



# **Exhibition & Sponsorship Information Package**

**11<sup>th</sup> Annual Enology & Viticulture Conference  
July 19-20, 2010**

Penticton Trade & Convention Centre  
Penticton, British Columbia, Canada

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## For further information contact:

**Conference Coordinator:** Louise Corbeil  
PO Box 1218, Peachland BC V0H 1X0 Canada  
Tel: 250-767-2534 Fax: 250-767-0094  
Email: [bcwgc@telus.net](mailto:bcwgc@telus.net) Website: [www.bcwgc.org](http://www.bcwgc.org)

## Dates

Monday, July 19 and Tuesday, July 20, 2010

## 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 spectacular sandy beaches.

Penticton Trade and Convention Centre  
273 Power Street Penticton, BC Canada V2A 7K9  
Website: [www.city.penticton.bc.ca](http://www.city.penticton.bc.ca)

The Convention Centre will not accept any deliveries. Show material should be shipped to the Show Decorator. Exhibitors agree to ship at their own risk and expense all articles to be exhibited. All shipments must be fully prepaid and co-signed to Show in Motion.

**Show Decorator:** Show in Motion  
11625 – 115th Street, Osoyoos, BC V0H 1V5 Canada  
Tel: 250-495-5025 Fax: 250-495-5026  
Website: [www.showinmotion.com](http://www.showinmotion.com)  
(More information on page 7)

## Planning Committee and Conference Coordinator

The Conference Planning Committee is made up of the following representatives:

### Enology Team

Kathy Malone, Mission Hill Estate Winery, Chair  
Brooke Blair, Vincor Canada (Jackson-Triggs)  
Hans Buchler, BC Wine Grape Council Chair  
Marjory King, King Family Farms  
Corrie Krehbiel, CedarCreek Estate Winery  
Kevin Usher, Pacific Agri-Food Research Centre  
Senka Tennant, Tennant Vineyard  
Hennie vanVuuren, University of British Columbia  
Lisa Wambold, Blasted Church Winery  
Roger Wong, Gray Monk Cellars

### Viticulture Team

Mike Watson, Vincor Canada, Chair  
Pat Bowen, Pacific Agri-Food Research Centre  
Hans Buchler, BC Wine Grape Council Chair  
Tom Lowery, Pacific Agri-Food Research Centre  
Kevin Usher, Pacific Agri-Food Research Centre

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Tel: 250-767-2534 Fax: 250-767-0094  
Email: [bcwgc@telus.net](mailto:bcwgc@telus.net) Website: [www.bcwgc.org](http://www.bcwgc.org)

## Who Will Attend?

We anticipate that this exciting international event will attract between 200 and 300 delegates representing the following sectors:

- Industry media
- Winemakers
- Grapegrowers
- Horticulturalists
- Viticulturists
- Researchers
- Academics
- Educators
- Students
- Government
- Government agencies

# 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. 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 Exhibiting

- Direct access to clients and potential clients in the wine and grape industry
- Have the client see the product or meet a representative on his or her own initiative
- Heightened awareness and enhanced corporate/product profile
  - Online listing of your company
  - Listing of your company information and products in the official program
  - Increased business potential not only during but pre and post Conference
- On-site **FREE** Internet access
- All coffee breaks and buffet lunches are on the Tradeshow floor providing opportunities for delegates to visit with exhibitors
- Opportunity to join and mingle with your target audience in an informal manner at the Conference social dinner, July 19

## Sponsorship Packages

Setting your company apart from competition is crucial. Whether you are a start-up company or an established business, it is important to position yourself as an industry leader. A sponsorship position with the *Annual Enology & Viticulture Conference* is an ideal way to do just that.

The *Enology & Viticulture Conference* sponsorship opportunity allows you to marry your company name and products to this accessible venue – to demonstrate your commitment to advancing the wine & grape industry through the exchange of comprehensive, reliable information. Exhibitors can take advantage of our tradeshow to educate delegates. As a sponsor, you can put your company or organization before clients not only while they are visiting the tradeshow but also when they are learning, talking, networking, and even dining.

Conference organizers have developed a variety of sponsorship opportunities. While each offers something unique, we have made a concerted effort to maximize exposure for all of our sponsors. Select the supporting sponsorship package that suits you best.

- **Platinum – \$2,000 + HST**
  - Your company logo featured in all conference media ads
  - Your company logo displayed on the sponsor page as a Platinum sponsor at [www.bcwgc.org](http://www.bcwgc.org) with link to your company website
  - Your company logo featured in the official conference brochure and program
  - Sponsorship signage during the **entire conference** (sponsor provides banner for display)
  - Two (2) black/white advertisement pages in official program (sponsor provides the artwork) – ***Must be received no later than June 28***
  - Two (2) complimentary tickets to the social dinner on Monday, July 19
  - Eight (8) complimentary tradeshow passes to give to your clients

➤ **Gold – \$1,000 + HST**

- Your company logo displayed on the sponsor page as a Gold sponsor at [www.bcwgc.org](http://www.bcwgc.org) with link to your company website
- Your company logo featured in the official conference program
- Sponsorship signage during **one day** of the conference (sponsor chooses preferred day and provides banner for display)
- One (1) complimentary tickets to the social dinner on Monday, July 19
- Four (4) complimentary tradeshow passes to give to your clients

➤ **Silver – \$500 + HST**

- Company recognition in the official conference website as a Silver sponsor
- Company recognition on the official conference program as a Silver sponsor
- Two (2) complimentary tradeshow passes to give to a client

➤ **Bronze – \$250 + HST**

- Company recognition in the official conference website as a Bronze sponsor
- Company recognition on the official conference program as a Bronze sponsor
- One (1) complimentary tradeshow pass to give to a client

*You may prefer to direct your contribution. In addition to the rewards listed with the funding levels above, the following endorsements offer additional opportunities to promote your company and show your support.*

➤ **Speaker Sponsor – \$2,500/each + HST**

- Your company logo displayed on the sponsor page at [www.bcwgc.org](http://www.bcwgc.org) with link to your company website
- Your company logo featured in the official conference program
- Special recognition for your company during the speakers' program by the session chairs
- Two (2) complimentary tickets to the social dinner on Monday, July 19
- Eight (8) complimentary tradeshow passes to give to your clients

➤ **Coffee Station Sponsor – \$3,000/1 day + HST**

- First four Platinum level rewards plus
- Your signage at all coffee stations (sponsor provides signage and table tents)
- Eight (8) complimentary tradeshow passes to give to your clients

➤ **Social Dinner Sponsor – \$4,000 + HST**

- First four Platinum level rewards plus
- Your company name and logo featured on Social Dinner tickets and signage at event (sponsor provides signage and table tents)
- Three (3) complimentary tickets to the social dinner on Monday, July 19
- Eight (8) complimentary tradeshow passes to give to your clients

➤ **Luncheon – \$5,000/1 day + HST**

- First five Platinum level rewards plus
- Your company name and logo featured on tickets and signage at all luncheon stations and on each table (sponsor provides signage and table tents)
- Four (4) complimentary tickets to the social dinner on Monday, July 19
- Eight (8) complimentary tradeshow passes to give to your clients

**We could not host a conference of this magnitude without your support – Thank you!**

# Tradeshow Information

The Tradeshow of the *Annual Enology & Viticulture Conference* will be the hub of the Conference. Open every day throughout the Conference, morning and afternoon breaks and lunches will be centered in the Tradeshow area.

The Tradeshow will host 105 exhibitors 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!

## ➤ Booth Dimensions, Costs and Inclusions

Booth Size	Booth Package includes	Cost
<b>10' x 8' booth</b>	<ul style="list-style-type: none"> <li>▪ Walk-in booth space</li> <li>▪ Pipe and drape (8-ft backdrop and two 4 ft-side walls)</li> <li>▪ 1 – 2 x 6 foot covered and skirted display table</li> <li>▪ 2 chairs per booth (<i>stacking chairs</i>)</li> <li>▪ 1 – 120 volt, 750 watt duplex outlet</li> <li>▪ <b>FREE</b> Wireless Internet connection</li> <li>▪ <b>One</b> exhibitor package</li> <li>▪ Includes name badges, continental breakfast, coffee breaks, and lunches for up to <b>two</b> representatives (<i>additional representative tickets \$70/day/person</i>)</li> </ul>	<b>\$460</b>
<b>20' wide booth</b> <i>(No side panels in floor centre)</i> <b>Priority given to heavy equipment</b>	<ul style="list-style-type: none"> <li>▪ Walk-in booth space</li> <li>▪ High drape back shell (<i>where applicable</i>)</li> <li>▪ 1 – 2 x 6 foot covered and skirted display table</li> <li>▪ 2 chairs per booth (<i>stacking chairs</i>)</li> <li>▪ 1 – 120 volt, 750 watt duplex outlet</li> <li>▪ <b>FREE</b> Wireless Internet connection</li> <li>▪ One exhibitor package</li> <li>▪ Includes name badges, continental breakfast, coffee breaks, and lunches for up to 2 representatives (<i>additional extra representative tickets \$70/day/person</i>)</li> </ul>	<b>\$615</b>

### Plus

- Company name and product/services information in the official program
- **COMPLIMENTARY** fork lift available on location
- **FREE** parking

Additional furniture will be available at your own cost from *Show in Motion*, the exhibition company hired for the event ([www.showinmotion.com](http://www.showinmotion.com), the show password is BCWINE09 - click on tab 'show packages'). Confirmed exhibitors will also receive a service manual by mail from Show in Motion.

## ➤ Move-in and Move-out Times

- Move in:                      Sunday, July 18                      2:00 to 7:00 pm  
    Monday, July 19                      7:00 to 8:00 am (1 hour only)
- Move-out:                    Tuesday, July 20                    3:30 pm (no earlier)
- Loading Area:              At the back of the Convention Centre on Alberni St off Westminster Ave  
    Doors B or C

## ➤ Tradeshow Hours

- Monday    July 19                    8:00 am – 5:00 pm
- Tuesday    July 20                    8:00 am – 3:30 pm

No exhibit will be permitted to span into the aisle

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

## ➤ 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 *Penticton Convention Centre* and the *BC Wine Grape Council* will not be held responsible for lost, stolen, or damaged items during the Show. You are advised to ensure your coverage is adequate.

## ➤ Shipping & Customs

The Convention Centre will not accept any deliveries. Exhibitors agree to ship at their own risk and expense all articles to be exhibited. All shipments must be fully prepaid, co-signed and shipped to:

- **US Exhibitors** – ship to: **\*\*Exhibitor/Company Name Here\*\*** / AEVC / Livingston-Summit 103 Eastside Orville Rd., Suite 500, Oroville, WA 98844 USA. Call Stefanie Goss, at 1-800-663-0301, email: [sgoss@livingstonintl.com](mailto:sgoss@livingstonintl.com) prior to shipping to ensure all requirements are met.

**All shipments should include:**

1. An invoice outlining what items you are importing with a realistic value
  2. A statement to the effect that the goods are entering Canada for temporary display purposes only and will be leaving Canada at the end of the event
  3. A copy of the recognition letter (attached also available at [www.bcwgc.org](http://www.bcwgc.org))  
Self-clearing instructions are also attached also available at [www.bcwgc.org](http://www.bcwgc.org)
- **Canadian Exhibitors** – ship to Show in Motion, 11625-115th Street, Osoyoos, BC V0H 1V5, Canada Tel: 250-495-5025 Fax: 250-495-5026, [www.showinmotion.com](http://www.showinmotion.com)

## ➤ Accommodations

Blocks of rooms are reserved at:

- **The Penticton Lakeside Resort** – 1-800-663-9400, email: [lakeside@rpbhotels.com](mailto:lakeside@rpbhotels.com), Fax: 1-250-493-0607. Special rate for standard (Parkview) is \$163, (Beach view \$173) & (Lake view) \$183 + applicable taxes. Parking is \$5/day. Check-in: 4 pm; check-out: Noon. **Register before June 19**
- **The Ramada Inn** – 1-800-665-4966, email: [reservations@pentictonramada.com](mailto:reservations@pentictonramada.com), Fax: 1-250-492-2778. Show rate for upper level room (2 Queen-beds) \$169 or ground level \$189+ applicable taxes. Free parking. All rooms are non-smoking – all rooms have a balcony. **Register before June 19**
- **The Days Inn** – 1-888-999-6616. Show rates (including continental breakfast) range from \$144 + applicable taxes. Free parking. Check-in: 3 pm; check-out: 11 am. All rooms are non-smoking. Guests who smoke should request room with patio or balcony. **Register before June 19**

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

You can also make accommodation reservations through the **BC Interior's Central Reservation Service** Tel: 1-800-663-1900

## ➤ Social Dinner

Join us for an informal social dinner at the Penticton Lakeside Resort, 21 Lakeshore Drive W. Penticton on Monday, July 19 – Cocktail hour 5:00 - Dinner 6:00 pm

### *Buffet Menu*

Freshly Baked Rolls, Home Style Cornbread Muffins and Butter  
Tossed Field Greens with Assorted Dressings / Fresh Crisp Vegetable Basket with Sesame Dip / Grainy  
Dijon Potato Salad / Traditional Greek Salad / Tri-Colour Cabbage Slaw  
Corn on the Cob / Fresh Sautéed Vegetable Medley / Canadian Maple Baked Beans  
Baked Potatoes with Sour Cream, Bacon Bits, and Chives  
Lemon Peppered Chicken / Sirloin Steak  
Fresh Seasonal Fruit Tray – Cookies & Squares – Warm Fruit Cobbler with Fresh Whipped Cream  
Coffee, Decaffeinated Coffee and Assorted Teas

**Cost: \$42 Cdn + taxes**

## ➤ How to Register – Payment and Cancellation

- Booth assignment is based on prior attendance and on a first-come-first served basis. Your booth is confirmed when full payment is received
- On-line registration with credit cards (Visa or Master Card) is available. Simply go to [www.bcwgc.org](http://www.bcwgc.org), look for “Conference” on the left-hand-bar, click “Exhibitor” and follow the on-line instructions
- If you choose to register by fax or mail, please complete the exhibitor registration form and return it with your full payment (*no credit card*) to Louise Corbeil at BC Wine Grape Council - PO Box 1218 Peachland BC Canada V0H 1X0
- **HST – As of May 1**, the Harmonization Sales Tax (12%) will apply to our event as it is held in July. This will also apply to hotel reservations for our event
- Confirmations will be sent to you by email
- **Deadline – June 25<sup>th</sup>** Registrations received after this date risk not being included in the conference program

## ➤ Cancellation

Exhibitors are requested to notify the Conference Coordinator in writing. **The reasons for cancellation must be included in the written notice.** Cancellations **prior to the June 25** deadline will be reimbursed 75% of the deposit if the booth space can be reassigned. No reimbursement will be allocated **after June 25**.

## ➤ Floor Plan – *see attached*

The BCWGC reserves the right to change the floor plan without notice if necessary



# Exhibitor Registration

## 11<sup>th</sup> Annual Enology & Viticulture Conference

July 19-20, 2010 Penticton Trade & Convention Centre

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Prov/State:** \_\_\_\_\_ **P.Code/Zip:** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Product/Service** *((to appear in program 10 words or less))* \_\_\_\_\_

**Email** (to appear in program): \_\_\_\_\_ **Web:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**Email** (if different than above): \_\_\_\_\_

### Sponsorship Package Preferences CANADIAN FUNDS

We would like to take up the following sponsorship package.

<input type="checkbox"/> Friends	-\$ 250	<input type="checkbox"/> Speaker	-\$ 2,500	<b>TOTAL</b>
<input type="checkbox"/> Silver	-\$ 500	<input type="checkbox"/> Coffee 1 Day	-\$ 3,000	
<input type="checkbox"/> Gold	-\$ 1,000	<input type="checkbox"/> Social Dinner	-\$ 4,000	
<input type="checkbox"/> Platinum	-\$ 2,000	<input type="checkbox"/> Luncheon 1 Day	-\$ 5,000	

Booth	# booths required	Cost <small>All prices are in <u>CANADIAN FUNDS</u></small>	
Regular 10 x 8		<b>\$515.20 each</b> (\$460 + \$55.20 HST taxes)	
20 x 20 Priority to heavy equipment		<b>\$688.80each</b> (\$615 + \$73.80 HST taxes)	

1<sup>st</sup> Choice: \_\_\_\_\_ 2<sup>nd</sup> Choice: \_\_\_\_\_ 3<sup>rd</sup> Choice: \_\_\_\_\_

**Note:** Booths will be allocated on a first-come-first-served basis. Allocations will be confirmed in writing as soon as possible when payment is received. The BCWGC reserves the right to change the floor plan if required.

Tickets	# Tickets	Cost	Total
<b># Additional exhibitor tickets</b> <i>(Includes name badge, meals/breaks)</i>		<b>\$78.40/day/person or \$156.80/2 days/person</b> (\$70 + \$8.40 HST taxes = \$78.40)	
<b>Social Dinner Tickets – July 19</b>		<b>\$47.04</b> (\$42 + \$5.04 HST taxes = \$47.04)	
<b><u>CLIENT</u> Tradeshow Passes</b> <i>(Access to tradeshow only)</i>		<b>\$5.60 before July 1</b> (\$5 + \$0.60 HST taxes = \$5.60)	

Your clients **must** present their passes at the registration table. This pass allows them access to the tradeshow only (*not the speakers' session, coffee, meals, or wine reception*)

**Payment:**  Cheque Enclosed (payable to BCWGC) **TOTAL AMOUNT:** \$ \_\_\_\_\_

**For VISA/Master Card:** Go to [www.bcwgc.org](http://www.bcwgc.org), click on "Events", "Conference", "Tradeshow" and follow the prompts

<b>Names of staff members – <u>Please Print</u></b>	
1) _____	3) _____
2) _____	4) _____

**Return your completed form with payment to BC Wine Grape Council**  
PO Box 1218, Peachland BC V0H 1X0 Canada