



## Stand Booking Information 2017

### SHOW DETAILS

**RMB WineX: Wednesday 25 to Friday 27 October: 17h00 to 21h00**  
**Pavilion, Sandton Convention Centre**

All booking information and booking forms are included in this communication and can also be found on [www.winex.co.za](http://www.winex.co.za) or via [www.outsorceress.co.za](http://www.outsorceress.co.za)

### STANDS

The exhibition area is converted into a quality showcase wine arena. The show will have an individual room layout and look-and-feel. Please take note of the details below and the stand charges.

### RMB WineX

- Provisional floor plan of WineX in the Sandton Convention Centre Pavilion is included in the information supplied. **Exhibitors wishing to select a specific stand** may reserve these as a Special Position stand at an additional surcharge (complimentary to Platinum loyalty members). Non-special position stands are allocated on a first-booked-first-served basis.
- Exhibitors can book the **new-look WineX “bar counter” stand**. It's 90 cm high and has a frontage of 2.1m. The stand includes counter space, branding opportunities and service area for each exhibitor. Exhibitors may book one or more of these stands as adjacent space. Exhibitors requiring double stands with straight/flush frontage must reserve **wall stands** (see below).
- **Group bookings** (of six or more stands) will receive a discount of 15% on the group booking invoice. A group layout is not restricted to six stands and can be designed to suit your needs.
- **Wall stands** located at the perimeter of the hall can be pre-booked. These offer exhibitors the benefit of the backdrop which can accommodate larger (free-standing) banners to a max height of 2.5 m x 2m max width. Wall stands can be either WineX regular stands or Alternative (self-build) stands.
- **Only one winery** or non-wine company may be accommodated or represented at each stand.
- **The Shared Stand option** is available to **boutique producers and new wineries** (first crush 2012 / less than 20,000 litres bottled in 2016) at a reduced rate (see Rate Schedule). Such producers will be permitted to share stands providing each sharing producer does not exhibit more than four different wines over the course of the show. Sharing exhibitors may be limited in respect of banner branding.
- The Shared Stand option is also available to **ultra-boutique producers and garagistes** (5,000 litres and less / 550 x 12 bottle cases) at a further discounted rate.



- **Alternative stands** (non-regular WineX stands) are accommodated at the side walls only or in specially designated locations. These can be booked as **empty floor space** (for exhibitor self-build) in the required size at a minimum of **6m<sup>2</sup>**, alternate size space at more than 6m<sup>2</sup> is available at a per square meter charge (refer to Rate Schedule). Quotations available on request. Empty floor space booked must a) accommodate sufficient standing area for stand representatives, and b) account for visitor access at stand sides if required by the exhibitor. Alternative stands require notification to the organisers at booking stage and approval of stand design no later than 8 weeks before the festival. Alternative stand builders will be required to supply electrical compliance certificates as well as Proof of Public Liability.
- Non-wine exhibitors (see details below) will be required to book a minimum of 6m<sup>2</sup> as an Alternative (self-build) stand.
- For images displaying different stand type options, visit <http://www.winex.co.za/Exhibitors/stands-and-layout.asp> .

### Further important details

- WineX will again include a **Hospitality Area** within the wine hall. It is clearly advantageous to keep visitors in the environment of exhibitors while providing them with refreshment and sustenance.
- In addition to the Hospitality Area managed by the organisers, independent **Non-Wine Exhibitors can book stands for sampling and sale of products**. These products must have a link to wine in one way or another and participation is subject to the approval of the organisers. As there is a substantial demand on these areas, independent non-wine exhibitors (not affiliated to a wine stand) will be required to book double stands or a minimum of 6m<sup>2</sup> (See Alternative stand option).
- Each full stand exhibitor may have a **maximum of seven different line items** on show – wine, estate brandy, olives and olive oil (maximum of 2 olive/olive oil products in combination with wines) for the full period of the show. Combinations of these are permitted provided total line items do not exceed seven. Shared stands (boutique and ultra-boutique) may have a maximum of **four** wines each. In view of the calibre of visitors who attend WineX, producers are urged to select only their premium offerings for show tastings.
- **Producers' association stand bookings** will be accepted, provided that wines produced at cellars which are not exhibiting at WineX are only offered on one of the evenings of the Show. WineX signage and listings will be for the producer association only (not the individual members). Wine routes and local distribution agencies do not qualify for multiple winery stands.
- The **Table Talk Pop-Up Tasting** programme is designed for exhibitors to talk to small groups of visitors at a time. These are 30 minute tastings for small groups in a 'round table' setting during show time - upon request/booking with the organisers. Exhibitors can book these closer to the time at a nominal fee of a R500 per session; exclusivity to an exhibitor for an extended period during the show is subject to an additional charge. More details will follow later in the year.



### BRANDING, DÉCOR AND STAND FACILITIES

- The exhibition area has been **designed to afford all producers an equal opportunity to promote and market their wines**. All stands are laid out to match the general décor of the room. Exhibitors are invited (closer to the time of the show) to brand the front of their counters (at an additional charge) and are free to add finishing touches – such as table décor, posters on easels, free standing banners (max height 1.8m x max width 2m, accommodated within the footprint of your stand) – to their space.

- Producers who wish to dress up their space with larger **and non-standard display material** – e.g. spider walls, oversized banners, shelves and cabinets – can only be accommodated on the perimeter of the festival hall as a **wall stand**. Alternative exhibits / stand structures require the approval of the organisers at booking stage. Graphic images (dimensions and 3D representations) will be required for the approval by both the organisers and sponsors no later than eight weeks prior to the show.
- **Plug points** required by exhibitors are available and will be invoiced separately. Details of these services will be supplied later in the year as part of exhibitor communications.
- **Each stand includes** a counter, spittoon, ice bucket, waste bin, signage, glasses, crackers, mineral water, napkins and ice. WineX provides daily cleaning services and waste collection.

## WINE DELIVERIES, STORAGE AND MANAGEMENT

- All details of **set up and wine delivery times** will be communicated in newsletters timeously ahead of each show.
- WineX can provide **storage**, some under CCTV, for all exhibitors. **Ample refrigeration** ensures that white wines are brought to the stands at correct service temperature.
- WineX contracts with Rotary to provide the **logistical services** associated with storage and provision of wines, ice etc. to exhibitors for the duration of the show. As runners, they facilitate the supply and replacement of wines to the stand. WineX contributes significantly to Rotary community projects through this commercial arrangement. Exhibitors are also encouraged – but are not obliged – to donate wines to Rotary at the end of the show. Over R2.5m has been raised by Benoni Aurora Rotary Club via WineX and the wine industry since the inception of WineX in 2000.

## STAND CHARGES & DISCOUNTS

- Please refer to the **Wine Show Rate Schedules** included for stand rates for RMB WineX plus the four Regional Wine Shows in the Eastern Cape, Mpumalanga and Free State. The **Five Show Deal** is an unbeatable rate of **R29 812.50 (excl. VAT)** for booking by 31 December 2016 and payment by 31 January 2017 – or – **R31 800.00** for book and pay by 10 March. Book for five shows and you receive a saving of at least R7 950. For producers unable to participate in all five shows, refer to the other **Combo Show Deals** available.
- **Rack Rates** apply where exhibitors book for single shows. For RMB WineX, please refer to the Rate Schedule detailing the Early Bird, Interim and Late Rates for bookings of Full and Shared stands (valid strictly for Boutique and Ultra-Boutique producers – please refer to criteria).
- **Special Position** or Wall Stand bookings are charged an additional R2 000 (excl. VAT) loading per stand, discounted 100% for Platinum Loyalty members. Please refer to the WineX floor plan if you would like to secure a specific position or wall stand.
- **A 15% discount** will be applied to groups booking a complete six (or more) stand island providing payment is made as a single transaction. Regional wine routes, producer associations and distributors representing several wineries are encouraged to take advantage of this offer.
- Exhibitors may be eligible to receive a **Loyalty Discount** on their Five Show invoice. The (original) WineX Platinum and Gold Loyalty programme was adjusted in 2014 to a point system and, going forward, will incorporate the regional wine shows' participation, retrospective for exhibitor attendance from 2013.

### Point system as follows:

RMB WineX: 2 points for each Full stand booked; Pro rata for each Shared stand and Alternative Self-build stand  
Regional wine shows: 1 point for each Full stand booked.

### Loyalty discounts are as follows:

Platinum: 20 points and above – less 10% discount on Five Show or WineX only invoice

Gold: 14 points and above – less 5% discount on Five Show or WineX only invoice

For more information about your current exhibitor status, please contact Monica Mountjoy on [monica@outsorceress.co.za](mailto:monica@outsorceress.co.za)



## BOOKINGS, INVOICING & PAYMENT

- All bookings will be acknowledged by e-mail as soon as they are processed. An invoice detailing the exact charges applicable for each of the five shows (where applicable) will be sent with the booking confirmation. Payment must be made by deposit or bank transfer to the bank details supplied on the invoice by the appropriate deadline.
- Please DO NOT deposit any monies until you have been invoiced. This arrangement allows us to track all payments and is an effort to prevent duplicate and unidentified deposits.
- Please fax copy of the deposit slip to 086 698 7015 with your EXHIBITOR NAME clearly marked. Please note: booking is only secured on receipt of a faxed deposit slip.
- Invoices must be paid for by the invoice due date. Bookings not paid for in full by the invoice due date will be cancelled in favour of a waitlisted booking. In the event that the booking is renewed, it will be re-invoiced at the rate applicable to the next settlement date.

- **Cancellation Policy:**

Up to 10 March 2017: stand rental (less 20% for administration costs) is refunded. Thereafter, no refund, except at the organisers' discretion.

### RMB WINEX ORGANISERS' CONTACT DETAILS:

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