



2012 WINE EXHIBITOR BOOKING FORM

DATES: 6-8 September 2012 | University of Johannesburg, Soweto Campus

8TH ANNUAL SOWETO WINE FESTIVAL 2012

DATE: 6-8th September 2012
VENUE: University of Johannesburg, Soweto Campus

INTRODUCTION

The 8th annual Soweto Wine Festival will take place from the 6th to the 8th September 2012 in Soweto launching the spring campaign.

FESTIVAL OPENING TIMES:

- 6.30 pm to 10 pm Thursday, 6th September 2012
- 6.30 pm to 10 pm Friday, 7th September 2012
- 5 pm to 9 pm Saturday, 8th September 2012

PRICE PER STAND

- R5, 900 (plus VAT) or loyalty fee: 4-year attendance R5,200
- ✓ Stands are located within the main exhibition arena and are the size of a standard trellis table.
- ✓ Decoration of each stand is the responsibility of the producer, but is limited to pull-up banners contained within this space. Should you wish to extend your brand exposure, please e-mail sharon@hotsalsamedia.co.za for the brand opportunities available?

GROUP PRICE:

- A 10% discount will apply should a group book 4 or more stands on one invoice only.

Each wine exhibitor stand receives:

- ✓ Two tasting glasses
- ✓ Table with table cloth and a chair
- ✓ Water
- ✓ Ice buckets and ice
- ✓ Spittoons
- ✓ Water biscuits
- There will also be adequate staff (trained university students) to replenish wines, empty spittoons and assist in any way.
- Stock control is managed by professionals



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- Wines must be delivered prior to the show on Wednesday and will be secure for the duration until collection on Monday morning.
- Wineries have the option of selling their stock at the festival through Norman Goodfellows.

IMPORTANT NOTES:

Additional exhibitor passes are available at a cost and must be purchased prior to the festival.

- ✓ Addition Exhibitor Passes: R60 per day – available for purchase at a unique URL online – please e-mail info@sowetowinefestival.co.za to obtain this link. **No exhibitor pass, no access to the festival. Every staff member will require a new exhibitor pass per person per night.**

PARKING:

Exhibitor parking is available in the main public parking area.

TRANSPORT:

The Soweto Wine Festival organisers co-ordinate a paid-for shuttle service for wine exhibitors staying in Johannesburg who do not want to take their cars into Soweto.

ACCOMODATION: The 4-star Soweto Hotel is the official Hotel Partner to the Soweto Wine Festival, offering generous bed and breakfast rates to the festival exhibitors and winemakers. There is a complimentary shuttle service from the Soweto Hotel to the Soweto Wine Festival and back again for Wine Exhibitors.

CAR RENTAL: First Car Rental is the official car hire partner to the Soweto Wine Festival and organisers have negotiated a 10% reduction on car rental for Soweto Wine Festival Exhibitors

NB: If you or any members of staff wish to use these facilities, please let us know and separate document with the relevant discount codes and booking forms will be sent to you.

BOOKING FORM:

Complete the attached form and fax it to 011-440 2157. Exhibitors are confirmed on a first come, first served basis. Payment confirms participation. As soon as we have received your booking form, an acknowledgement and an invoice will be sent to you. We look forward to your response and working with you during the **Soweto Wine Festival 2012**.

Yours faithfully, **MARILYN COOPER (CWM)**

CEO, Cape Wine Academy | <http://www.capewineacademy.co.za>



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2012 SOWETO WINE FESTIVAL WINE EXHIBITOR BOOKING FORM

Name of Winery/Wineries

Reservation Date

How many festivals have you attended?
(Please indicate the year of participation)

Do you want your wines included in the Wine Class taste theatre?

YES/NO

Do you want to sell your wines at the festival through Norman Goodfellows?

YES/NO

PAYMENT: Contact details for single payment

Postal Address:

VAT Number

Contact Person:

Tel (day)

Fax (day)

Cellphone number

E-mail Address

Contact details for representative at the festival (*if different from above*)

Contact Person:

Tel (day)

Fax (day)

Cellphone number



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E-mail Address

Terms & Conditions:

Cancellations up until 31st July will be refunded the full amount less 15% administration fee. Thereafter no refunds will be made. We reserve the right to cancel the event within 21 working days of festival date.

SIGNATURE: _____ **DATE:** _____

Signed at: _____ Date: _____