



Sponsorship Opportunities & Exhibition Information

19th Enology & Viticulture Conference & Tradeshow

July 15-16, 2019

Penticton Trade & Convention Centre
Penticton, British Columbia, Canada

Put your company in the spotlight at the BC Wine Grape Council Enology & Viticulture Conference and Tradeshow. The premier wine industry event of British Columbia bringing hundreds of wine and grape industry professionals together.

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For further information, contact:

Conference Coordinator: Kate Durisek
PO Box 1089 Stn. Main, Penticton, BC V2A 6J9 Canada
Tel: 250.809.7107
Email: conference@bcwgc.org | Website: www.bcwgc.org

Show Decorator: Showtime Event & Display
Geoff Neufield
#1 – 325 Bay Ave. Kelowna, BC
Tel: 250.868.2465 | Toll Free: 1.800.721.0029
Website: www.showtimedisplay.com

Who Will Attend?

We anticipate that this exciting international event will attract between 300 and 400 delegates representing the following sectors:

- Winery Owners
- Winemakers
- Winery Managers
- Retail Tasting Room Personnel
- Vineyard Owners
- Vineyard Managers
- Consultants
- Researchers
- Academics
- Educators
- Students
- Industry media
- Government
- Government agencies

Benefits & Opportunities

The *Enology & Viticulture Conference & Tradeshow* is a premier wine industry event which brings hundreds of wine and grape industry professionals together to discover new products and services, to learn about the latest technologies and research, as well as to network. The tradeshow provides a unique opportunity for you to meet with them. Take advantage of this exclusive tradeshow to make the right contacts with a highly targeted group.

Benefits of Sponsoring and Exhibiting

- The chance to put your name in front of industry decision-makers. Many of the wine and grape industry's top decision makers attend this conference
- Broaden the grape and wine industry's awareness of your products and services
- Acknowledgement in official conference program and on website. Hundreds of industry representatives visit our website and refer to our printed program throughout the year
- Reinforce loyalty of current industry relationships
- Network and create new, quality relationships with industry members
- Opportunity to join and mingle with your target audience in an informal manner during the Wine Reception, Monday, July 15

Venue

The ***Penticton Trade and Convention Centre*** is the largest convention centre in British Columbia outside of Vancouver. This innovative complex is located within minutes of the downtown business district and only two blocks from the shores of Okanagan Lake's beaches.

Penticton Trade and Convention Centre
273 Power Street Penticton, BC Canada V2A 7K9
Website: www.city.penticton.bc.ca

Sponsorship Opportunities / Benefits

The *Enology & Viticulture Conference and Trade Show* has become "the" event of the year for the wine industry of British Columbia. The conference now boasts over 300 attendees and attracts high-profile wine industry professionals throughout the two-day event.

The conference sponsorship opportunities allow you to have an immediate and lasting impact at this industry's premier show and to demonstrate your commitment to advancing the wine and grape industry through the exchange of comprehensive and reliable information. Take advantage of our **Exhibitor Workshops** to instruct delegates. As a sponsor, you put your company in front of clients not only while they are visiting the tradeshow but also when they are learning, talking, networking, and even socializing. Sponsorship creates an immediate and unforgettable experience for attendees.

➤ **Diamond – \$3,000 + GST**

- Complimentary 8 x 10 booth (Value \$600)
- Two opportunities to showcase your product/service in the Exhibitor Workshops (Value \$400)
- Your company logo will be:
 - Displayed on the sponsor page of our website as a Diamond sponsor with a link to your company website
 - Featured in the official conference brochure and program
 - Included in all media print ads
 - On the registration kiosk banner and charging station in the main lobby
 - On directional signage in the lobby; and,
 - In the opening/closing slides in the plenary session on both days.
- Option of either:
 - Official Lanyard Sponsor ***One Sponsor Only***; or
 - Full page black/white ad in the official program ***Sponsor provided artwork must be received no later than June 17***
- Ten (10) complimentary tradeshow passes to give to your clients (Value \$300)

➤ **Platinum – \$2,000 + GST**

- One opportunity to showcase your product/service in the Exhibitor Workshops (Value \$200)
- Your company logo will be:
 - Displayed on the sponsor page of our website as a Platinum sponsor with a link to your company website
 - Featured in the official conference brochure and program
 - Included in all media print ads
 - On the registration kiosk banner and charging station in the main lobby
 - On directional signage in the lobby; and,
 - In the opening/closing slides in the plenary session on both days.
- Half page black/white ad in official program ***Sponsor provided artwork must be received no later than June 17***
- Ten (10) complimentary tradeshow passes to give to your clients (Value \$300)

➤ **Gold – \$1,000 + GST taxes**

- One opportunity to showcase your product/service in the Exhibitor Workshops (Value \$200)
- Your company logo will be:
 - Displayed on the sponsor page of our website as a Gold sponsor with a link to your company website
 - Featured in the official conference brochure and program

- Included in all media print ads
 - On directional signage in the lobby; and,
 - In the opening/closing slides in the plenary session on both days.
 - Eight (8) complimentary tradeshow passes to give to your clients (Value \$240)
- **Silver – \$500 + GST**
- Your company logo will be:
 - Displayed on the sponsor page of our website as a Silver sponsor with a link to your company website
 - Featured in the official conference brochure and program; and,
 - In the opening/closing slides in the plenary session on both days.
 - Four (4) complimentary tradeshow passes to give to your clients (Value \$120)
- **Bronze – \$250 + GST**
- Your company logo will be:
 - Displayed on the sponsor page of our website as a Bronze sponsor with a link to your company website
 - Featured in the official conference brochure and program
 - Two (2) complimentary tradeshow pass to give to your clients (Value \$60)

Tradeshow Information

The Tradeshow of the *Enology & Viticulture Conference* will be the hub of the Conference. Open every day throughout the Conference, morning and afternoon breaks and lunches will be in the Tradeshow area. The Tradeshow will host 100 exhibit booths encompassing a wide range of products related to both the wine and grape industry. This is an opportunity your business will not want to miss!

- **Show Colours - The tradeshow colours are burgundy and black.**

➤ Exhibitor Workshop Area

The **Exhibitor Workshop Area** is a great opportunity to increase your brand visibility at this Canadian wine and grape industry's premier gathering. The Exhibitor Workshop Area will be located in the rooms 5, 6, 7 and 8 adjacent to the tradeshow floor which can be accessed from the lobby and the tradeshow floor (see floor plan). Exhibitor Workshops will each be a 45-minute session (with 15 min set-up/take-downtime). The intention of the Exhibitor Workshops is for you to inform delegates about innovations in your product line or new research. The time slots will be on a first-come-first-served basis. Workshop sessions are included in the printed conference brochure and will be highlighted on the digital screens in the lobby and printed directional signage in the tradeshow area.

The rental fee will be \$ 200 + GST (*Diamond, Platinum & Gold Sponsors have special opportunities*)

➤ Shipping & Customs

The Convention Centre will not accept any deliveries. The service of a customs brokerage firm is strongly recommended for all shipments originating outside of Canada. This eliminates the possibility of materials being held at the border by Canada Customs due to improper or insufficient documentation resulting in these same materials arriving too late or not at all.

Exhibitors agree to ship at their own risk and expense all articles to be exhibited. Service charges do apply and are based on the total weight of exhibitor shipments. All shipments must be fully prepaid, co-signed and shipped to:

- **Canadian Exhibitors** – Visit www.showtimedisplay.com for shipping labels for materials handling. Ship to Showtime, #1 – 325 Bay Ave, Kelowna BC Tel: 1 800 721 0029 Fax: 1 877 468 3313. The period to ship is **July 1 to July 12.**
- **US Exhibitors** – Contact: George Horner, 236-422-0892 Email: george.horner@wwcb.ca for further information. Goods must be received **by July 12** to ensure all requirements are met.
- All materials will be subject to materials handling charges, based on **the total weight** of your shipment. Anything shipped **before** July 1 would be subject to **additional** storage fees.
- **Plan to use 2 labels on each case and mark your booth number plainly.** The person in charge of installing your exhibit should know HOW and WHEN shipments were made in case they become lost. You must also attach the Canada Border Agency recognition letter to any boxes or packages being shipped to Canada for this event. Letter will be provided as soon as it is received from CBSA. Please contact the conference coordinator if you require a copy and do not have one.

➤ **Move-in and Move-out Times**

- Move in:** Sunday, July 14, 2019 1:00 – 7:00pm
Monday, July 15, 2019 7:00 – 8:00am *Note that this option is only available for exhibitors with small booths who are not transporting large goods onto the tradeshow floor. There will be no access to lift equipment during this time. All exhibitors must be at their booth and ready for 9:00am.
- Move out:** Tuesday, July 16, 2010 3:00pm *Note that large equipment and items that require lift equipment or Showtime services for dismantling and shipping will not be available until after 4:30pm.
- Loading Area:** At the back of the Convention Centre on Alberni Street off Westminster Ave. Doors B or C.

➤ **Tradeshow Hours**

Monday July 15, 2019:

- Open to delegates only from 9:00 – 1:00
- Open to the public from 1:00 – 4:30
- Delegate only wine reception from 4:30 – 5:30

Tuesday July 16, 2019:

- Open to delegates only from 9:00 – 1:00
- Open to the public from 1:00 – 3:00

➤ Booth Dimensions, Costs and Inclusions

Booth Size	Booth Package includes	Cost
10' x 8' booth	<ul style="list-style-type: none"> ▪ Walk-in booth space ▪ Pipe and drape (8-ft backdrop and two 3 feet-side walls) ▪ One – 2 x 6 foot covered and skirted display table ▪ Two chairs per booth (<i>stacking chairs</i>) ▪ 120 volt, 750 watt duplex outlet ▪ FREE Wireless Internet connection ▪ One Conference package ▪ Includes name badges, coffee breaks, lunches and W&C for up to two representatives (<i>additional representative tickets \$90/day/person</i>) 	\$600 + GST
20' x 20' booth <i>(No side panels in floor centre)</i> <div style="background-color: red; color: white; padding: 5px; text-align: center;"> Priority given to heavy equipment </div>	<ul style="list-style-type: none"> ▪ Walk-in booth space ▪ High drape back shell (<i>where applicable</i>) ▪ One – 2 x 6 foot covered and skirted display table ▪ Two chairs per booth (<i>stacking chairs</i>) ▪ 120 volt, 750 watt duplex outlet ▪ FREE Wireless Internet connection ▪ One Conference package ▪ Includes name badges, coffee breaks, lunches and W&C for up to two representatives (<i>additional extra representative tickets \$90/day/person</i>) 	\$775 + GST

Additional information:

- **Showtime** will provide materials handling equipment to assist exhibitors with moving heavy equipment (ie: 1 – 2500lb pallet jack, 2 flat floor dollies, and 2 wheeled dollies) these will be available on a first-come first-served basis). Requests for forklift support should be directed to Showtime per the contact information for Show Decorator on the 1st page of this package
- **FREE** parking is available in the PTCC parking lot.
- **Additional electrical capacity and wired internet** can be purchased by contacting Kristine Witkowski at the Convention Centre – Tel: 1.250.490.2466 (you must have your booth # and assignment confirmed when making arrangements).
- **Additional furniture** is available at your own cost as per the **Showtime Order Package** (available by April 1, 2019). You may contact the Show Decorator listed above.

➤ Accommodations

Blocks of rooms are reserved at:

The Penticton Lakeside Resort – 1 800 663 9400. Special rate for standard (City view) is \$218, (Beach view) \$228, and (Lake view) \$238 + applicable taxes. Parking is \$10/day. Check-in: 4 pm; check-out: Noon. **Register before May 14, 2019.**

Days Inn Penticton - 250-493-6616 – menu option 1, ask to book a room in the BC Wine Grape Council Group: Two Queen Beds Pool view/Balcony rooms, for a rate of \$165.00 plus tax per night, Two Queen Beds Poolside/Patio rooms, for a rate of \$175.00 plus tax per night. **Book before May 3, 2019**

NOTE: You must state that you are with the BC Wine Grape Council conference to receive these special rates

How to Register

- ❖ Registration for returning vendors will open March 15, 2019
- ❖ Public registration will open April 1, 2019
- ❖ Sponsors are encouraged to connect with us via email (conference@bcwgc.org) prior to March 1 to indicate their interest.

Links to our online registration system will be emailed and published on our website www.bcwgc.org the first week of March.