

WINE FOCUS AUSTRALIA 09

YOU'RE INVITED TO PARTICIPATE

AT WINE FOCUS AUSTRALIA 09

BRISBANE

23-24 JULY 2009

ROYAL ON THE PARK

SYDNEY

27-28 AUGUST 2009

MUSEUM OF
CONTEMPORARY ART

MELBOURNE

15-16 OCTOBER 2009

GRAND HYATT HOTEL

WHY YOU SHOULD
PARTICIPATE

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Only the most exclusive wineries in Australia are invited to this event. Participation is restricted to wineries rated 4 stars or higher by James Halliday. So by participating in Wine Focus Australia, you can be sure that you will be in the best of company.



WineFocusAustralia

EXPECT THE EXCEPTIONAL



After successful exhibitions in Sydney and Brisbane in 2007 and 2008, Wine Focus Australia is now adding the Melbourne market to its calendar of prestigious wine events.

The challenge for Australian winemakers in 2009 will be how to maintain, or better still, grow sales and market share in an uncertain domestic market. BAZ Events has already created its niche in the Brisbane and Sydney markets attracting only trade and high-end consumers who are genuinely interested in Australia's offering of world class fine wines.

Our Melbourne exhibition will feature many reasons for the trade and wine cognoscenti to view, taste and list your wines.

Some excellent reasons of why you should participate:

THE FOCUS: Wine Focus Australia events are dedicated to the promotion of fine wines in our biggest and most discerning wine markets! This will mean that the focus of the trade and buyers will be on you and not hundreds of beverage and food suppliers from Australia and other parts of the world.

THE TARGET AUDIENCES: Wine Focus Australia targets both the trade and high end consumers as both are important market segments for premium wine producers. These events are designed to stimulate the desire for the latest tastes, trends and brands which can only come from the best suppliers.

THE VENUES: Wine Focus Australia Brisbane 2009 will again be held in the Ballroom of the Royal on the Park Hotel, well known for its location and ease of access and recognised by trade, exhibitors and patrons as a fantastic venue.

In Sydney, we will return to the Museum of Contemporary Art for our third consecutive year. This venue is recognized as one of the most popular and attractive venues in Sydney for prestigious events.

The Melbourne event will be held in the Mayfair Ballroom of the newly renovated, prestigious Grand Hyatt Hotel. Another high quality venue with extensive facilities and accommodation in the centre of the CBD.

REGIONAL HEROES MASTER CLASSES: Wine Focus Australia will run a series of brand building Wine Tutorials at each event. These are designed to foster a holistic appreciation of Australian fine wine styles. These tutorials are the trend laboratories that the trade, wine press and high end consumers relish and appreciate.

MEDIA FOCUS: Wine Focus Australia will undertake a significant media, public relations and mailing campaign in each city to attract high levels of audiences including:

- Advertising in the metropolitan press
- Direct mail to our public database
- Exhibition brochures distributed through major retail groups, restaurant outlets, and offices in the CBD.
- Direct mail through newsletters, eg exhibitors, restaurants, retailers
- Promotion through major wine clubs Editorial support
- Dedicated website

Our Public Relations campaign will include an early listing of exhibitor's wines to the metropolitan wine press and trade. This will be done to ensure strong media and trade interest. We encourage you to submit your wine lists early.

TIME MANAGEMENT: Wine Focus Australia will be time friendly. Each day's exhibition operating times will give you time to arrange your trade calls and meetings before the exhibition opens.

RIEDEL: All Wine Focus Australia event use only Riedel glasses. Wine Focus Australia Melbourne 2009 will be the first Melbourne wine exhibition to serve all wines exclusively in Riedel glasses. All wine tasters will be given a Riedel glass for all tastings.....that's all tastings, not just Master Classes. Your wines will be served in the best glasses on the planet.....Riedel, so you can be confident that the wines you want to present are served in the best possible glassware.

DIRECT IMPULSE SALES: Wine Focus Australia exhibitors will be able to sell wine to consumers at the event.

MEDIA REVIEWS: BAZ Events will conduct a Media Launch prior to the each exhibition. We invite wineries to contact us about presenting their "stunners" to the wine press. This can be your golden opportunity to snare a media review by the local, metropolitan and national wine press prior to the exhibitions.

DISTRIBUTOR SUPPORT: BAZ Events will conduct a series of meetings with the major distributors in each city prior to the exhibitions. This is done to elicit their full support for the events. Please let us know of your distributors details so that we can include them in our briefings.

B2B PROGRAM: BAZ Events will conduct a Business to Business (B2B) program. We will issue an alert to the wine trade, advising them of those exhibitors who are seeking distributors in each market. If you are new to the any of these markets and are looking for a distributor or agent, please don't miss this opportunity to maximise your time.

FREIGHT CONSOLIDATION: BAZ Events will be nominating a freight company in your capital city to consolidate your sample shipments.

EVENT DETAILS

EXHIBITION FORMAT

Exhibitor stands will consist of dressed and skirted tables. Exhibitors are encouraged to bring their own signage, however BAZ Events can assist in supplying pull-up signage. All theming and stand decoration will be at exhibitor's own cost.

TASTING PROGRAM FOR EACH EVENT

Thursday	2 — 5pm	Trade only
	5 — 9pm	Trade & Public
Friday	2 — 5pm	Trade only
	5 — 8pm	Trade & Public

Bona fide members of the trade, including retailers, hoteliers, restaurateurs and wholesalers will be admitted free of charge and may attend any or all sessions. Public admission is \$35.00 per person (inc. GST)

STAND SERVICING & CLEANING

BAZ Events will provide water jugs, spittoons, ice and ice tubs free of charge. You will need to provide your own openers and accessories.

At the end of each day empty bottles and general waste will be removed,

STAND COSTS

Full stand	\$2,300 plus GST
Additional stand	\$1,800 plus GST
Shared stand	\$1,800 plus GST

SOME MORE REASONS WHY YOU SHOULD PARTICIPATE:

Tasting or sampling wine is more likely to influence consumers to purchase a specific wine than most other marketing methods.

Of the things that a winemaker can directly influence, taste testing is the most effective!

- Wine review in paper/magazine – 56%
- Taste testing or sampling – 43%**
- Newspaper ads – 40%
- On special in bottle shop – 40%
- Awards/medals – 37%
- Bottle shop staff recommendation – 34%
- Magazine ads – 27%
- Online or email ads – 15%
- Other media ads – less than 10%

Source – Blue Moon Research for Fairfax Media, July 2008

“I have had the pleasure of exhibiting at all Wine Focus Australia events. Being an owner of a boutique winery in Eden Valley SA called Poverty Hill, it is not an easy task to get our wines to people who truly enjoy and appreciate high quality handcrafted wines. Both Leone Davy and Linas Zalk have definitely achieved this by organising strong targeted events. At the first event in Sydney 2007, we received close to a ½ a pallet of orders and to top it all off, we also secured a distributor who is now selling our wines to top restaurants in Brisbane and Sydney. I am looking forward to being part of all future Wine Focus Australia events as it is truly a huge value add for boutique brands”.

Michael Datta, Proprietor, Poverty Hill Wines, Eden Valley, SA

“Wine Focus Australia delivered. From the diligent organisation of the event to the drawing of high end consumer and trade patrons in an educational and fun environment. Our participation in Wine Focus Australia enabled us to showcase our premium product to a well targeted audience all in the one location.”

David Maguire, Sales Manager, Leeuwin Estate, Margaret River, WA

DEADLINES FOR WINE FOCUS AUSTRALIA 2009 BRISBANE:

Book your early bird discount for and receive a discount of \$150	23 March 2009
Full price booking deadline	23 April 2009
50% deposit payable	23 April 2009
Submit your wine lists for media feed to the Sydney wine press	22 May 2009
Balance payable	22 May 2009

DEADLINES FOR WINE FOCUS AUSTRALIA 2009 SYDNEY:

Book your early bird discount for and receive a discount of \$150	27 April 2009
Full price booking deadline	27 May 2009
50% deposit payable	27 May 2009
Submit your wine lists for media feed to the Sydney wine press	26 June 2009
Balance payable	26 June 2009

DEADLINES FOR WINE FOCUS AUSTRALIA 2009 MELBOURNE:

Book your early bird discount for and receive a discount of \$150	6 July 2009
Full price booking deadline	18 July 2009
50% deposit payable	18 July 2009
Submit your wine lists for media feed to the Sydney wine press	2 August 2009
Balance payable	2 August 2009

BOOKING FORM:

Please return this form as soon as possible to confirm your booking

To: **BAZ Events P O Box 2284, North Brighton VIC 3186**

Fax: **(03) 9592 8722 Email: leone@bazevents.com.au**

Company _____

Address _____

P/Code _____

Telephone _____ Facsimile _____

Contact Name _____

Contact Email _____

Distributor Name _____

Distributor Contact _____

Distributor Tel: _____ Mobile _____

Distributor Email _____

Please book the following stand (tick box/es)

BRISBANE 23 & 24 JULY 2009

- Full Stand \$2,300 plus gst
- Additional Stand \$1,800 plus gst
- Shared Stand \$1,800 plus gst

SYDNEY 27 & 28 AUGUST 2009

- Full Stand \$2,300 plus gst
- Additional Stand \$1,800 plus gst
- Shared Stand \$1,800 plus gst

MELBOURNE 15 & 16 OCTOBER 2009

- Full Stand \$2,300 plus gst
- Additional Stand \$1,800 plus gst
- Shared Stand \$1,800 plus gst

Exhibitors are encouraged to seek a partner from the same region to share a stand. If an exhibitor is unable to arrange a stand partner, BAZ Events will allocate a share partner from the same region, if possible. If there is not an exhibitor from the same region available to share, a partner from another region will be allocated.

PAYMENT DETAILS

A tax invoice will be sent to you. Payment can be made by cheque or electronic funds transfer. Details will be provided on your invoice.



This event is supported by:
The Wine Industry Association of Western Australia

