



EVENT: 12<sup>th</sup> Soweto Wine and Lifestyle Festival

VENUE: Walter Sisulu Square of Dedication, Kliptown

DATES: Spring Launch: 2-4 September: Friday and Saturday night: 6-10 pm, Sunday: 2-6 pm

[www.swlf.co.za](http://www.swlf.co.za) | Twitter: @SowetoLovesWine | Facebook and Instagram: @SowetoWineFestival

### WINE STANDS AND RATES

A 15% discount will be applied to groups booking a complete six (or more) stand island providing payment is made as a *single transaction*. Regional wine routes, producer associations and distributors representing several wineries are encouraged to take advantage of this offer.

The Early-Bird discount rate is 15% off the published rate; payments to be received by the 28<sup>th</sup> February.

**STANDARD WINE EXHIBITOR RATE:** **R8, 950 (EXCL. VAT) PER STAND.**

- Stands have a frontage of 1, 8m and include counter and branding space and a service area.
  - One winery or non-wine company to be accommodated at each stand.
  - Special stand positions are available at an additional charge.
  - Standard Bookings are allocated on confirmation of payment.

**SPECIAL POSITION OR WALL STAND:** **ADD R2, 000 (EXCL. VAT) PER STAND**

- Wall stands afford exhibitors the additional benefit of a backdrop space which can accommodate larger, free-standing banners to a max height of 2.5 m x 1.5 m max width.
  - Exhibitors requiring double stands with straight / flush frontage must reserve a wall stand.

**SHARED STAND EXHIBITOR RATE:** **R4, 000 (EXCL. VAT) PER STAND.**

- Shared Stands are available to boutique producers, ultra-boutique producers and garagistes at R4 000 (excl. VAT) per exhibitor.
  - Producers are permitted to share stands providing each sharing producer does not exhibit more than 4 different wines over the course of the show.
  - Sharing exhibitors may be limited in respect of banner branding.



### SELF-BUILD STANDS

- Alternative stands are accommodated at the side walls only or in specifically-designated locations. These can be booked either as empty floor space (for exhibitor self-build) or in shell scheme modules – both options available in 6m<sup>2</sup>, 12m<sup>2</sup> or 18m<sup>2</sup> sizes – all details on request; alternate size space at more than 6m<sup>2</sup> is available at a per square meter charge.
- Empty floor space booked must accommodate sufficient standing area for stand representatives, and account for visitor access at stand sides if rewired 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 electrician compliance certificates as well as Proof of Public Liability.*

### NON-WINE EXHIBITORS

- Non-wine exhibitor will be required to book a minimum of 6m<sup>2</sup> as an Alternative (self-build) stand.

### HOSPITALITY AND FOOD TASTINGS

- SWLF will host a series of Hospitality Areas, strategically located to ensure visitors remain in the environment of the exhibitors, while providing refreshments.
- In addition to the Hospitality Areas managed by the organisers, independent Non-Wine Exhibitors can book stands for sample and sale of products. These products must have a link to wine and/or lifestyle participation is *subject to the approval of the organisers*. Each full stand exhibitor may have a maximum of seven different line items on show – wine, estate brandy, olives, and olive oil – for the full period of each show.
- Shared stands (boutique and ultra-boutique) may have a maximum of four wines each.
- Producers are encouraged to select their premium offerings for show tastings.

### BRANDING, DÉCOR AND STAND FACILITIES

- The exhibition area has been designed to afford all producers an equal opportunity to promote and market their wines. All stands are uniformly laid out to match the general décor of the room.
- Exhibitors can add table décor or posters on easels (max height 1.8m x max width 1.5m) – to their space.
- Producers who wish to dress up their space with larger and non-standard display material – such as banners, plasma screens, shelves and cabinets – can only be accommodated on the perimeter of the festival 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.



- Plug points required by exhibitors are available and will be invoiced separately. Details of these services will be supplied later in the year as part of the exhibitor communications.
- Each stand includes a counter, spittoon, ice bucket, waste bin, signage, glasses, crackers, mineral water, napkins and ice. SWLF provides daily cleaning services and waste collection.

#### **WINE DELIVERIES, STORAGE AND MANAGEMENT**

- All details of setup and wine deliver times will be communicated in a newsletter timeously ahead of the festival.
- SWLF provides adequate secure storage for all exhibitors. Ample refrigeration ensures that white and sparkling wines are brought to the stands at the correct service temperature.
- SWLF contracts with the Hospitality School at the University of Johannesburg to provide the logistical services associated with the storage and provision of wines, ice etc to exhibitors for the duration of the festival. SWLF contributes to work experience and professional the hospitality services' industry through this commercial arrangement.

#### **BOOKINGS, INVOICING AND PAYMENT**

- 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 made be deposit or bank transfer to the bank details supplied on the invoice by the appropriate deadline. Please email a copy of the deposit slip to [info@swlf.co.za](mailto:info@swlf.co.za) with your Exhibitor Name clearly marked. Please note: booking is only secured on receipt of a faxed deposit slip.
- Invoices paid in full by the early settlement dates will be entitled to the early settlement rates detailed below. Bookings not paid for in full by the 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**

- Up to 31<sup>st</sup> March 2016 stand rental (less 25% for administration costs) is refunded, thereafter, no refund, except at the organisers' discretion.



PLEASE COMPLETE THE BOOKING FORM AND RETURN TO 086 514 0767

WINE EXHIBITOR BOOKING FORM	
Type of Exhibitor (standard, special, custom)	
Name of Exhibitor (winery, product, brand)	
Wall position / special position	Yes / No
No. of wine stands required	
Names of wines to be exhibited	
Invoice details: Company Name	
VAT #	
Person responsible or payment	
Address	
Telephone Number	
Authorised Signatory: (name and surname)	
Designation:	
Signature	
Date	