



Exhibitor Information & Sponsorship Opportunities

**18th Annual Enology & Viticulture
Conference & Tradeshow**

July 17 - 18, 2017

Penticton Trade & Convention Centre
Penticton, British Columbia, Canada

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

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For further information, contact:

Conference Coordinator: Carolyn MacLaren
Tel: 778 878 6145
Email: conference@bcwgc.org Website: www.bcwgc.org

Show Decorator: Showtime Event & Display
#1 – 325 Bay Ave, Kelowna BC
Tel: 250 868 2465 Toll Free: 1 800 721 0029
Website: www.showtimedisplay.com
[Showtime Order Package](#)

Who Will Attend?

This exciting international event attracts over 300 delegates representing the following sectors:

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

The event provides a unique opportunity for you to meet with them. Take advantage of this exclusive opportunity to make the right contacts with a highly targeted group.

Benefits & Opportunities

The *Annual 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.

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, app and website
- 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 & Cheese Reception, Monday, July 17th

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

Tradeshow Information

The Tradeshow of the *Annual Enology & Viticulture Conference* is 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 hunter green.

➤ Exhibitor Workshops

The **Exhibitor Workshops** a great opportunity to increase your brand visibility at this Canadian wine and grape industry's premier gathering. The **Exhibitor Workshops** will be located in the Expo Room at the end of the Atrium (see floor plan). There will be six (6) 45-minute slots (with 15 min set-up/take-down-time); the time slots will be on a first-come-first-served basis. Exhibitors presenting workshops will have access to a LCD projector with remote control and a lap top computer.

➤ 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.

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 14**.

- **US Exhibitors** –

Option 1 – Davison and Sons Custom Brokers Ltd. Please see attached Customs [Clearing Shipping Instructions](#) . Contact: Stefanie Lane stefanie@davidsonandsons.com or Fax: 1-604-681-2601.

Option 2 – World Wide Customs Brokers. Contact: George Horner, 1-250-493-2801 Email: george.horner@wwcb.ca for further information.

- Goods must be received **by Friday, July 14** 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.
- **Put 2 labels on each case and include your booth number.** The person installing your exhibit should know HOW and WHEN shipments were made in case they become lost. You must also attach the Canada Border Agency Letter of Recognition to any boxes or packages being shipped to Canada. The letter can be downloaded [here](#).

➤ Move-in and Move-out Times

- Move in: Sunday, July 16 1:00 to 7:00 pm
Monday, July 17 6:30 to 7:30 am (1 hour only)
- Move-out: Tuesday, July 18 **Tear down will be announced by Carolyn MacLaren**
- Loading Area: At the back of the Convention Centre on Alberni St off Westminster Ave
Doors B or C

➤ **Tradeshow Hours**

- Monday July 17 7:30 am – 5:00 pm (followed by Wine & Cheese reception in the Atrium)
- Tuesday July 18 7:30 am - 3:00 pm (**Unless advised by BCWGC**)
- No exhibit will be permitted to span into the aisle.

The Penticton Trade & Convention Centre is a **smoke-free** venue.

➤ **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 2 x 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 	\$600 + GST
<p style="text-align: center;">20' x 20' booth <i>(No side panels in floor centre)</i></p> <div style="background-color: red; color: white; padding: 5px; text-align: center; width: fit-content; margin: 10px auto;"> <p>Priority given to heavy equipment</p> </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 	\$775 + GST

Plus

- **COMPLIMENTARY FORKLIFT** on location – **You must pre-book** with Carolyn MacLaren
- **Showtime** will provide materials handling equipment to assist exhibitors with moving heavy equipment (i.e. 1 – 2500 lbs pallet jack, 2 flat floor dollies, and 2 wheeled dollies)
- **FREE** parking
- **Additional electrical capacity** can be purchased by contacting Kristine Witkowski at the Convention Centre – Tel: 1-250-490-2466 Email: kristine.witkowski@penticton.ca
- **Additional furniture** is available at your own cost as per the [Showtime Order Package](#)

➤ **Additional Rep Tickets are \$90 each per day include:**

- ✓ Name badge
- ✓ Lunch and coffee breaks
- ✓ Wine & Cheese Reception
- ✓ Access to conference (*providing booth is manned at all times by at least 1 person*)

➤ **Early Dismantling**

Breaking down early compromises the safety of everyone present in the tradeshow, negatively impacts the surrounding booths, and risks poor representation of your company.

NO BREAKDOWN will be permitted until advised by Carolyn MacLaren.

➤ Serving Wine at Booth

Exhibitors can serve samples of wine (**no more than 30 ml/ 1 oz.**) at their booths providing the person serving has a “*Serve it Right*” card. The exhibitor is responsible for any cost (wine, glasses, etc). To obtain your “*Serve it Right*” certificate click [here](#).

➤ Wine & Cheese Reception

Join us for the Wine & Cheese Reception, **Monday, July 17** (5:00-6:30 pm) at the Penticton Convention Centre.

➤ Insurance

Insurance protection against liability, fire, theft of any equipment or materials used at the Enology & Viticulture Conference is the sole responsibility of the exhibitor. Nighttime security will be provided on-site. However, the PCC and the BCWGC will not be held responsible for lost, stolen, or damaged items during the Show. You must ensure your coverage is adequate.

➤ Accommodations

Blocks of rooms are reserved at:

- **The Penticton Lakeside Resort** – 1-800-663-9400, Email: lakeside@rpbhotels.com, Fax: 1-250-493-0607. Conference Rates are \$185.00 City View, \$195.00 Beach View and \$205.00 Lakeview for our Double Queens; Kings are \$235.00. Parking is \$5.00 per day per vehicle for in-house guests. Check-in time is 4:00 p.m.; checkout time is 12:00 noon. Register before May 15 to get this rate.

- **Sandman Hotel Penticton – Across the street from the Penticton Convention Centre.** Call directly 1-250 -493-7151 or 1-800-726-3626, Refer to BC Wine Grape Council **Group # 290556.**

Room rates (not including taxes):

\$109.00- One queen bedded room

\$119.00- Two bedded room

\$119.00- One King bedded room w/ fridge & microwave

\$119.00- One queen bedded room w/ full kitchen

\$119.00- One King bedded room w/sofa bed, fridge & microwave

High speed Internet; Denny’s 24-hr restaurant with in-room service, FREE parking **Register before June 24.**

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

➤ Cancellation

Exhibitors must notify the Conference Coordinator in writing. **The reasons for cancellation must be included in the written notice.** Cancellations **prior to the June 16** deadline will be reimbursed 75% of the deposit if the booth space can be reassigned. No reimbursement will be allowed **after June 16.**

➤ Floor Plan

The tradeshow floor plan is included at the back of this information package. BCWGC reserves the right to change the floor plan without notice if necessary.

Wondering which booths are carpeted?

NOT carpeted are all 20 x 20s, booths #21 to 29, and #2 - All other booths are carpeted

➤ **How to Register**

- Booth assignment is based on prior attendance and on a first-come-first served basis. Your booth is confirmed when full payment is received. Confirmation will be sent to you by email.
- Registration for the tradeshow is on-line registration and payment with credit cards (Visa or Master Card). Simply go to www.bcwgc.org, click “Conference” then “Exhibitor Registration” or “Sponsorship Registration” and follow the on-line instructions.
- **Registration Deadline – June 16** Registrations received after this date risk not being included in the Tradeshow Directory.

Sponsorship Opportunities / Benefits

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. As a sponsor, you put your company before 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 taxes**
 - Complimentary 8 x 10 booth, two Exhibitor Workshops, twenty complimentary tradeshow passes
 - Acknowledgment in all conference media ads and in the conference app with link to your website
 - Sponsorship signage during the **entire conference in main conference room** (*sponsor provides banner for display*)
- **Platinum – \$2,000 + GST taxes**
 - One Exhibitor Workshop and ten complimentary tradeshow passes
 - Acknowledgment in all conference media ads and in the conference app with link to your website
 - Sponsorship signage during the **entire conference in main conference room** (*sponsor provides banner for display*)
- **Gold – \$1,000 + GST taxes**
 - One Exhibitor Workshop and eight complimentary tradeshow passes
 - Your company logo in the conference app with direct link to your website
 - Sponsorship signage during **one day in the main conference room** of the conference (*sponsor chooses preferred day and provides banner for display*)
- **Silver – \$500 + GST taxes**
 - Company recognition in the official conference website and website as a Silver sponsor
 - Sponsorship signage during **one day in the main conference room** of the conference (*sponsor chooses preferred day and provides banner for display*)
 - Four (4) complimentary tradeshow passes to give to your clients (Value \$100)
- **Bronze – \$250 + GST taxes**
 - Company recognition in the official conference website and program as a Bronze sponsor
 - Two (2) complimentary tradeshow pass to give to your clients (Value \$50)

New 2017 Sponsorship Opportunities

We've added great new sponsorship options which provide additional opportunities to get your brand in front of customers and potential customers. Sponsors of any of the following will be acknowledged specifically at the event sponsored and in the conference app with links to websites. Speaker/session sponsors will have the opportunity to introduce their speaker to all conference delegates.

\$2500	Monday or Tuesday Lunch
\$2500	Monday Wine and Cheese Reception
\$1000	Sponsor a Speaker/Session
\$500	Monday or Tuesday Door Prizes
\$300	Monday or Tuesday Coffee Breaks

Tradeshow Floor Map

