

A O T E A R O A

# WINEPRO

\*— vine to wine —\*

**JUNE 25 to 27, 2024**

Marlborough Lines Stadium 2000, Blenheim

WinePRO is an event created for YOU, offering wine industry businesses a unique, entertaining and informative opportunity to showcase products, processes and services and programs, designed to create new buyers of wine makers, grape growers and wine industry service providers.

## THE NEW OPPORTUNITY

### What is WinePRO?

Values-based winemaking, updates on hybrid and indigenous grapes, no- and low-alcohol wines, technology-driven sales tools, export opportunities and ultra-premium wines all have presence of mind with today's market.

WinePRO is a three-day showcase selling event which taps into the latest market trends and brings together the best of the New Zealand wine industry, all under one roof at Marlborough Lines Stadium 2000 in Blenheim.

This is your opportunity to be part of a unique, targeted event that unites the industry, bringing together suppliers from every step in the wine process.

The Marlborough venue offers a combination of indoor and outdoor display space and featuring an educational program as part of the overall event.

Supported by



### We know what visitors want:

- to see the latest trends
- to find new products
- to see existing suppliers
- to find new suppliers
- to network
- to attend education sessions
- to place orders.

### Visitors by job title:

Director/GM/MD/CEO/  
Senior Management  
Winemaker  
Sales and Marketing  
Grape Grower  
Cellar Staff  
Viticulturist  
Maintenance Engineer  
Supervisor, Fitter,  
Vineyard Manager

Technical Sales  
Vineyard Staff  
Cellar Manager  
Production Manager  
Purchasing  
Project Engineer,  
Manager  
Bottling & Packaging  
Staff





## INSPIRE

### What it's all about

WinePRO is a trade event and an innovative, new opportunity to showcase your business in setting created exclusively for the Aotearoa wine industry. WinePRO will present buyers with new ideas in an ambient environment, inspiring trade visitors to learn and explore, experience and enjoy, *and buy*. They'll take away a new understanding and knowledge about wine and the businesses represented at the event.

## IMAGINE

### Make on-the-spot sales and post-show

Exhibit and be part of a fresh, new forum for sales – WinePRO is filled with the perfect combination of inspiration, supplies, education, demonstrations and entertainment. Exhibiting provides a greater level of marketing exposure and ensures that your customers will be contacting you long after the event.

## Build your business

WinePRO provides exhibitors with the ideal environment to target qualified customers looking to buy specific products and services for their specific area of the industry. Exhibiting provides the perfect opportunity to create new leads, collect a customer database and educate and inspire.

## IMPRESS

### Be part of the latest trends

Trends and processes are changing constantly. Make sure you are there to display your business's latest products and innovations, and reach the industry's key decision makers.

## Motivate and inspire visitors

Make every contact count – industry people are always looking for new ideas and practices. Encourage on-the-spot sales while visitors are involved and engaged.

## Educate people about your products

Visitors want to see, sample and learn about new products. Be at WinePRO to educate visitors and let them try the latest you have to offer.



## POWER OF PROMOTION

### Marketing Support

To help you get the most out of your experience with us, we provide you with extensive promotional support.

- **WinePRO Website** – including an online Exhibitor Directory where exhibitors can upload images and documentation for visitors to view or download.
- **Digital Assets** – Buttons and banners available to all Exhibitors, and easily available to download directly from the WinePRO website.
- **FREE e-cards** available to send to customers on your database to alert them about your participation in the event.
- Free **website links** provided to direct traffic back from your website to the event site for further information.
- **Education**  
FREE opportunity to conduct a stage/ workshop presentation.
- **Assistance** from our dedicated marketing and media team.





## Why exhibit?

Exhibitions are the only platform that put you face to face with highly qualified buyers, giving you greater influence in their decision-making process and the opportunity to show your company's benefits.

## Exhibitions are:

- A cost effective, focused environment for you to connect with new buyers and develop relationships with existing customers
- A proven formula to market, sell and promote your products and services to mass numbers of qualified buyers
- The opportunity to gain instant feedback and insight into the needs of your customers
- A unique way to generate leads and create a database of potential customers for future marketing
- The perfect launch platform for new products and services
- The source of a qualified audience that has passed a stringent set of guidelines in order to attend.



*"Exhibitions are the most cost-effective and time efficient method for marketing your products and services, offering a personal and interactive environment to meet potential customers."*

The right tools,  
the right message

SEIZE THIS  
GREAT  
OPPORTUNITY  
TO EXHIBIT



## LET US PROMOTE YOUR BUSINESS

### What We Can Offer You

- **Media releases** about the show distributed to industry media generating pre-show and during show exposure.
- **Social Media Advertising** – with ads run across Facebook, LinkedIn and Instagram for several months leading into the event, as well as during, to further drive awareness and registrations
- **Event App** – both Visitors and Exhibitors are encouraged to download the WineTech event app which provided up to date information and additional features such Lead Scanning capabilities for Exhibitors free of charge
- **Print Advertising** – Print campaigns will run in a number of industry trade publications including a mix of full page advertising, editorial features and inserts
- **Digital Advertising** – will be across third-party websites and eNewsletters to help reach relevant markets
- **Save the Date Cards** – mailed to each Exhibitor to enable them to invite their customers to the show. Extras were mailed to Exhibitors who asked for more on a first-in, first-served basis
- **Direct Mail** – A Preview Guide brochure will be mailed out to targeted prospective visitors approximately four weeks out from WinePRO providing them with all key information and inviting them to the event
- **Email Marketing** – Regular communications to our extensive visitor database
- **Onsite Directory** – A thick, quality booklet will be produced, containing all key event information, including the Exhibitor List and Floor Talk schedules and more, placed in the hands of every visitor to the exhibition.

# The Easy Steps to Exhibiting

## 1 Contact the Expertise Events Sales Team

Contact [info@expertiseevents.com.au](mailto:info@expertiseevents.com.au) for information. We have a dedicated team, covering sales, marketing, PR, customer service, design and logistics that work hard to make exhibiting easy for you.

## 2 Book Your Stand

Our events can accommodate many different exhibitors' needs and budgets... just ask! We have books, newsletters and web tips with advice and information on making the most of your event participation.

## 3 Promote Your Presence

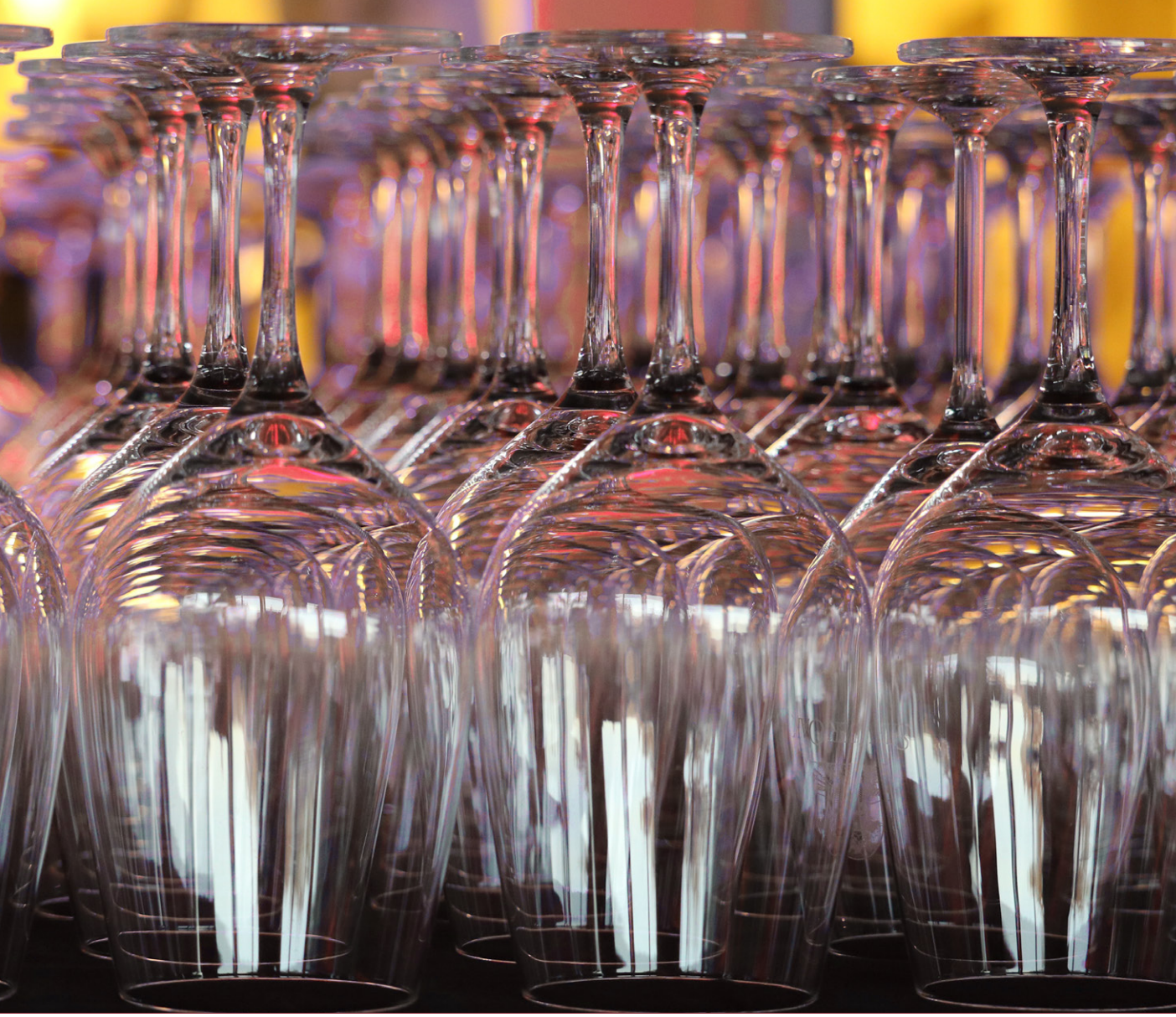
Take advantage of the exclusive sales and marketing opportunities available to all exhibitors and attract more buyers to your stand.

## 4 Be Part of a Unique Sales Opportunity

To make exhibiting easy for you, we offer a standard package which includes a storage area for additional product, so buyers can take away on the day.



TAKE ADVANTAGE OF  
EXCLUSIVE OPPORTUNITIES



## You Can Depend On Us

For the past three decades, Expertise Events has continued to be a leader in organizing professional and memorable consumer and trade events in Australia and New Zealand.

We have successfully organised and delivered WineTech in Australia triennially since 2016 and produced the largest attendances on record, which have increased during each event.

Our success is dependent on your success at our events. Your business shares the benefits of our marketing and promotional strength as well as our extensive knowledge, experience and commitment to supporting your business.

We are large enough to provide support, yet intimate enough to be totally personal. We deliver unique experiences that are beyond expectations and create loyal relationships. This allows you to grow your business through our events in the long-term.

This event is dedicated to establishing a place for the entire national wine industry to come together, staged in the centre of one of New Zealand's largest wine regions.

**OUR SUCCESS IS DEPENDENT  
ON YOUR SUCCESS**

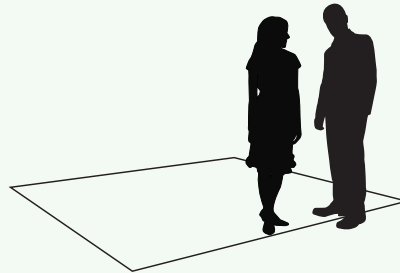




# Stand Information

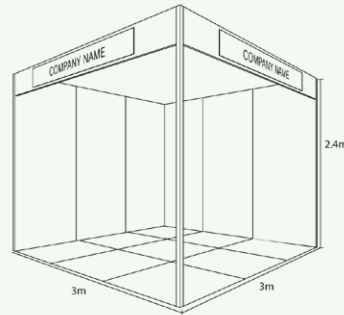
## Space Only

- Floor space only
- No walling or carpet (venue flooring – wooden)
- No inclusions
- Only available for stand sizes 18sqm or larger
- Proposal of stand design must be submitted to Operations before the event for approval.



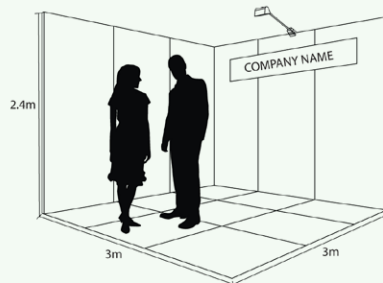
## Modular with Fascia

- Fascia system at front of stand
- 2.4m black Corinthian walling
- Company name on sign attached to fascia
- Carpet – charcoal
- 2 x 120w spotlights on continuous track behind the fascia system are provided per 9sqm.



## Modular with no Fascia

- No fascia system at front of stand
- 2.4m black Corinthian walling
- Company name on sign attached to the back wall
- Carpet
- 1 x 150w floodlight on arm is provided per 9sqm off the rear wall.



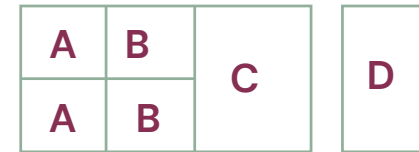
## STAND TYPES

- A. Corner (2 open sides)  
2 company signs on either side
- B. Inline (1 open side)  
1 company sign
- C. Peninsula (3 open sides)  
1 company sign on back wall
- D. Island (only for space only)  
no company sign

## Inclusions

Lights included in package with fascia

Square Metres	Quantity
Up to 9	2
10 - 18	4
19 - 27	6
28 - 36	8
37+	10



## Additional items you might need:

- 10amp power with connection & consumption – \$215
- 15amp power with connection & consumption – \$235
- Additional lights (+ \$101 connection & consumption)
  1. LED spotlight on track – \$88
  2. LED vario on arm – \$116
  3. 300w flood mounted – \$146
- Additional walling – \$83 per metre
- Additional walling 3.4m high – \$107 per metre
- Safety vests – \$10 each

# Sponsorships

## PLATINUM PARTNER – 1 AVAILABLE

- 6m x 6m Indoor or 9m x 12m Outdoor Brand Activation Space
- Guaranteed Inclusion in the Floor Talks programme
- Partner logo included in Conference Website and Preview Material
- Partner logo included in all print material as Platinum Partner
- Partner logo included on all registration emails
- Partner logo used on all WinePro24 event signage (e.g. directional signage) where possible
- One dedicated pull-up banner at Registration area (produced by WinePro)
- One full page advertisement in the Exhibition Show
- Permanent Inclusion as Platinum Partner for the partner period on [www.winepro.co.nz](http://www.winepro.co.nz)
- Platinum Partner recognition included on all WinePro EDMs
- 1 dedicated EDM to registered WinePro24 attendees
- 2 conference tickets
- Rights to access WinePro IP for own marketing purposes during the partner period



## PLATINUM PARTNER INVESTMENT – \$20,000 + GST

# Sponsorships

## GOLD PARTNER – 5 AVAILABLE

- 3m x 6m Indoor or 6m x 6m Outdoor Brand Activation Space
- Guaranteed Inclusion in the floor talks programme
- Partner logo included where possible in print material as Gold Partner
- Partner logo included on all registration emails
- One half page advertisement in the Exhibition Directory
- Permanent Inclusion as Gold Partner for the partner period on [www.winepro.co.nz](http://www.winepro.co.nz)
- Gold Partner recognition included on WinePro EDMs where possible
- 2 conference tickets
- Rights to access WinePro IP for own marketing purposes during the partner period

**GOLD PARTNER INVESTMENT – \$8,000 + GST**



# Other Sponsorship Opportunities

## CAFE PARTNER – 1 AVAILABLE

- Ownership of the on-site café, with your brand name attached to it for the event.
- “Partner Name Café” listed on venue maps and directional signage
- Two dedicated pull-up banners within the cafe area (produced by WinePro)
- Rights to have partner marketing flyers on display on café tables
- Inclusion in exhibition guide as Café Partner
- Permanent Inclusion as Café Partner for the partner period on [www.winepro.co.nz](http://www.winepro.co.nz)
- Rights to access WinePro IP for own marketing purposes during the partner period

## CAFÉ PARTNER INVESTMENT – \$4,000 + GST



# Other Sponsorship Opportunities

## LANYARD PARTNER – 1 AVAILABLE

- Logo on all attendee lanyards, provided to attendees upon registration
- Inclusion in show guide as Lanyard Partner
- Permanent Inclusion as Lanyard Partner for the partner period on [www.winepro.co.nz](http://www.winepro.co.nz)
- Rights to access WinePro IP for own marketing purposes during the partner period

**LANYARD PARTNER INVESTMENT – \$5,500 + GST**

## SHOWBAG PARTNER – 1 AVAILABLE

- Logo on all Showbags, provided to attendees upon entry
- Rights to include up to 2 items, merchandise or flyers in the Showbag (provided by partner)
- Inclusion in Exhibition Directory as Showbags Partner
- Permanent Inclusion as Showbag Partner for the partner period on [www.winepro.co.nz](http://www.winepro.co.nz)
- Rights to access WinePro IP for own marketing purposes during the partner period

**SHOWBAG PARTNER INVESTMENT – \$4,000 + GST**



## SHOWBAG INSERTS – 10 AVAILABLE

- Rights to include up to 1 items, merchandise or flyer in the event Showbag (provided by partner)

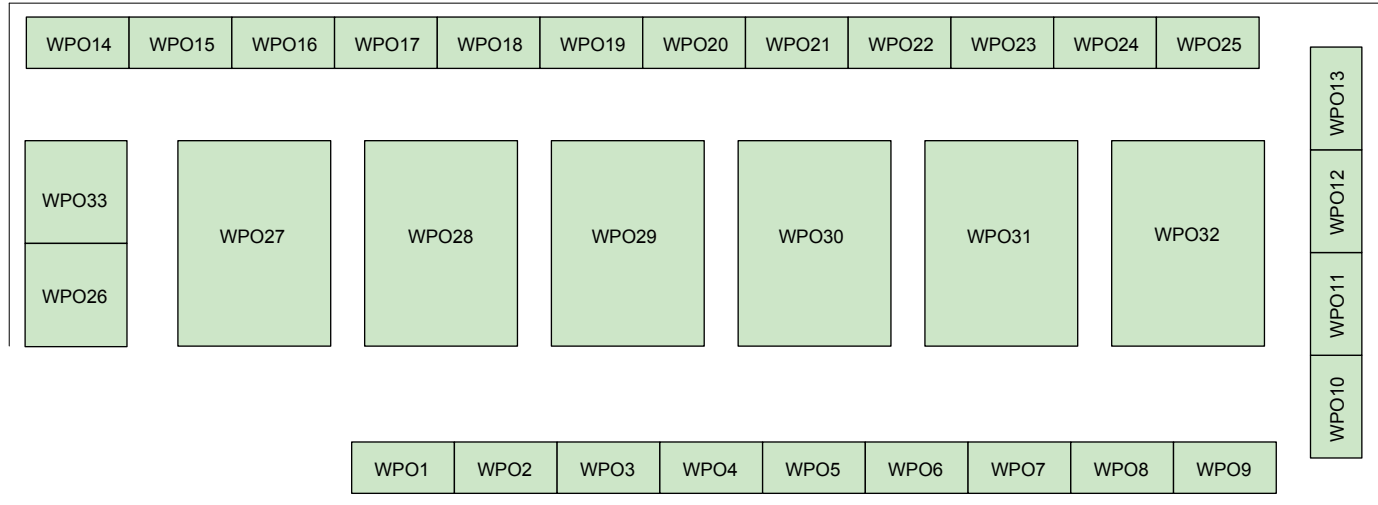
**SHOWBAG INSERT INVESTMENT – \$500 + GST**

## DEDICATED EDM – 4 AVAILABLE

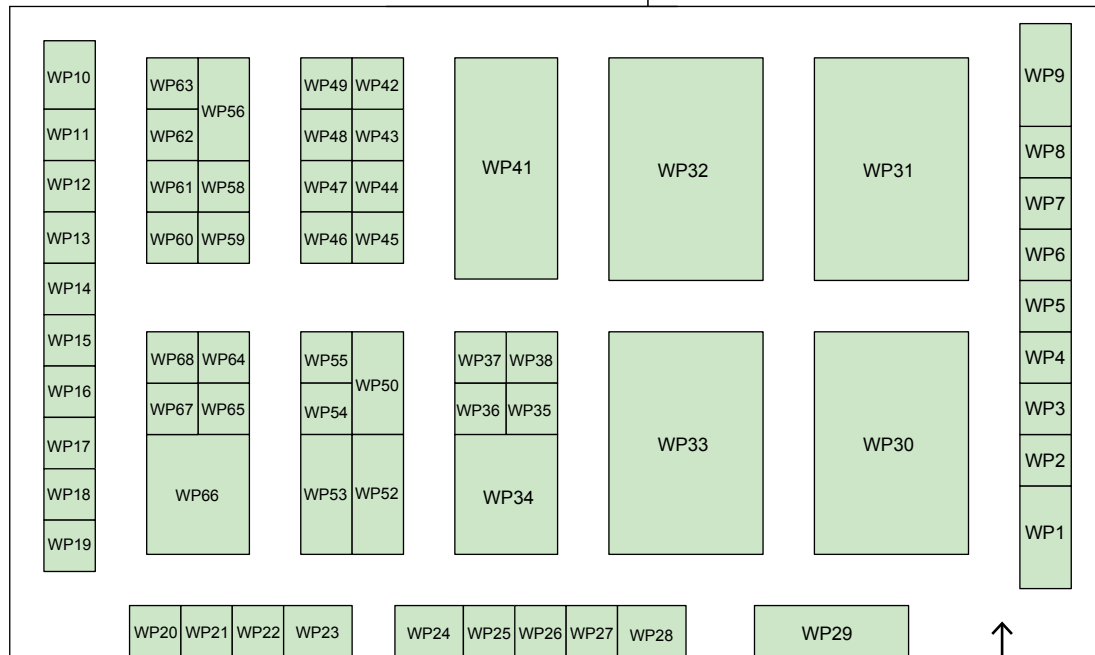
- 1 dedicated EDM to registered WinePro24 attendees )

**DEDICATED EDM INVESTMENT – \$1,000 + GST**

# Floor Plan



Through to  
outdoor Exhibitors ↑



↑  
Exhibition  
Entry

AOTEAROA  
**WINEPRO**  
— vine to wine —

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Marlborough Lines  
Stadium 2000, Blenheim

\*All floorplans are subject to change. Items such as entries and exits, catering or displays are not guaranteed to remain in the same location. Exhibitors stands may also need to be moved at the discretion of the organiser.

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Contact us today



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