



# 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)



# WELCOME TO WINEDERLAND

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



## SA'S LEADING WINE EVENT ATTRACTING GREAT SALES FROM VISITORS IN A GROWING MARKET

Following the first ever TOPS at SPAR Wine Show to be hosted in Pretoria to a brand new market, we will be returning in 2017 to cement our presence in this wine-loving city.

Within the bustling business hub of Tshwane, lies the Menlyn Park Shopping Centre, which is currently undergoing major renovations and extensions to what will ultimately be the largest shopping complex in Africa. Along with this will come a purpose-built 3000m<sup>2</sup> event venue, named Central Park, in which we plan to be one of the first events hosted in 2017.

As with all of the TOPS at SPAR Wine Shows, the aim is to showcase a wide range of wine to a discerning market, who not only wants to learn more, but also wants to buy directly from the wine producer.

Expect once again the ever-popular wine theatre in which a range of entertaining, educational sessions will be hosted as well as a selection of well-priced gourmet food offerings to ensure a highly-enjoyable overall experience.

Be sure to be part of the hype and grow your brand in Pretoria at the TOPS at SPAR Wine Show. To book, simply contact your sales agent who will gladly discuss the various options available.

## 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: 24 - 26 August 2017  
VENUE: Menlyn Park Shopping Centre

### 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	R13,219	R11,495	R10,450
3m x 3m	R19,671	R17,105	R15,550
3m x 4m	R24,478	R21,285	R19,350

\* Please note that all prices exclude VAT. The difference in packages is based on position (high traffic vs low traffic), and single vs dual access (corner vs aisle)



## THE FACTS

- By 2017, Menlyn Park Shopping Centre will have undergone a R2-billion expansion and refurbishment which will add 51 000m<sup>2</sup> and 200 stores
- Menlyn Park Shopping Centre will be the largest shopping mall in Africa

### In 2016:

- 86% of visitors purchased wine
- 21% bought more than two cases of wine
- 91% of visitors will be returning in 2017

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