



# EXHIBITION STAND CONTRACT

Agent: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Tel: \_\_\_\_\_

Website: \_\_\_\_\_

Fax: \_\_\_\_\_

Invoicing details (if different to above): \_\_\_\_\_

Contact person(Accounts): \_\_\_\_\_

E-mail: \_\_\_\_\_

Contact number: \_\_\_\_\_

Customer VAT number: \_\_\_\_\_

**We agree to abide by the terms and conditions as detailed overleaf and have made note of all clauses therein.**

Please initial.

Signed for and on behalf of exhibitor

Name in capitals: \_\_\_\_\_

Contact number: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

JO'BURG  
25 - 27 May

DURBAN  
8 - 10 June

PORT ELIZABETH  
27 - 29 July

PRETORIA  
24 - 26 August

NELSPRUIT  
30 November  
- 2 December

CAPE TOWN  
14 - 16 December

Stand dimensions: \_\_\_\_\_

Stand type (eg, Gold): \_\_\_\_\_

Stand cost ex VAT: \_\_\_\_\_

Total cost ex VAT:

### TERMS AND CONDITIONS

50% non-refundable deposit payable immediately upon making a booking.

50% balance payable 30 days before each event.

### FOR OFFICE USE ONLY

Contract accepted for and on behalf of The Wine Show (Pty) Ltd

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please email this completed form to: [bookings@wineshow.co.za](mailto:bookings@wineshow.co.za)



## PORT ELIZABETH

# WELCOME TO WINEDERLAND

\*\*\*\*\*  
"A SUPERB POURFORMANCE"



### SA'S LEADING WINE EVENTS TEAM PROUDLY PRESENTS THE WARM AND HIGHLY RESPONSIVE... PORT ELIZABETH

One of the favourite legs of the TOPS at SPAR Wine Show, the Port Elizabeth event is one of the most popular events on the local social calendar with the who's-who of the city turning out to sample and buy wines on offer.

With a strong focus on wine education in a fun and friendly environment, the keen local market has recognised the TOPS at SPAR Wine Show as their number one wine event to experience wines that they usually only see on the shelves or often have never heard of, which furthermore opens the path of opportunity for sales avenues way beyond the event itself.

The ever-popular wine theatre and exciting food offering ensure an all-round experience for visitors and lends itself to the maximising of sales opportunities.

Due to limited space and year-on-year successes at the PE show, stands tend to sell out fast, so be sure to get in touch with your sales agent to secure your space at this 'gem' in the TOPS at SPAR crown.

### THE BENEFITS

- A premium wine event within a highly receptive market
- Limited stands ensure a truly exclusive environment
- Sell your wines direct, no cut to the organisers
- Create brand awareness through total freedom of stand design and size
- Educate visitors about your product in the wine theatre
- Unrivaled on and off trade potential
- Create relationships with new customers and trade contacts



### IMPORTANT INFORMATION 2017

SHOW DATE: 27 - 29 July 2017

VENUE: The Boardwalk

PACKAGE INCLUDES:

- Shell scheme walling
- Carpeting
- Lighting & plug points
- Fascia name board
- Table, chair & ice
- Spittoon
- Porters

STANDS ARE LIMITED, SO BOOK TODAY!



### RATES

Stand. size	Platinum	Gold	Silver
3m x 2m	R10,436	R9,075	R8,250
3m x 3m	R15,117	R13,145	R11,950
4m x 3m	R18,279	R15,895	R14,450

\* Please note that all prices exclude VAT. Pricing is based on position (high traffic vs low traffic), and single vs dual access (corner vs isle).



### THE FACTS

- 95% of visitors will be returning in 2017

In 2016:

- 68% of visitors were female
- 4,700 visitors
- 80% of visitors will attend a wine show more than twice a year

BOOKINGS@WINESHOW.CO.ZA  
021 824 3132

"I'm very happy. I've been going from the beginning. It's an excellent show and exceptionally well organized. My sales are through the roof and have been year on year. Be assured, I'm committed." - Exhibitor

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