



EXHIBITOR BOOKING FORM

7TH ANNUAL SOWETO WINE FESTIVAL 2011

DATE: 1-3rd September 2011

VENUE: Soweto Power Station, Soweto

INTRODUCTION

The 7th annual Soweto Wine Festival will take place from the 1st to the 3rd September 2011 in Soweto launching the spring campaign.

FESTIVAL OPENING TIMES:

- 6.30 pm to 10 pm Thursday, 1st September 2011
- 6.30 pm to 10 pm Friday, 2nd September 2011
- 5 pm to 9 pm Saturday, 3rd September 2011

PRICE PER STAND

- R5, 900 or
 - Loyalty fee: 4-year attendance R4,900
- ✓ 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.

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

Wines must be delivered prior to the show on Wednesday and will be secure for the duration until collection on Monday morning.

JHB: 70 Rutland Road, Parkwood, Rosebank, Johannesburg

KZN: 35a Bellevue Road, PMB, KwaZulu-Natal

Tel: 033 344 3971 | **E-mail:** info@hotsalsamedia.co.za

Web: <http://www.hotsalsamedia.co.za>



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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: R50 per day. **No exhibitor pass, no access to the festival**

EDUCATION DIMENSION

It has always been important to the members of the festival to include an educational focus. Besides the glass and advice on tasting that is included in the booklet, we also have a designated Wine Class for tutored tastings on the stage.

The Cape Wine Academy and Pick n Pay will once again host a sit-down tasting area and 3 x one hour tasting sessions during the evenings. All the wines used in these presentations should be available from Pick n Pay. Should you wish to be included in this exciting venture, please indicate this on your booking form.

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 Soweto Wine 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.

FLIGHTS:

Mango Airlines is the official flight partner to the Soweto Wine Festival and organisers have negotiated a 16.5% reduction on the Mango Plus flights 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

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**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 086 638 9155. 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 2011**.

Yours faithfully,

MARILYN COOPER (CWM)

Managing Director, Cape Wine Academy

Festival Organisers

www.sowetowinefestival.co.za

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2011 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

E-mail Address

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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: _____

SIGNATURE

I confirm that I am duly authorised to act on behalf of _____

Print name: _____

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