



# BILBAO WHISKY

TOPAKETA

2025 JUNE 13 - 17



**BILBAO WHISKY TOPAKETA 2025** is an initiative to position Bilbao internationally as a benchmark in the world of Whisky; a project focused on bartenders, barmaids, hoteliers, premises and establishments of all types and any format, baristas, chefs, distributors, creative communication, design, decoration and interior design, industrial design, fashion and trends, environment and ecology, fashion, performing arts, etc., from a professional point of view and with the aim of achieving the best activity linked to the sector and all its parallel worlds. The creation of a comprehensive programme of actions and activities is the strategic basis of the project. Based on the global concept of WHISKY, we will create value through the training of professionals, knowledge of the product thanks to the support of the Industry, and the work of bartenders in the development of proposals and preparations, that the profession, the associated culture, the creation of trends, lifestyle synergies and the recognition of a global reference sector are valued

**FOR ONE WEEK BILBAO WILL BECOME A WORLDWIDE REFERENCE, LEADING A NEW WAY OF UNDERSTANDING THE SECTOR FROM THE POINT OF ECOLOGY, SUSTAINABILITY, THE ENVIRONMENT, THE ADDED VALUE OF ARTISAN WORK AND A VITAL AND FORMAL CONCEPTUALIZATION LINKED TO THE UNIVERSAL VALUES OF WHISKY.**

A meeting place in the current global panorama of Whisky, a quiet revolution fueled by all of us, contributing our experience and values. Whisky as a distillate is getting closer to the public to continue being the world reference. BILBAO positions southern Europe as the international meeting point, so that all of us who live and enjoy Whisky have a space to work and participate.

iii SEE YOU IN BILBAO WHISKY TOPAKETA 2025 !!!

*Manu Iturregi*



## WORK STRUCTURE

The distribution of professional work functions is defined by the following sections that are developed in the project:

General Management: MANU ITURREGI (manuiturregi@bilbaowhisky.com)

Content Management: JUAN VALLS (juanvalls@bilbaowhisky.com)

Assistant Management: ROGER RUEDA (rogerrueda@bilbaowhisky.com)

Organizational Management: RAFAEL HERNANDEZ (rafaelhernandez@bilbaowhisky.com)

Commercial Management: BEATRIZ ORTEGA (beatrizortegahernandez@bilbaowhisky.com)

Craft Distillers Management: JOSE LUIS NAVARRO (joseluisnavarro@bilbaowhisky.com)

Press Management: EMMA BRIONES (emmabriones@bilbaowhisky.com)

We will have the following international references within the work structure based on strategic collaborations:

•**IRELAND and SCOTLAND**, guest countries:

As leaders in the production of Whisky and in the quality of the same from its origin, we will include advice from:

•**JEREZ**, geographical area and product honoured:

We will have a space where we can discover and expand our knowledge about the world of Sherry and all its derivatives; a parallel programme with great details that highlight and complement the proposal of BILBAO WHISKY TOPAKETA 2025.

Finally, **FIBAR / INTERNATIONAL BARCOCKTAIL FAIR**: with 12 years of experience and therefore the longest-running professional Congress and Fair in southern Europe, will provide all its experience and resources for the correct development and success of BILBAO WHISKY TOPAKETA.



## TECHNICAL CONTENT DEVELOPMENT

The **CONGRESS** and the **PROFESSIONAL EXHIBITION** will be the main action of the project, expanding the proposal with a series of different **PARALLEL ACTIVITIES** that position BILBAO WHISKY TOPAKETA as a new reference.

### CONGRESS AND PROFESSIONAL EXHIBITION

- Yimbi, space where the Presentations, Tastings and Training will be held, as well as where the exhibitors will be distributed and the location of these actions
- Hours from 10:00 to 18:00 hours, on Monday 16 and Tuesday 17 June.
- The Space will focus on the products, their organoleptic characteristics and typicalities.
- Different areas according to organizational concepts.
- In the exhibition spaces only pure product will be prescribed (product without mixing, elaboration or manipulation).
- The spaces will be designed based on a counter, rear shelving and signage;
- will have the same aesthetics and image
- The Spaces will have all the services for the development of the exhibitors' work; Crockery, staff, cleaning, storage...
- The location is in a central, unique and well-connected space; Yimby Moyua.

### CITY EXPERIENCE SPACES

Selection of unique spaces for specific actions and other types of training

- Morning and afternoon hours, from Friday 13 to Tuesday 17 June.
- The Spaces will have all the necessary technical and audiovisual means.
- Independent adaptation and decorations.
- Spaces for exhibitors or new collaborators to create their experiences.
- Spaces for the presentation of proposals and differential elaborations.
- Immersion of shops, galleries, restaurants and other spaces in the development of BILBAO WHISKY TOPAKETA.

### ACTIONS AND ACTIVITIES FOR CONFERENCE ATTENDANTS AND GUESTS

- International presentation of the city.
- Organised actions for small groups.
- Organised trips
- All actions must have a careful design, assembly, and valuable content.
- The spaces, establishments, premises, shops and businesses will be selected by the organisers.
- Exhibitors or collaborators will be allowed to contribute their ideas, with the collaboration of: the Bizkaia Bartenders Association, the Bizkaia Hospitality Association and Bilbao Centro.

## TECHNICAL PROGRAM

### FRIDAY 13

11:00 – 14:00 WHISKY SPACE / EDARI  
 17:00 – 21:00 WHISKY SPACE / EDARI  
 From 12:00 CITY EXPERIENCES ACTIONS  
 COMMERCE / COCKTAIL BARS / RESTAURANTS / HOTELS BILBAO  
 WHISKY TOPAKETA ROUTE

00:00 MEETING POING / RESIDENCE & LA MULA

### SATURDAY 14

11:00 – 14:00 WHISKY SPACE / EDARI  
 17:00 – 21:00 WHISKY SPACE / EDARI  
 From 12:00 CITY EXPERIENCES ACTIONS  
 COMMERCE / COCKTAIL BARS / RESTAURANTS / HOTELS BILBAO  
 WHISKY TOPAKETA ROUTE

00:00 MEETING POING / RESIDENCE & LA MULA

### SUNDAY 15

11:00 – 14:00 WHISKY SPACE / EDARI  
 17:00 – 21:00 WHISKY SPACE / EDARI  
 From 12:00 CITY EXPERIENCES ACTIONS  
 COMMERCE / COCKTAIL BARS / RESTAURANTS / HOTELS BILBAO  
 WHISKY TOPAKETA ROUTE

19:30 WELCOME PARTY / WHISKY BOAT  
 23:00 MEETING POINT / RESIDENCE & LA MULA



## TECHNICAL PROGRAM

### MONDAY 16

10:00 – 18:00	PROFESSIONAL CONGRESS / YIMBY MOYUA
11:00 – 14:00	WHISKY SPACE / EDARI
17:00 – 21:00	WHISKY SPACE / EDARI
From 12:00	CITY EXPERIENCES ACTIONS COMMERCE / COCKTAIL BARS / RESTAURANTS / HOTELS BILBAO WHISKY TOPAKETA ROUTE
18:00 – 20:00	FINAL COMPETITION COCKTAILS / BASQUE MOONSINERS
21:00	BLBAO WHISKY 2025 AWARDS
23:00	MEETING POINT / RESIDENCE & LA MULA

### TUESDAY 17

10:00 – 18:00	PROFESSIONAL CONGRESS / YIMBY MOYUA
11:00 – 14:00	WHISKY SPACE / EDARI
17:00 – 21:00	WHISKY SPACE / EDARI
From 12:00	CITY EXPERIENCES ACTIONS COMMERCE / COCKTAIL BARS / RESTAURANTS / HOTELS BILBAO WHISKY TOPAKETA ROUTE
21:00	AZKENA BILBAO ROOM
23:00	MEETING POINT / RESIDENCE & LA MULA





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## LOCATION



### Main accesses to Bilbao:

**AP-8:** Connects with France and San Sebastián to the east; with Cantabria to the west.

**AP-68:** Connects with Zaragoza, the Mediterranean and the Ebro valley.

**A-8:** Alternative motorway in certain sections near Bilbao.

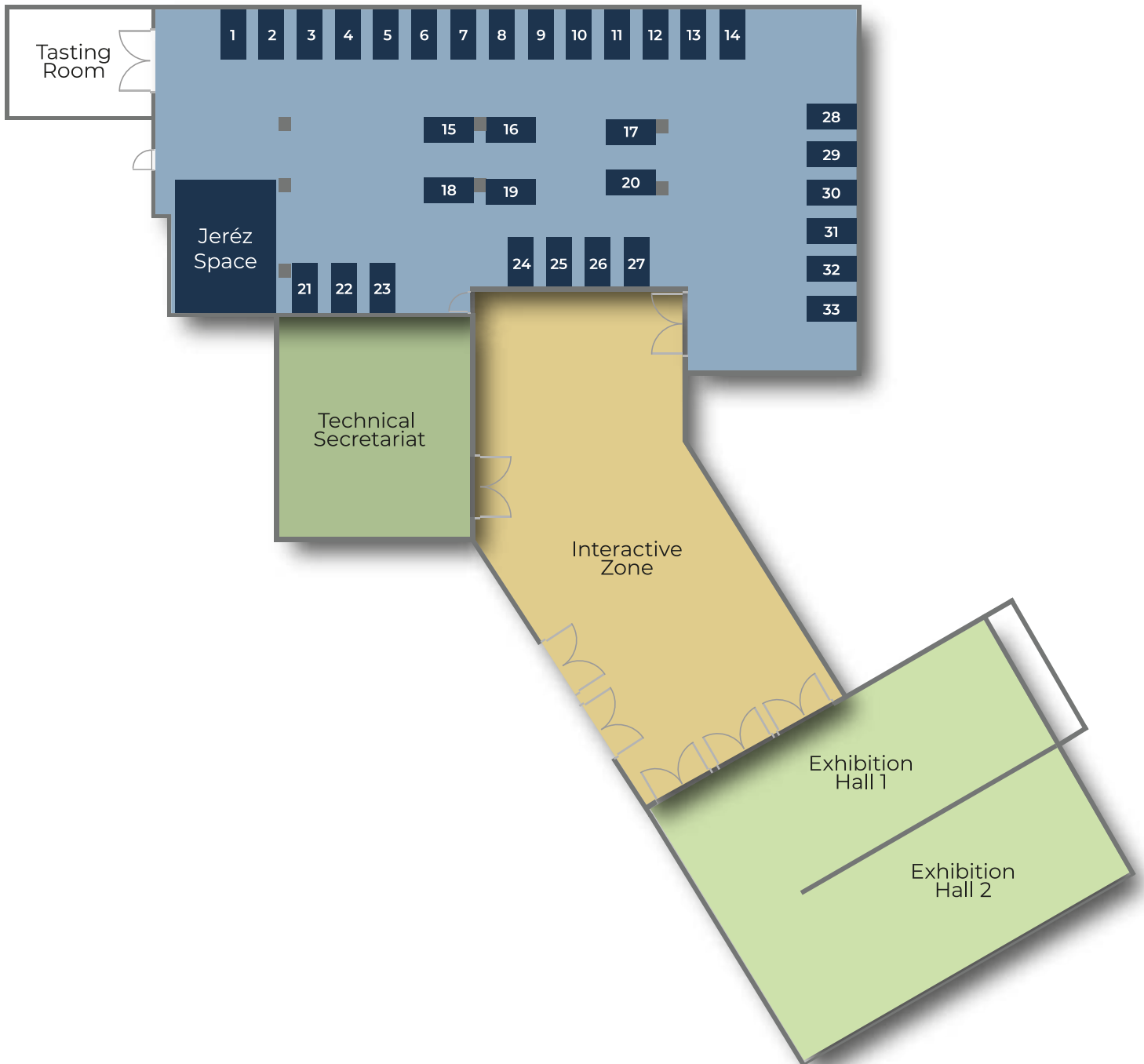
**BI-30 (Supersur):** Southern bypass of Bilbao, facilitates the connection between motorways.

**Airport:** A-8 Direction Bilbao



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## EXHIBITION PLAN







# BILBAO WHISKY TOPAKETA

## SPACES





# BILBAO WHISKY

TOPAKETA

## SPACES



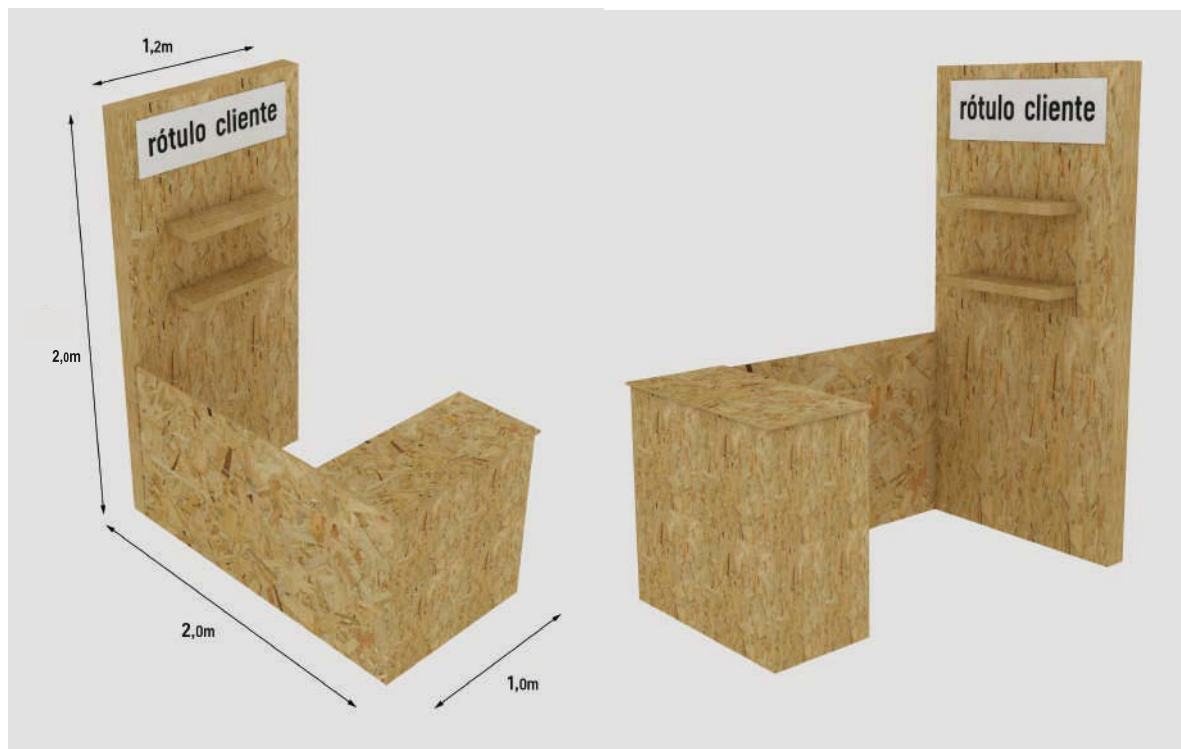


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## SPACE FOR RENT AND OFFICIAL STAND

Wall (2.00 m X 1.20 m) and counter bar (1.00 m x 1.00 m) in chipboard with ecological certification and 0.80 cm shelves

**ESPACE + STAND: 2.000,00€ + VAT**



## OTHER SERVICES

**STAFF AND INFRASTRUCTURES** CONSULT

**SPONSORSHIPS AND COLLABORATIONS** CONSULT



## ALLOCATION OF SPACES AND AMOUNTS

- The space will be allocated by RESERVATION ORDER, SIGNATURE OF THE CONTRACT and PAYMENT.
- Payment implies acceptance of all the rules required by BILBAO WHISKY.
  - PAYMENT OF 100% OF THE TOTAL AMOUNT OF THE SERVICES IN ADVANCE according to the INVOICE.
  - Extra services (fruit, dishes, audiovisuals,...) generated during BILBAO WHISKY will be invoiced later. Bank transfer to the account indicated on the INVOICE.
  - Sending a copy of the transfer to the email address:  
beatrizortegahernandez@bilbaowhisky.com
- The EXHIBITION PLAN is indicative and may vary according to the needs of exhibitors and the spaces they reserve, without prejudice to the size allocated; BILBAO WHISKY reserves the unilateral decision to make the changes and variations it deems necessary for the correct development of the activity, based on its needs.
- The Space ONLY grants the right to use it in the measures indicated.
- The Space DOES NOT include rights to corridors, common areas, rooms, adjoining spaces, or similar.

The contribution for renting the space includes: space, appearance of the logo on the website, 4 exhibitor passes, 4 daily invitations valid for one access, glass and tableware cleaning service, unlimited ice cube supply, back bar service for collection and delivery of tableware, back bar service for collection and delivery of stored merchandise, availability of the YIMBY Common Areas for presentations or meetings in coordination with the schedules established by the Technical Management.



## TICKETS

Access to **YIMBY MOYUA** and **EDARI** activities will be restricted and exclusively professional, with the nominal accreditation of the attendee being mandatory by completing all the fields requested in the registration.

- ACCESS ONLY BY PRIOR REGISTRATION VIA THE WEB,
- PRESENTATION OF THE PREVIOUSLY PRINTED DOCUMENT / MOBILE APPLICATION
- DELIVERY OF PERSONAL AND NOMINAL ACCREDITATION AT THE ENTRY

The access points for ticket sales are:

- **BILBAO WHISKY WEBSITE:** [www.bilbaowhisky.com](http://www.bilbaowhisky.com)

The ticket formats are:

- 1-DAY TICKET €30.00
- 3-DAY PASS €50.00
- GROUPS Consult
- SCHOOLS Consult

## ACCOMMODATION AND TRANSPORTATION BULLETIN

BILBAO WHISKY has Official Hotels located next to and in the city center

### HOTEL ASSOCIATION OF BILBAO

<https://destinobilbao.com/>  
[asociacionhotelera@destinobilbao.com](mailto:asociacionhotelera@destinobilbao.com)

### TRANSPORT & RENFE DISCOUNTS

CONGRESOS + FERIAS [www.renfe.com](http://www.renfe.com)

**renfe**

**Autorización de viaje n°**

Reducción: 30 % en trenes de Alta Velocidad - Largo Distancia

Reducción: 30 % en trenes de Alta Velocidad - Media Distancia

Reducción: 30 % en trenes de Media Distancia Convencional

Reducción: 30 % en trenes de Cercanías

Sello Entidad Organizadora

Viajes de Ida o de Ida y Regreso

Sello Oficina Expendidora Billetes

Viaje Ida

Viaje Regreso

Extracto de condiciones:

- No están autorizadas las paradas en ruta, salvo en las cases obligados por cambio de tren.
- Todo lo no dispuesto en este documento se regirá por las Condiciones Generales de los Contratos de Transporte con Viajeros.
- Este documento será mostrado al Interventor/Supervisor junto con el billete.

A code and access will be provided from the BILBAO WHISKY website. For any other queries, you can contact [info@bilbaowhisky.com](mailto:info@bilbaowhisky.com)



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## BILBAO WHISKY REGULATIONS

- Any request for spaces, infrastructure, equipment or additional services not included in the service will be billed in addition to the initial contract.
- The rental of the Space does not give the right to use or give an opinion on other spaces; the exhibitor accepts the changes in the plan that the organization makes.
- Compliance with all regulations regarding Safety and Hygiene at Work, Payment Streams with the administrations, Social Security Registrations of employees, Insurance, and all those others that may intervene in one way or another is necessary. The company will have the aforementioned documentation available to BILBAO WHISKY.
- BILBAO WHISKY reserves the right at all times to terminate any type of collaboration, after prior information, if these regulations are not met.
- The collaborator must present a copy of the company's Insurance for the organization / participation in this type of activities.
- The stand must be permanently attended during BILBAO WHISKY hours and the rules and times for assembly and disassembly must be complied with, as well as the times for entry, exit and breaks. The cleaning of the spaces and stands, as well as their correct appearance during BILBAO WHISKY are the obligation and responsibility of the exhibitor.
- The exhibiting company is responsible for everything that happens within its space, as well as for the structures and infrastructures it has. The exhibitor is solely responsible for the actions and/or omissions of its collaborating, subcontracted, auxiliary or any other companies, depending directly on it. BILBAO WHISKY will not be responsible for any damage, incident, or accident committed during the activity by these companies.
- The storage of material will be free of charge, provided that it is assembly material, and necessary for the development of the activity.
- The rental of spaces does not imply the rental of adjacent spaces.
- In case of recording, retransmission, signal distribution, etc., a 20% increase will be charged on the accepted rate.
- In case of requiring a Catering service, BILBAO WHISKY has the exclusivity of said service.
- No permanent elements may be nailed, screwed or fixed to the floor. Adhesive tape must be used non-abrasive adhesive, and without residues. In case of using liquids, it must be protected with a maximum supported m2 of the floor is 1000 Kg., other weights consult.

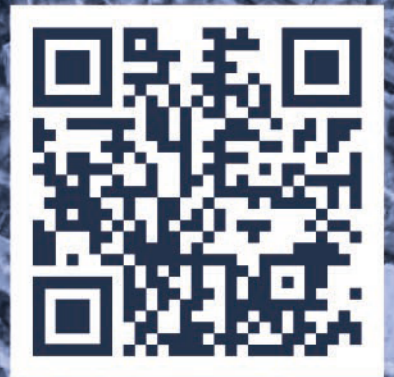


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- Data Protection; in accordance with the provisions of Organic Law 15/1999 on the protection of personal data, as well as in the development regulations of the same approved by RD 1720/2007, the COMPANY is informed that the data provided will be derived from the same. Likewise, the COMPANY expressly consents to the processing of personal data that it has provided to BILBAO WHISKY for the development of this relationship.
- The COMPANY is also informed that in order to exercise access rights, • Access by the COMPANY's staff, participants in the activities or any other natural or legal person to any information or personal data unrelated to the object of the contract is expressly prohibited. The COMPANY and its employees shall have an obligation of confidentiality with respect to data that the staff may have become aware of as a result of the provision of the service, for any reason. For all these reasons, BILBAO WHISKY is not responsible for the use of personal data carried out by participants in the activities or other natural or legal persons whose provision or activity is carried out at the request of the COMPANY or its sponsors. Failure to comply with any of the above prohibitions or obligations will make the COMPANY responsible for any compensation paid to the interested parties and any penalties that may be imposed.
- BILBAO WHISKY is authorised to use without limitation any image captured in photography or video during the development of the different activities that will be carried out during the celebration of the fair. The authorisation also includes audio recordings. Likewise, audio or video recordings and photographs taken during the development of the audio or video recordings or photographs, or parts of them, may be used, using for their reproduction and dissemination the technical means known today and those that may be developed in the future and for any application. This authorisation is not subject to any time limit for its concession or for the exploitation of the videos or photographs, or part of them, so the authorisation is considered to be granted for an unlimited period of time. The transfer of the image covered by this document is done completely free of charge and without any remuneration.
- BILBAO WHISKY and BILBAO WHISKY TOPAKETA and its logo are registered trademarks.
- Contract between the parties; Technical data sheet and annexes, budgets, proposals, collaborations, sponsorships and the like.
- Late payment will accrue the late payment interest provided for in article 7 of Law 3/2004 of 29 December, measures against late payment, and the relevant legal actions may be taken.
- For any question that may arise regarding the interpretation or execution of the content of this contract, both parties agree to submit to the jurisdiction of the courts of Bilbao, expressly waiving their own jurisdiction.
- Presence at BILBAO WHISKY implies acceptance of all the terms previously mentioned.



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ORGANIZES BILBAO WHISKY • Barraincúa, 7 Bilbao / Bizkaia