORTED N THE WOOE



WOOE Experiencie

WATCH VIDEO

WOOE

11TH World Olive Oil Exhibition

#WOOE24

@worldoliveoil





12TH World Olive Oil Exhibition

WHERE

IFEMA MADRID

Hall 1

Avenida del Partenón, 5. 28042, Madrid, Spain.

DIRECTIONS

BY METRO

Line 8 › (Nuevos Ministerios – Barajas T4)

“Feria de Madrid” Station

BY BUS

Line 122 › Exit: Avenida de América

Line 112 › Exit: Glorieta Mar de Cristal

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