



EXHIBITOR BOOKING DETAIL

This detailed booking guide has been created for your benefit and to assist you in securing the correct stand booking for your product. Please contact Monica on 011 482 5936 or winex@outsorceress.co.za should you require any additional detail. The rate card and booking form are at the end of this document.

Wednesday 28, Thursday 29 & Friday 30 October 2026	Sandton Convention Centre 17h00 – 21h00
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BOOKING DETAILS, STAND OPTIONS AND CHARGES

- All bookings will be acknowledged by e-mail as soon as they are processed. An invoice detailing the exact charges 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 send proof of payment to winex@outsorceress.co.za with your EXHIBITOR NAME clearly marked. Please note: the exhibitor becomes liable for the full amount of the booking on submission of the booking form. **The booking is only secure on receipt of payment.**
- ALL INVOICES are payable in full upon RECEIPT of invoice. 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:**
If cancelled up to 45 days of the date of the show: stand rental (less 20% for administration costs) is refunded. Thereafter, no refund, except at the organisers' discretion.

Stand Charges

Please refer to the detailed breakdown of rates listed for each stand type. All Rates quoted are EXCLUDING VAT @ 15%:

Loyalty Discounts

Exhibitors may be eligible to receive a **Loyalty Discount** on their SB WineX booking. The **Platinum and Gold Loyalty programme** – in existence since 2008 for all WineX bookings, adjusted in 2014 to a point system – incorporates the regional wine shows' participation retrospectively since 2017.

Loyalty discounts are as follows:

- **Platinum:** 20 points and above – less **10%** discount (*this is over and above all other deals*).
- **Gold:** 14 points and above – less **5%** discount (*this is over and above all other deals*).

Loyalty Discount Point system is as follows:

- Regional shows: 1 point for each full stand booked
- WineX: 2 points for each full stand booked (shared and alternative stands treated pro-rata)

Group Bookings

Group bookings (of six stands or more) will receive a discount of **15%** on the group booking invoice. A group is not restricted to six stands and can be designed to suit your needs. **Must be booked and paid for as one invoice.**

REGULAR FULL STAND

Early Bird Rack Rate: R23 000 ex vat

Interim Rack Rate: R24 000 ex vat

Late Rate: R25 000 ex vat

Excludes loyalty and group discounts

Open to all



Only one producer can be accommodated at the stand

Size of floorspace: 2m x 2m

Includes:

Full counter of 2000mm x 500mm x 900mm

Overhead Signage

1 x Spittoon

1 x Ice-bucket with ice

3 x tasting glasses

Napkins

Crackers

Water

3 x complimentary exhibitor access armbands per night

Products permitted: A maximum of seven different line items on show – wine, estate brandy, olives and olive oil – for the full period of the show. Combinations of these are permitted provided total line items do not exceed seven.

Additional Branding: Exhibitors are permitted pull-up banners within their stand space. All banners must be placed within the footprint of the allocated stand and may not be placed in the aisles or in front of any emergency exits. Banners should not exceed a height of **1.8 metres** and a width of **1.5 metres**. Stands at the **perimeter of the hall** have the added advantage of a backdrop which can accommodate larger free-standing banners to a maximum height of **2.4 metres**. This cost will be for the exhibitor's own account.

BOUTIQUE SHARE-WITH

Early Bird Rack Rate per exhibitor: R14 885 ex vat

Interim Rack Rate: R17 700 ex vat

Late Rate: R18 700 ex vat

Excludes loyalty and group discounts

Winery must have bottled less than 20 000L in 2025 or 1st crush in 2020.



Shared space

Size of floorspace: 1m x 2m

Includes:

Half counter of 1000mm x 500mm x 900mm

Overhead Signage

1 x Spittoon

1 x Ice-bucket with ice

2 x tasting glasses

Napkins

Crackers

Water

2 x complimentary exhibitor access armbands per night

Products permitted: Boutique exhibitors each may not exhibit more than four different wines over the course of the show.

Additional Branding: Exhibitors are permitted pull-up banners within their stand space. All banners must be placed within the footprint of the allocated stand and may not be placed in the aisles or in front of any emergency exits. Banners should not exceed a height of **1.8 metres** and a width of **900mm**. This cost will be for the exhibitor's own account.

ULTRA-BOUTIQUE SHARE-WITH

Early Bird Rack Rate per exhibitor: R8 885 ex vat

Interim Rack Rate: R10 000 ex vat

Late Rate: R10 850 ex vat

Excludes loyalty and group discounts

Winery must have bottled less than 5 000L in 2025.



Shared space

Size of floorspace: 1m x 2m

Includes:

Half counter of 1000mm x 500mm x 900mm

Overhead Signage

1 x Spittoon

1 x Ice-bucket with ice

2 x tasting glasses

Napkins

Crackers

Water

2 x complimentary exhibitor access armbands per night

Products permitted: Ultra-boutique exhibitors each may not exhibit more than four different wines over the course of the show.

Additional Branding: Exhibitors are permitted pull-up banners within their stand space. All banners must be placed within the footprint of the allocated stand and may not be placed in the aisles or in front of any emergency exits. Banners should not exceed a height of **1.8 metres** and a width of **900mm**. This cost will be for the exhibitor's own account.

ALTERNATIVE STAND

Early Bird Rack Rate: R33 140 ex vat per 6m²

Interim Rack Rate: R34 250 ex vat per 6m²

Late Rate: R35 750 ex vat per 6m²

Excludes loyalty and group discounts

Open to all



Minimum of 6m² per producer / exhibitor – multiple producers can be accommodated in overall space

Size of floorspace: minimum of 6m²

Includes:

Venue-installed carpeted floorspace

1 x Spittoon per producer

1 x Ice-bucket with ice per producer

3 x tasting glasses per producer

Napkins

Crackers

Water

4 x complimentary exhibitor access armbands per producer

Products permitted: A maximum of seven different line items on show – wine, estate brandy, olives and olive oil – for the full period of the show. Combinations of these are permitted provided total line items do not exceed seven. Wines from a secondary label may be included at the stand if made in the same cellar at the booked producer.

Exhibitors will be responsible for own stand design, all stand elements. Stand design is subject to approval by organisers, and within the required deadline for City of Johannesburg approval. Exhibitors liable for all costs. A detailed breakdown of stand rules will be provided to confirmed bookings.

FOOD STAND

Limited to speciality options

Rates subject to nature of offering and individual agreement

Subject to contractual agreement and approval by organisers

Open to select food exhibitors - Product subject to organiser's approval



Only one exhibitor can be accommodated at the stand

Size of floorspace: 3m x 2m

Includes:

1 x Full counter of 2000mm x 500mm x 900mm

Overhead Signage

3 x tasting glasses

Napkins

Water

4 x complimentary exhibitor access armbands per night

Products permitted: Full proposed product list to be submitted. Final list subject to approval of organisers. Only products that complement wine or that are wine-based. No GARLIC, CHILLI, ONION, nor any other strong flavours may be part of the ingredients.

Producers must provide tasting samples of all products to the audience. Product may be sold directly from the stand for consumption on the evening or to take home.

Exhibitors must present a Certificate of Acceptability to organisers and comply with all health and hygiene regulations.

Exhibitors will be responsible for own stand set up, shelving, additional furniture. Stand layout is subject to approval by organisers. Exhibitors liable for all costs.

ADDITIONAL ITEMS

The below items carry a separate cost. All details and costs will be provided to all confirmed exhibitors in the months leading up to the show.

- Audio-visual equipment (sound, lighting, visuals, etc.) within their own stand space.
- Plug points and DB Boards
- Counter branding
- Tasting Theatre slots
- Additional exhibitor passes
- Discounted tickets

GENERAL

- Admission to the show is only open to persons 18 years or older.
- Exhibitors are required to provide sufficient stock at their stands to provide tasting pours. Around 8 000 visitors are expected to attend WineX 2026. You may expect to pour between **6 and 8 bottles** of each wine per night.
- Exhibitors who hold a valid license permitting them to make off-consumption sales directly to members of the public at the Show with their own POS devices, are able to take orders at their stand.
- **Please note: Over-The-Counter sale of wine is not permitted under any circumstances.**
- WineX will provide support staff to exhibitors for the following:
 - Organisation, security and layout of wine storage area;
 - Organisation of wines on receipt from exhibitors/their agents/representatives;
 - Refrigeration of white, sparkling and dessert wines;
 - Daily delivery of wines to stands, prior to the start of the show, replenishment during the evening, removal at the end of each evening;
 - Providing and replenishing water, crackers, spittoons, ice and ice buckets.
 - Control in dispatching excess wine at the end of the show.
 - Cleaning staff will be provided for general cleaning of the stands and surrounds.
- Exhibitors and their list of wines will be loaded on the WineX website: www.winex.co.za.

Terms and Conditions

The exhibitor shall not be entitled to cede or assign any of its rights or obligations arising from this booking to any third party without the prior written consent of the show organisers.

STANDARD BANK WINEX 2026 RATES

28, 29 & 30 October 2026

ALL RATES QUOTED ARE **EXCLUDING VAT @ 15%**

Rates calculated per stand per show. Quotations available on request for larger alternative stand sizes as well as group bookings

#SBWINEX	EARLY BIRD Book and pay before 31/03/2026			INTERIM Book and pay before 30/06/2026			LATE Book and pay after 01/07/2026		
	RACK RATE	GOLD	PLATINUM	RACK RATE	GOLD	PLATINUM	RACK RATE	GOLD	PLATINUM
Regular Full Stand Stand space of 2m x 2m including counter	R23 000	R21 850	R20 700	R24 000	R22 800	R21 600	R25 000	R23 750	R22 500
Boutique share-with Bottled less than 20 000L in 2025 or 1 st crush in 2020	R14 885	R14 140.75	R13 396.50	R17 700	R16 815	R15 930	R18 700	R17 765	R16 830
Ultra-Boutique share-with Bottled less than 5000L in 2025	R8 885	R8 440.75	R7 996.50	R10 000	R9 500	R9 000	R10 850	R10 307.50	R9 765
Alternative Stand Floor space of 3m x 2m only. No structure is provided.	R33 140	R31 483	R29 826	R34 250	R32 537.50	R30 825	R35 750	R33 962.50	R32 175

STANDARD BANK WINEX

2026 BOOKING FORM

28, 29 & 30 October 2026



EXHIBITOR NAME (individual brand name)			
CONTACT DETAILS (Co-ordinator / Brand Manager / Wine maker / additional person to receive confirmation and correspondence regarding booking)			
NAME	E-MAIL	CELL NUMBER	
INVOICE DETAILS			
COMPANY		POSTAL ADDRESS	
VAT REG #			
WEBSITE DETAILS Please provide details for inclusion			
WEBSITE		TELEPHONE #	
STAND POSITION Please advise which route / region / distribution agent / exhibitor / you would like to be positioned with at the show. FLOORPLANS WILL BE SENT OUT AT A LATER STAGE			
STANDARD BANK WINEX: STAND OPTIONS			
VENUE	DATES		TIMES
Sandton Convention Centre, Sandton	Wed 28, Thu 29 & Fri 30 October 2026		17h00 – 21h00
STAND TYPE	QUANTITY OF STANDS	STAND TYPE	QUANTITY OF STANDS
Regular full Stand		Food Stand (Limited on offer)	
Ultra-Boutique share-with		Boutique share-with	
Alternative Self Build Stand	Quote will be drawn up based on the size of the floor space required. Minimum of 6m ² .		
HEIGHT		LENGTH	
			WIDTH
All bookings are subject to availability and will only be confirmed upon full payment of the invoice. This booking form has been completed as confirmation of acceptance of all booking terms and conditions.			
NAME		SIGNATURE	
DESIGNATION		DATE	

E-mail completed booking form to winex@outsorceress.co.za or call 011 482 5936 for more information.