



Winederland
AWAITS



2020 BOUTIQUE SALES PROSPECTUS

LETTER FROM THE ORGANISERS

Welcome to the 2020 edition of the TOPS at SPAR Wine Show!

The most exciting news for 2019 was that South Africa's favourite wine event not only attracted an overwhelming number of new exhibitors to the show but along with them, record-breaking attendances in all four of South Africa's major metros.

We're obviously thrilled at this achievement, which is without doubt the cumulative result of an all-star team effort, driven by innovative, mutually beneficial industry partnerships, a talented group of full-time staff and freelance crew, and of course our exhibitors, many of whom return year after year, and who work hard to provide an unparalleled experience for our consumers.

And needless to say, the significant support from our title partner TOPS at SPAR powers the entire Wine Show engine. We are delighted to share with you that TOPS at SPAR has extended its investment in the show for a further three years until 2022.

We are excited to expand and enhance valuable content partnerships with a variety of stakeholders, including the Old Vine Project, South African Wine Tasting Championships, #SAWineShowcase, Proudly South African and Platters Wine Guide. Our core aim is always to provide a platform for important industry initiatives to reach a consumer audience, and we will be announcing additions to the 2020 program in due course.

One of our most exciting additions for 2019 was the introduction of an elegant yet unpretentious five-course food and wine pairing. It is our ongoing aim to educate South African wine consumers in fun and exciting ways to enjoy and appreciate wine. The food-wine pairing was enthusiastically received, and we look forward to developing the experience further for a broader audience in 2020 with the South African Sommeliers Association (SASA), the SPAR Group and the Olive Brook range.

We remain committed to uplifting the South African wine industry by actively promoting a transformative agenda. A special acknowledgement to the Department of Trade and Industry and Wine Transformation Unit for their ongoing support in this regard.

See you in WINEderland!

Andrew Douglas and Shon Kumar



TOUR SCHEDULE





Exhibition STAND 2020 CONTRACT



Sales agent: _____ Company name: _____

Address: _____

Contact person: _____ Name on Fascia: _____

E-mail: _____ Cell: _____

Website: _____ Tel: _____

Invoicing details (if different to above): _____

Contact person (Accounts): _____

E-mail: _____ Contact number: _____

Customer VAT number: _____

I agree to abide by the terms and conditions as detailed below and have made note of all clauses therein.

Signed for and on behalf of Exhibitor

Please initial

Name in block letters: _____ Contact number: _____

Signature: _____ Date: _____

DBN
7 - 9 May

JHB
4 - 6 Jun

CPT
9 - 11 Jul

PE
30 Jul - 1 Aug

PTA
1 - 3 Oct

EL
5 - 7 Nov

NLP
26 - 28 Nov

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



RATE CARD

Dedicated 2m x 2m shell scheme, a FREE panoramic backdrop when booking for 3 or more shows (image of your choice to be supplied), fascia name board, carpeting, lighting and a plug point, wooden fruit bin to use as your table, table cloth, chair, spittoon, ice and a water jug, porter and wine vault service and FREE shipping for your customers on all full cases sold.

YOU MUST BRING YOUR OWN ICE BUCKET AND CORKSCREW.

Boutique stands are only available to farms who produce less than 50 000 bottles annually.

PLEASE NOTE: As part of our 2020 marketing efforts we would appreciate it if you can supply us with a case of wine (6 bottles, mixed cases welcome) for every show you have booked for.

	DBN 7-9 MAY	JHB 4-6 JUNE	CPT 9-11 JULY	PE 30 JULY - 1 AUG
STAND SIZE	RATE	RATE	RATE	RATE
2m x 2m	5, 430	6, 410	5, 430	5, 430

	PTA 1-3 OCT	EL 5-7 NOV	NLP 26-28 NOV
STAND SIZE	RATE	RATE	RATE
2m x 2m	6, 410	4, 535	4, 900



#DRINKSMART

Responsible Alcohol Consumption & Safe Driving Practices Policy

We are committed to promoting the responsible consumption of alcohol and pursuant safe driving practices.

1. Conforming to regional Liquor Acts, specifically Section 39 where we commit to:

- Not serve alcohol to intoxicated persons or persons under the age of 18
- Only sell or serve alcohol within the time approved in our liquor license
- Only persons over the age of 21 are permitted to serve alcohol
- Pregnant women should not drink alcohol or be served alcohol

2. We are staunch advocates of harm reduction policies developed and promoted by the Industry Association for Responsible Alcohol Use – AWARE.ORG.

3. We have a partnership in place with Good Fellas to ensure guests have a safe and affordable option to get home safely.

4. We do not allow U18's into our events whatsoever.

5. We conduct comprehensive exhibitor briefings before each show to reinforce that:

- No alcohol is to be served by U21's
- No alcohol is to be served to anyone showing signs of visible intoxication
- Tasting glasses are marked with a 'fill-to' line set at 50ml
- NO alcohol can be poured or sold after event closing times
- We encourage exhibitors to educate consumers on the use of the spittoon
- Our security and service staff are briefed to be on the look-out for intoxicated persons and report to event organisers
- Pregnant women should not drink alcohol or be served alcohol

6. We provide free purified water to consumers to keep them hydrated and crackers at each stand. We have a variety of affordable food offerings to encourage consumers to eat at the event.

7. At event we undertake the following activities:

- Messaging on "owned" social/digital platforms
- SMS messages to all guests 3 days before and on the day of their visit
- Event branding/signage
- PA announcements



Terms and CONDITIONS

1. Participants and registrants (hereinafter also referred to as Applicants shall be bound by the conditions, rules and regulations set forth in this to interpret and to make or amend these rules, provided that such amendments and additions do not operate to diminish the rights reserved for the Applicants under this contract/application, and shall not operate to increase liabilities of its sponsors, agents or employees.
2. No Applicant shall be permitted to exhibit unless he/she has paid prior to the event all of the fees agreed to on the stand contract.
3. Applicants are expected to comply with any building regulations and any and all government rules and regulations.
4. Right of Applicants shall not be assignable to any other firm or person and Applicants may not assign his/her space, or sublet the whole or any part of the space contracted for.
5. Exhibits shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other Applicants. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibits. Phonographs, radios or other sound devices operated in a manner objectionable to The Wine Show (Pty) Ltd is prohibited.
6. Applicants shall not permit raffles, donations or other promotional measures that require members or guests to be present at a specified location and time, and all unusual promotional plans must be approved by The Wine Show (Pty) Ltd in advance in writing.
7. Attendance hours shall be controlled and specified solely by The Wine Show Pty Ltd who will specify hours and admission shall be by ticket or badge. Identification badges shall not be transferable.
8. Applicants will not be allowed to remove his exhibit from the event floor, prior to the official termination of the event, and the Applicants shall have an authorised representative present at the event throughout all exhibition periods as well as during the installation and dismantling of his exhibit.
9. Applicants will not be allowed to remove from their designated exhibit stand, any item of (and not limited to) furniture, linen, glassware, wine accessories or photographic backdrop images that have been hired, installed or provided by any contracted supplier of The Wine Show (Pty) Ltd.
10. The Wine Show (Pty) Ltd, its sponsors, employees or agents are not responsible for any loss, theft or damage by fire or injury of any nature to any person or article. Professional watchmen will be on duty day and night, but The Wine Show (Pty) Ltd, while taking precautions against loss, cannot guarantee against it and it is hereby expressly released from any liabilities for injury or damage from there.
11. The publisher of the catalogue, The Wine Show (Pty) Ltd, its sponsors, agents or employees will not be responsible for any errors or omissions on copy prepared and submitted by the advertiser or Applicants.
12. The execution of the application and its receipt by The Wine Show (Pty) Ltd is deemed conclusive evidence of the Applicant's agreement to pay the full fees due from that moment. The application cannot be cancelled by the Applicant.
13. The Applicant further acknowledges that The Wine Show (Pty) Ltd having incurred expenses as a result of the contract/application, is not required to refund any of the fees agreed to on the stand contract and that The Wine Show Pty Ltd, is also entitled to any unpaid amounts that may be owing by the Applicant to The Wine Show (Pty) Ltd.
14. The Wine Show (Pty) Ltd, its sponsors, agents, or employees shall not be liable for loss, damage or delay resulting from acts of war, civil commotion, strikes or lock-outs, intervention or regulation, military activity or any other circumstances which shall make it impossible or inadvisable for The Wine Show to hold the event/conference at the time and place provided, and/or The Wine Show (Pty) Ltd reserves the right to re-schedule the event at another date and/or at an alternative The Wine Show (Pty) Ltd event. Furthermore, The Wine Show (Pty) Ltd will not be responsible and will not be held accountable should any conflicts or misinterpretations arise with the host country, its sponsors, agents or other bodies regarding any and all aspects of the event which may affect the Applicant acknowledges that The Wine Show (Pty) Ltd has sustained damages and losses as a result of the foregoing, as well, and shall and does hereby waive all claims for damages or compensation. The sums paid to The Wine Show (Pty) Ltd as fees or otherwise in connection with the event shall remain the property of The Wine Show (Pty) Ltd.
15. The Wine Show (Pty) Ltd, is not responsible to assist the Applicant, (or its officers or representatives, if a body corporate) in obtaining passport and visa for entrance into the country where the event is to be held. The fact that the Applicants are unsuccessful in obtaining these documents from the necessary government authorities will not constitute a basis for cancellation of this contract/application and it is clearly understood that no refunds whatsoever will be made. The Applicants, however, may substitute another party or company who meets the entry and government formalities necessary for entry into the country where the event is to be held. Such substitution shall be the sole responsibility of the contracting participants.
16. The Wine Show (Pty) Ltd, its sponsors, agents or employees are not responsible for any loss, damage or delay incurred in freight shipments (transport, handling and clearing) into and out of the country in which the event is held. Applicants are urged to adequately insure all shipments.
17. The Applicants expressly acknowledges that no representations – whether oral or in writing – expressed or implied – have been made concerning the amount of business to be gained from the exhibition, its success or that The Wine Show (Pty) Ltd, or any of their subsidiaries or affiliates, employees or other entities allied with them have made any guarantees or assurances concerning the event. Applicants further acknowledge that this document constitutes the entire agreement and the binding rules and regulations existing between the parties and it has not been modified neither verbally nor in writing. No one is authorised to make any oral changes to this agreement.
18. This agreement shall be governed by and construed according to Prevailing South African Law. Any dispute between the parties under this agreement hereby submits to the jurisdiction of the South African courts.