



## FNB EASTERN CAPE WINE SHOW - East London | FNB MPUMALANGA WINE SHOW FNB FREE STATE WINE SHOW | FNB EASTERN CAPE WINE SHOW - Port Elizabeth

### ALL YOU NEED TO KNOW ABOUT THE TOP REGIONAL WINE SHOWS FOR 2017

You are invited to exhibit at the country's most prominent regional wine shows in 2017: the third Eastern Cape Wine Shows in East London and Port Elizabeth, the eighth Mpumalanga and the fifth Free State Wine Show.

As in the past, the shows are directed by Michael Fridjhon and managed by OutSorceress Marketing with each show designed to accommodate up to 50 exhibitors and held over two days. 2016's FNB Regional Wine Shows attracted more than 5 700 show visitors and generated around R600 000 in wine sales.



### 2017 SHOW DETAILS

**FNB Eastern Cape Wine Show - East London** Thursday and Friday, 30 & 31 March | 17h00 to 21h00  
Hemingways, corner Western Ave & Two Rivers Drive, East London

**FNB Mpumalanga Wine Show** Thursday and Friday, 6 & 7 April | 17h00 to 21h00  
Emnotweni Arena, Government Boulevard, Riverside Park Ext 1, Nelspruit

**FNB Free State Wine Show** Thursday and Friday, 3 & 4 August | 17h00 to 21h00  
Emoya Estate, 7 Kleynhans Avenue, Groenvlei, Bloemfontein

**FNB Eastern Cape Wine Show - Port Elizabeth** Thursday and Friday, 23 & 24 November | 17h00 to 21h00  
Boardwalk International Convention Centre, 2<sup>nd</sup> Avenue, Summerstrand

## STAND CHARGES

Please refer to the **Exhibitor Rate Schedule** for stand rates for these **four regional wine shows as well as RMB WineX**. The **Early Bird Five Show Deal** – an unbeatable **R29 812.50 (excl. VAT)** is **valid for bookings made by 31 December 2016 (payment by 31 January 2017)** – reflects a 25% discount on the show rack rates. Booking the **Five Show Deal by 10 March 2017** will cost **R31 800 (excl. VAT)** reflecting 20% discount on show rack rates.

Exhibitors electing not to book the five shows can take advantage of one of the **Combo Show deals**. For single show bookings, the rack rate of **R6 450 (excl. VAT)** applies:

Please note:

- There are only 45 Five Show Deal packages available due to the space demand at the venues. Bookings made by 10 March for the Five Show Deal will be given preference will be given to the Five Show Deal ahead 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 Five Show invoice. The WineX 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 retrospective since 2013 attendance. Loyalty discounts are not applicable 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 Five Show invoice

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

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

## STAND LAYOUT AND EQUIPMENT

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

## EXHIBITOR BOOKINGS

**Booking Forms** are available on request from Monica Mountjoy at [monica@outsorceress.co.za](mailto:monica@outsorceress.co.za).

## CONTACT DETAILS

**OutSorceress Marketing: (011) 482 5936 | [www.outsorceress.co.za](http://www.outsorceress.co.za)**

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### ***Our mission statement***

*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.*