



presented by FNB Private Clients



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FNB MPUMALANGA, LIMPOPO & FREE STATE WINE SHOWS

ALL YOU NEED TO KNOW ABOUT THESE REGIONAL WINE SHOWS FOR 2014

You are invited to exhibit at the country's three most prominent regional wine shows in 2014: the fourth Mpumalanga, eighth Limpopo and the second Free State Wine Show. Managed by OutSorceress Marketing, each show is designed to accommodate up to 60 exhibitors and held over two days,

Introduced by FNB Private Clients and Michael Fridjhon, 2013 saw the launch of the FNB Free State Wine Show in SA's judicial capital to complement the Limpopo Wine Show – held a week prior – and the Mpumalanga Wine Show in April. 2013's regional wine shows attracted at least 3 300 show visitors and more than R500 000 in wine sales.

Spread the wine message to previously untapped markets. Make meaningful contact with some of the country's most enthusiastic wine consumers. Show off your brand to a premium target audience and increase the demand for improved distribution to the local trade. And to top that, score in wine sales via the Shop@Show retail facility.

2014 SHOW DETAILS

FNB Mpumalanga Wine Show

Friday 14th & Saturday 15th March | 17h00 to 21h00

Ingwenyama, White River

FNB Limpopo Wine Show

Thursday 24th & Friday 25th July | 17h00 to 21h00

Meropa Casino, Polokwane

FNB Free State Wine Show

Thursday 31st July & Friday 1st August | 17h00 to 21h00

Leopards and Lace, Bloemfontein



STAND CHARGES

Please refer to the **Four Show Rate Schedule** for stand rates for these **three regional wine shows as well as RMB WineX**. The **Four Show Deal** – an unbeatable **R20 920 (excl. VAT)** and **valid until 31 January 2014** – reflects a 20% discount on the show rack rates, where exhibitors in effect pay for three shows (including RMB WineX) and receive a complimentary stand at one of the regional shows.

Exhibitors electing not to book the four shows, will be charged the following rack rates for regional shows (excl. VAT):

R5 250 FNB Mpumalanga Wine Show

R4 500 FNB Limpopo Wine Show

R4 950 FNB Free State Wine Show

Please note:

- There are only 45 Four Show Deal packages available due to the space demand at the venues. Preference will be given to the Four Show Deal bookings made by 31 January ahead of confirmation of single show bookings.
- There are no group booking discounts on regional show bookings.

LOYALTY DISCOUNTS

Exhibitors may be eligible to receive a **Loyalty Discount** on their Four Show invoice. The WineX Platinum and Gold Loyalty programme – in existence for the past six years – has been adjusted to a point system and, going forward, will incorporate the regional wine shows' participation. It is retrospective for 2013 exhibitor attendance. Loyalty discounts not valid for individual regional show bookings.

Loyalty Discount Point system is as follows:

Regional shows: 1 point for each Full stand booked

RMB WineX: 2 points for each Full stand booked (shared- and Alternative stands treated pro-rata)

Loyalty discounts are as follows:

Platinum: 20 points and above – less 10% discount on Four Show invoice

Gold: 14 points and above – less 5% discount on Four Show invoice

For more information about your current exhibitor status, please contact Monica Mountjoy on monica@outsorceress.co.za.

STAND LAYOUT AND EQUIPMENT

Refer to the Regional Show floor plan template as a provisional indication of the show layout.

Each exhibitor stand comprises a trestle table complete with floor-length table cloth and overlay and supplied with ice bucket, mineral water, crackers, tasting glasses and spittoon. Wine management, refrigeration and supply of ice is included in stand charge.

EXHIBITOR BOOKINGS * DEADLINE 31 JANUARY FOR FOUR SHOW DEAL

Complete the **Four Show Master Booking Form** and fax or email to Monica Mountjoy to the details supplied on the booking form. If you are not attending all four shows, just complete the sections applicable to your requirements.

The **Four Show Master Booking Form** can be found on each of the regional wine show pages on www.outsorceress.co.za.

CONTACT DETAILS

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