

Exhibitor FAQ

Support SA Wine Expo

Can I attend one day and not the other?

No, to register as an exhibitor for the Expo you must be available for both the Sunday (May 16) and Monday (May 17).

How many wines can I exhibit?

Each winery can submit a maximum of 6 and a minimum of 2 different wines.

How many tables can I register for?

Each winery can purchase a maximum of 2 tables. If 2 tables are purchased in one transaction, it will be assumed the exhibitor wishes for the tables to be next to one another.

What will my exhibition space look like?

Showcase SA will provide each exhibitor a trestle table, a table cloth and spittoon for their exhibition space. Showcase SA will also be providing all glassware for the event attendees to use.



Will I have branding at the expo?

It is the responsibility of the exhibitor to provide branding for their own exhibition space. Please note you will have a 1m x 1.8m trestle table, which you can put temporary branding on. Should you wish your logo to be included on marketing collateral for the Expo, there are different sponsorship options available to facilitate this. Please download the document from the expo information page: <https://bit.ly/3uHJJCK>



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What is the difference between the Sunday and the Monday event?

Both days are the exact same, except that attendees need to have an ABN to purchase tickets for the Monday event. This is because we want the Sunday event to be primarily general public, so that wineries can make some B2C connections. This means that the Monday is reserved more so for B2C sales and exhibitors can more easily make connections.

Can I park at the event?

There is no reserved parking for exhibitors. Please note that parking around the National Wine Centre is very limited, so please leave ample time to find a park. Information about parking near the National Wine Centre can be found here:
<https://nationalwinecentre.com.au/find-us/parking>

Can I purchase food at the event?

There will be food available for purchase at the event. The National Wine Centre's cafe will be open from 9:00am - 5:00pm on both the Sunday and the Monday.

If I register to exhibit, do I get tickets to the event?

No, tickets to the event are not included in your registration. Tickets are available for purchase here:

Sunday 16 May: <https://bit.ly/3wHnf6F>

Monday 17 May: <https://bit.ly/2OGmQjJ>

Who will pour the tastings?

Exhibitors are responsible for organising someone to manage their table and pour the wine. Please note, due to COVID-19 restrictions, each exhibition table can have a maximum of 2 people managing the table. A current and valid RSA certificate for each person managing the table must be sent to Showcase SA prior to the event.

How many attendees will be there?

There is a maximum of 240 attendees per session. Across the 2 day event, there will be a maximum of 960 attendees.



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How much stock do I need to bring?

It is up to the discretion of the exhibitor to determine how much of each wine to bring. Exhibitors will only be allowed to pour 15ml tastings of each wine and there will be a maximum of 960 attendees across the entire 2 days.

Where do I deliver my stock?

Stock deliveries can be made 3 working days prior to the event (Wednesday May 12). The National Wine Centre's delivery dock is open from 9:00am to 4:00pm. If you are delivering stock, please ensure you have attached the delivery label. Neither Showcase SA or National Wine Centre will be responsible for misplaced stock.

Where can I store my stock?

There will be refrigerated and unrefrigerated storage space available for all exhibitors. You will receive more specific information on this closer to the event.

Can I deliver more stock during the event?

The delivery dock will not be open during the Sunday event, however deliveries can be made during the Monday event from 9:00am to 4:00pm.

Can I sell my wine on the day?

No, exhibitors cannot sell glasses or bottles of wine on the event day. There will be a bar at the event for attendees to purchase glasses of wine from, from a limited list of wines. If you would like to have your wines to feature at the bar, please get in contact with us to learn about the opportunities available.

How should I price my wines?

Ultimately it is up to the wineries to decide on the price they would like to sell their wines at. However, we strongly encourage offering specials and incentives to attendees to purchase your wines.



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How do I sell my wine?

All wine sales at the event will be facilitated through the I Choose SA shopping cart. A unique QR code for each wine will be generated, which when scanned will take the purchaser to the shopping cart on the I Choose SA website for them to make their purchases.

Who will be sending customers their wines?

All sales made on the day and after the event will be received by Showcase SA (event operators) and will then be forwarded on to the relevant wineries to fulfil the order. Because the onus of fulfilling orders falls on the wineries, wineries can list their own costs for postage on the shopping cart.

Please note this means that customers will not be able to order mixed boxes of wine, which has been communicated to ticket purchases upon ordering their tickets.

I can't exhibit anymore, can I get a refund?

Exhibitors can receive a refund X days before the event. Please lodge your refund through the Humanitix event page here: <https://bit.ly/3wMxgiW>

Can I sponsor this event?

Yes! We have multiple options for sponsorship at the Support SA Wine Expo. You can find out more information here: <https://bit.ly/3uHJJCK>

