

# Wine Shows 2018

## WORDS OF WINE

You are invited to exhibit at the country's most prominent wine shows in 2018; the ninth Mpumalanga, sixth Free State, fourth Port Elizabeth, Nineteenth RMB WineX and the first Pretoria wine show.

As in the past, the shows are directed by Michael Fridjhon and managed by OutSorceress Marketing.

Despite a year in which the Rand has been more volatile than ever, and the local economy as difficult as any time in the past, South Africa remains the most important market in the world for Cape wine. In 2016 exports of bottled wines actually declined, so that the local market has become more important than ever to producers of premium wines. Gauteng is well over double the size of the UK market (by volume) and probably three times the size by value. It also costs vastly less to access. Nelspruit/Mpumalanga accounts for about the same volume of bottled wine as Canada, Bloemfontein/Free State as much as Belgium.

In short, for producers seeking to optimise efficiency, accessing the key local markets via our wineshows will yield more for less cost than any other form of marketing, locally or abroad.

This booking guide has been created to provide the general information required to assist you in confirming your attendance at our 2018 shows.

Looking forward to seeing you in 2018!

Michael Fridjhon

## THE TEAM THAT MAKES STUFF HAPPEN

**Michael Fridjhon**

[mf@reciprocal.co.za](mailto:mf@reciprocal.co.za)

**OutSorceress Office**

[www.outsorceress.co.za](http://www.outsorceress.co.za)

011 482 5936 / 5 / 4

**Monica Mountjoy**

[monica@outsorceress.co.za](mailto:monica@outsorceress.co.za)

083 783 1551

**Alex Mason Gordon**

[alex@outsorceress.co.za](mailto:alex@outsorceress.co.za)

083 308 1447

**Lee Ann Philips**

[leeann@outsorceress.co.za](mailto:leeann@outsorceress.co.za)

082 873 2442

**Janice Fridjhon**

[janice@outsorceress.co.za](mailto:janice@outsorceress.co.za)

083 302 2197





**INDEX**

**ALL SHOWS**

**PAGE 3**

**THINGS YOU NEED TO KNOW**

STAND CHARGES: Early bird and combo deals on offer

GROUP BOOKINGS: discounts offered

LOYALTY DISCOUNTS: The more you attend the cheaper it gets

STAND LAYOUT, FLOOR PLAN, BRANDING & DÉCOR: not your average shell scheme

BOOKINGS, INVOICE AND PAYMENT: When and how

**PAGE 4**

**RMB WINEX**

**PAGE 5**

**THINGS YOU NEED TO KNOW**

SPECIAL POSITION

STAND SET-UP

STAND OPTIONS

PRODUCER ASSOCIATION BOOKINGS

**RATE SCHEDULE**

**PAGE 6**

FULL BREAKDOWN OF THE SPECIAL DISCOUNTS ON OFFER

**BOOKING SHEET**

**PAGE 7**

COMPLETE AND SEND TO MONICA – [monica@outsorceress.co.za](mailto:monica@outsorceress.co.za) or fax to 086 698 7015

---

**STAND CHARGES**

Please refer to the detailed breakdown of rates and special deals listed on the rate schedule.

The **Early Bird Five Show Deal** – an unbeatable **R31 912.50 (excl. VAT)** is **valid for bookings made AND paid for by 31 January 2018. This is an absolute date.** This reflects a 25% + discount on the show rack rates.

Booking the **Five Show Deal by 2 March 2018** will cost **R34 040.00 (excl. VAT)** reflecting 20% + discount on show rack rates. See rate sheet for a detailed list of the combo deals and discounts on offer.

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 applies.

There are only 50 Five Show Deal packages available due to the space demand at the regional venues. Bookings made by 2 March for the Five Show Deal will be given preference ahead of single show bookings.

---

**LOYALTY DISCOUNTS**

Exhibitors may be eligible to receive a Loyalty Discount on their individual RMB WineX and Combo deal bookings. 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 2013. Loyalty discounts are applied against WineX only and Combo show bookings. Not applicable for individual regional show bookings.

**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

RMB 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.**

---

**STAND LAYOUT, FLOOR PLAN, BRANDING & DÉCOR**

All exhibition areas have been designed to afford all producers an equal opportunity to promote and market their wines / products. All stands are laid out to match the general décor of the room. The exhibition area is converted into a quality showcase wine arena. The show will have an individual room layout and look-and-feel. The floor plan will be drawn up based on the number of exhibitors at each of the shows.

- Each exhibitor stand comprises a trestle table\* (1.8 / 2m counter front) 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  
*\*see RMB WineX detail for counter detail*
- **Wall Stand** exhibitors have the benefit of the backdrop which can accommodate larger (free-standing) banners to a max height of 2.5 m x 2m max width.
- 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 tasting 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.
- **Only one winery** or non-wine company may be accommodated or represented at each stand.
- A **Hospitality/Catering Area** will be provided within the wine hall. It is 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 **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. (e.g. glassware, coolers, wine tour companies).

- 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. In view of the calibre of visitors who attend these events, producers are urged to select only their premium offerings for show tastings.
- Wine storage is provided, some under CCTV, for all exhibitors. **Ample refrigeration** ensures that white wines are brought to the stands at correct service temperature.
- We provide the **logistical services** associated with storage and provision of wines, ice etc. to exhibitors for the duration of the show. Runners facilitate the supply and replacement of wines to the stand.

---

#### **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 send proof of payment to [monica@outsorceress.co.za](mailto:monica@outsorceress.co.za) with your EXHIBITOR NAME clearly marked. Please note: booking is only secured 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 within 90 days of date of booking: stand rental (less 20% for administration costs) is refunded. Thereafter, no refund, except at the organisers' discretion.

---

**THINGS YOU NEED TO KNOW**

- A Provisional floor plan of WineX in the Sandton Convention Centre Pavilion is available upon request. **Exhibitors wishing to select a specific stand** may reserve these as a Special Position stand at an additional surcharge (complimentary to Platinum loyalty members). Otherwise stands are allocated on a first-booked-first-served basis.
- **RMB WineX** exhibitors are provided with a “bar counter” for service. It’s 90 cm high and has a width of 2m. 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**. Exhibitors are invited (closer to the time of the show) to book branding for 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.
- **RMB WineX offers a Shared Stand option**. This is available to **boutique producers and new wineries** (see detail on rate schedule) at RMB WineX only. 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) can be 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 (quote 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.
- For images displaying different stand type options, visit <http://www.winex.co.za/Exhibitors/stands-and-layout.asp>
- **Each stand includes** a counter, spittoon, ice bucket, waste bin, signage, glasses, crackers, mineral water, napkins and ice. The show provides daily cleaning services and waste collection
- In addition to the Hospitality/Catering Area managed by the organisers, independent **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. (e.g. glassware, coolers, wine tour companies). 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>.
- **Producers’ Association stand bookings** will be accepted at RMB WineX, 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.

**BOOKING FORM**

<b>EXHIBITOR NAME</b> (individual brand name)				
<b>CONTACT DETAILS</b> (Co-ordinator / Brand Manager / Wine maker / additional person to receive confirmation and correspondence regarding booking)				
<b>NAME</b>		<b>E-MAIL</b>		<b>CELL NUMBER</b>
<b>INVOICE DETAILS</b>				
<b>COMPANY</b>			<b>POSTAL ADDRESS</b>	
<b>VAT REG #</b>				
<b>FESTIVAL GUIDE AND WEBSITE DETAILS</b> Please provide details for inclusion in our show guides				
<b>WEBSITE</b>			<b>TELEPHONE #</b>	
<b>STAND POSITION</b> Please advise which route / region / distribution agent / exhibitor you would like to be positioned with at the shows				
<b>BOOKING OPTIONS</b> Please indicate below the shows that you will be attending				
<b>REGIONAL SHOWS: REGULAR STANDS</b>				
<b>SHOW</b>	<b>VENUE</b>	<b>2018 DATES</b>	<b>TIMES</b>	<b>NO. STANDS</b>
Mpumalanga Wine Show	Emnotweni Arena, Nelspruit	Thu 8 & Fri 9 March	17h00 – 21h00	
Capital City Wine Show	The Maslow Time Square, Pretoria	Thu 26 & Fri 27 July	17h00 – 21h00	
Free State Wine Show	Emoya Estate, Bloemfontein	Thu 2 & Fri 3 August	17h00 – 21h00	
Eastern Cape Wine Show	Boardwalk, Port Elizabeth	Fri 30 Nov & Sat 1 Dec	17h00 – 21h00	
<b>RMB WINEX: STAND OPTIONS</b>				
<b>VENUE</b>		<b>DATES</b>		<b>TIMES</b>
Sandton Convention Centre, Sandton		Wed 24, Thu 25 & Fri 26 October 2018		17h00 – 21h00
<b>STAND TYPE</b>		<b>QUANTITY OF STANDS</b>	<b>STAND TYPE</b>	<b>QUANTITY OF STANDS</b>
Regular full Stand			Alternative Stand	
Ultra-Boutique share-with			Boutique share-with	
Self-Build		Exhibitors have the opportunity to rent floor space and create custom built stands. Quote will be drawn up based on the size of the floor space required		
<b>HEIGHT</b>		<b>LENGTH</b>		<b>WIDTH</b>
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.				
<b>NAME</b>			<b>SIGNATURE</b>	
<b>DESIGNATION</b>			<b>DATE</b>	

**RATES**

ALL RATES QUOTED ARE EXCLUDING VAT @ 14%

**COMBO SHOW BOOKINGS**

Rates calculated on a regular stand at each of the five shows. Quotations available on request for alternative stand sizes as well as group bookings

SHOW PACKAGES	SHOWS INCLUDED IN PACKAGE	PRICE IF BOOKED INDIVIDUALLY	COMBO DEAL	<b>YOU SAVE!</b>	GOLD	PLATINUM
<b>Early Bird 5 Show</b> Book and pay before 31/01/2018	RMB WineX & all 4 regional shows	R44 550.00	R31 912.50	R12 637.50	R30 316.88	R28 721.25
<b>Early Bird 2 Show</b> Book and pay before 31/01/2018	RMB WineX & any 1 regional show	R23 850.00	R16 905.00	R6 945.00	R16 059.75	R15 214.50
<b>5 Show</b> Book and pay before 02/03/2018	RMB WineX & all 4 regional shows	R44 550.00	R34 040.00	R10 510.00	R32 338.00	R30 636.00
<b>4 Show</b> Book and pay before 02/03/2018	RMB WineX & any 3 regional shows	R37 650.00	R30 302.50	R7 347.50	R28 787.38	R27 272.25
<b>3 Show</b> Book and pay before 02/03/2018	RMB WineX & any 2 regional shows	R30 750.00	R25 875.00	R4 875.00	R24 581.25	R23 287.50
<b>2 Show</b> Book and pay before 02/03/2018	RMB WineX & any 1 regional show	R23 850.00	R20 757.50	R3 092.50	R19 719.63	R18 681.75

**REGIONAL SHOWS ONLY**

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

Attendance at any **ONE** of the regional shows **R6 900.00 per stand per show**

**RMB WINEX ONLY**

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

RMB WINEX ONLY	EARLY BIRD Book and pay before 02/03/2018		INTERIM Book and pay before 29/06/2018		LATE Book and pay after 29/06/2018	
	RACK RATE	GOLD	RACK RATE	GOLD	RACK RATE	GOLD
<b>Regular Full Stand</b> Stand space of 2m x 2m including counter	R14 950.00	R14 202.50	R15 950.00	R15 152.50	R16 950.00	R16 102.50
<b>Boutique share-with</b> Bottled less than 20 000L in 2017 or 1 <sup>st</sup> crush in 2013	R9 950.00	R9 452.50	R11 050.00	R10 497.50	R12 050.00	R11 447.50
<b>Ultra-Boutique share-with</b> Bottled less than 5000L in 2017	R5 700.00	R5 415.00	R6 100.00	R5 795.00	R6 500.00	R6 175.00
<b>Alternative Stand</b> Floor space of 3m x 2m only. No structure is provided.	R21 500.00	R20 425.00	R22 950.00	R21 802.50	R24 950.00	R23 702.50
		R13 455.00		R14 355.00		R15 255.00
		R8 955.00		R9 945.00		R10 845.00
		R5 130.00		R5 490.00		R5 850.00
		R19 350.00		R20 655.00		R22 455.00