



I CHOOSE SA
#ichoosesa



showcase

SA

2021

SUPPORT

SOUTH

AUSTRALIAN

WINE

EXPO

**EXHIBITOR
INFO PACK**

SUNDAY MAY 16TH

MONDAY MAY 17TH

WHY?

Showcase SA's Support SA Wine Expo is your next opportunity, as a local owner, investor and or company rep of a South Australian winery to showcase your brand or brands to key stakeholders including hospitality venues, bottle shop owners, a wide range of industry affiliates and end consumers.

The primary mission for the Support SA Wine Expo is to support South Australia's local wine hospitality and tourism industry after a particularly challenging past few years. Key outcomes of the Support SA Wine Expo is to generate sales and create a platform for you to connect and strengthen ties with local South Australian wine drinkers and the corporate hospitality and restaurant industries.

In 2020, Showcase SA raised \$370,000 for bushfire relief and as a result our Co-Founders were awarded the 2021 City of Adelaide and Australia Day Council (SA) Citizens of the Year Award for the Community Event of the Year with our event, the 2020 SA4SA Bushfire Gala Appeal. Showcase SA is committed to supporting the South Australian Wine Industry and seeing the industry thrive.

**800+**

Attendees

**50+**

Wineries

**200+**

Wines

BENEFITS & EXPECTATIONS AS A SUPPORT SA WINE EXHIBITOR

Exhibiting your wine at the Support SA Wine Expo will be beneficial in a number of ways, including:

- Opportunity to Showcase your wines
- Direct sales to attendees through I Choose SA website
- Exposure to new and existing consumers and business associates
- Opportunity to promote your products
- Brand exposure on I Choose SA social and business directory
- Event exposure through Showcase SA's media arm, Glam Adelaide

In return, we ask that our exhibitors agree to the following.

You will:

- Exhibit on both the Sunday **AND** the Monday
- Exhibit a minimum of 2 and maximum of 6 wine varietals
- Provide enough stock to supply tastings to all attendees
- Supply your own branding for your exhibition table i.e. posters, pull-up banners, etc.
- Take responsibility for setting up your exhibition table (we will provide the table, table cloth, glassware and spittoon)
- Organise a representative with a current RSA Certificate to host your exhibition table

RUNDOWN

EVENT DETAILS

PRE-EVENT BUMP IN

Date: Thursday May 13th - Saturday May 15th

Stock delivery

EVENT BUMP IN

Date: Sunday May 16th

Time: 8:00am - 11:00am

Location: National Wine Centre, Hickinbotham room

SUNDAY MAY 16TH - GENERAL PUBLIC

Day 1 is all about exposing your brand and products to the end consumer. The end consumer can be hard to reach unless they're knocking on your cellar door. So Sunday's event offers you the opportunity to get their attention and speak with them one on one to educate them about your wines and sell it by the case load!

Consumers will have the opportunity to taste wines, vote for their favourite, and make online purchases from special event prices.

Session 1: 12:00pm - 3:00pm

Session 2: 3:00pm - 6:00pm

Please note due to COVID-19 restrictions and tracing purposes, the event will be split across 2 separate ticketed sessions

RUNDOWN

EVENT DETAILS

MONDAY MAY 17TH - CORPORATE & TRADE

Business to business is the backbone of Showcase SA. Monday's event is about exposing your brand and products to the executives and decision makers of the food & wine and restaurants & catering industries. This day is about business development, expanding your distribution channels and creating new opportunities through showcasing your wines and networking with the right people.

Session 1: 12:00pm - 3:00pm

Session 2: 3:00pm - 6:00pm

Please note due to COVID-19 restrictions and tracing purposes, the event will be split across 2 separate ticketed sessions

NETWORKING DRINKS - 6:30PM - 8:00PM

Monday's event will finish with industry knock off drinks for the exhibitors and special guests. After the formalities of the SSA Wine Expo have finished, you will have the opportunity to enjoy and drink and network with fellow wineries and relevant industry professionals.

BUMP OUT

Date: Monday May 17th

Time: 6:00pm - 9:00pm

I CHOOSE SA B2B2C

STALLS

EXHIBITION STALL OPTIONS

There are two different stall options for exhibitors to purchase for the Support SA Wine Expo. Exhibitors can purchase up to two tables, should they wish to have a bigger presence at the event. If you purchase 2 tables, you may exhibit a maximum of 12 wines.

REGULAR STALL - \$300.00 + gst

If you purchase a regular stall, you will receive:

- 1 x Trestle table located around the perimeter of the room
- 1 x Black table cloth
- 1 x Spittoon Glassware for tastings

VIP STALL - \$500.00 + gst

This ticket is inclusive of the following:

- 1 x FREE Premium listing on I Choose SA for 12 months, valued at \$600!
- 1 x Trestle table located in the centre of the room
- 1 x Black table cloth
- 1 x Spittoon Glassware for tastings



SPONSORSHIP

Want to do more than just exhibit your wines or are you not a winery but want to get involved? We have a number of sponsorship options for you to be more involved in the Support SA Wine Expo.

Don't see the perfect fit? We are open to creating bespoke sponsorship opportunities with businesses wanting to collaborate. Get in contact with us to see what opportunities we can create together.

PARTNERSHIP TIERS

GLASSWARE NAMING RIGHTS

Have your brand across all glassware used at the event that attendees will take home with them

PLATINUM SPONSOR

Be seen and get access to the contact information of attendees across both days (general public and corporates)

GOLD SPONSOR

Increase your brands reach with exposure across the 2 day event and Showcase SA's social medias

SILVER SPONSOR

Give your brand the exposure it deserves to the 900+ attendees across both days and in all marketing collateral leading up the event

EVENT DAY WINE SERVICE

Due to licensing, exhibitors cannot sell glasses or bottles of their wine at the event. However, there will be glass and bottle service from the bar we will be activating. We have limited opportunities for wineries to feature their wines for on-day sale. If you would like your wines to feature at the bar, let us know and we can work together to make this happen.



BENEFIT SCHEDULE

| | GLASSWARE \$10,000 | PLATINUM \$8,000 | GOLD \$4,000 | SILVER \$1,000 |
|--|-----------------------|---------------------|-----------------|-------------------|
| Naming rights on all glassware | ✓ ^{^1} | ✓ ^{^1} | | |
| Logo size as supporting partner across event | LARGE | LARGE | MEDIUM | SMALL |
| 50% discount tickets to attend | 10 | 8 | 5 | 2 |
| Free premium listing on I Choose SA business directory | | ✓ | ✓ | |
| Post-event access to emails of attendees | ✓ | ✓ | | |
| Brand on event promotions | ✓ | ✓ | | |
| Glam Adelaide feature article | | ✓ | | |
| Showcase SA feature article | | ✓ | ✓ | |
| Showcase SA eDM banner placements | | | | |

[^] GST not indicated in listed price.

1. All benefits offered within the period of partnership agreement. Partnership inclusions indicated to be activated in negotiation with and at the discretion of Showcase South Australia. Showcase SA reserves the right to modify, reschedule and cancel events based on registrations or any other circumstances such as COVID-19 gathering restrictions. 2. Subject to event size and format. Event Partner tickets only valid at event partnered for. Title and Series partner tickets allocation valid at each of six events and may not be accrued.

CONTACTS



SOUTH AUSTRALIA'S PREMIER
BUSINESS NETWORK



CONTACTS

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