

W:NETECH

ADELAIDE CONVENTION CENTRE
JUNE 27 – 29, 2022



EVERY STEP OF THE PROCESS...
UNDER ONE ROOF

27–29 JUNE, 2022

ADELAIDE CONVENTION CENTRE

Building off the success of the 2019 event. WineTech has had a refresh to meet the future industry needs and vision.

The Australian Wine Industry Technical Conference Inc (AWITC), the Wine Industry Suppliers Australia Inc (WISA) and Expertise Events will deliver WineTech 2022, the industry's peak Australian Wine Industry Trade Exhibition and Conference. The three organisations will again work again closely together on the coordination and running of the exhibition ensuring that the exhibition will continue as the industry's pre-eminent trade show, held in conjunction with the wine industry's premier technical conference.

We are pleased to release the 2022 WineTech prospectus and booking pack. The conference and exhibition will again be staged at the Adelaide Convention Centre and will continue to build off the formula of a more integrated event.

There are a number of initiatives that will be incorporated and continued from feedback from previous years, whilst looking at the future needs of the event.

Included are:

- Travel/transport subsidy to assist interstate companies travelling to exhibit at the show
- Volume discount has been maintained for larger stands based on a sliding scale
- Exhibitor catering will be included for all exhibitors with badges issued based on the size of the booking. Additional badges will be available for purchase to allow all to share in the networking lunches
- All conference breaks lead visitors onto the exhibition floor
- Australia's most prestigious and proven wine industry conference will run in conjunction with the exhibition, attracting relevant and qualified visitors
- A comprehensive directory advert listing as part of the standard exhibitors' package. This directory is a must-keep reference for visitors after the event closes. This is your opportunity to secure your preferred space first, before we release details, floor plans, etc. to other prospective exhibitors.

Please read the following information and get in touch today with Dawn Sullivan, Show Manager. Email dawn.sullivan@expertiseevents.com.au or call 02 9452 7548 to discuss the best opportunity for your company to be part of WineTech 2022.

Regards,



Gary Fitz-Roy
Managing Director

WineTech 2022 presents you with the opportunity to connect with your target market, whilst making sure every contact counts. Our 2019 figures showed an increase in visitors while our research indicated that quality was more important than quantity according to our exhibitor base. A win-win for everybody.

Statistics from our 2019 event...



The Adelaide Convention Centre hosted the event with **129 companies** on the exhibition floor.



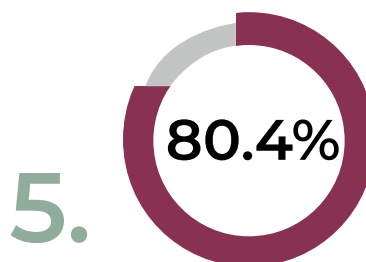
77.8% of exhibitors were satisfied or very satisfied that their primary exhibition goals were met.



Exhibition-only visitors could pre-register online or at the entrance. Exhibition-only visitation totalled **1071 visitors** over 3 days, an **18.6%** improvement over the last event.



Combined event attendance for the trade conference and trade exhibition was **>2281 visitors** up **18.1%** on the event in 2016.



80.4% of visitors intend to visit the next event, with the balance undecided. None expressed that they would not re-attend.

6. The show was promoted with materials delivered through a wide range of media platforms:



Electronic
Newsletter



Full page
Advertising



Newspaper
Advertising



Direct Mail



Radio



Telemarketing



Website



Onsite
Directory



Public
Relations

Event Overview...

3 OUT OF 4 visitors rated the event overall as very good or excellent.

98%
of visitors rated the event well organised or extremely well organised.



Visitor Profile...



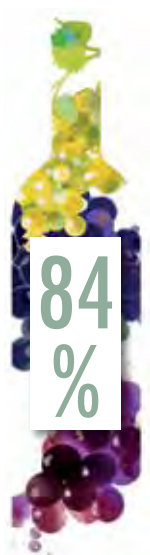
84%

of visitors were the final decision maker or influencer when it came to making a buying decision for their business.



87%

discovered new products they weren't previously aware of.



84%

were satisfied or very satisfied with the quality of exhibitors at the event.



79%

were satisfied or very satisfied with the products and services present at WineTech 2019.

50% of the visitors spent over \$10,000 during the event*

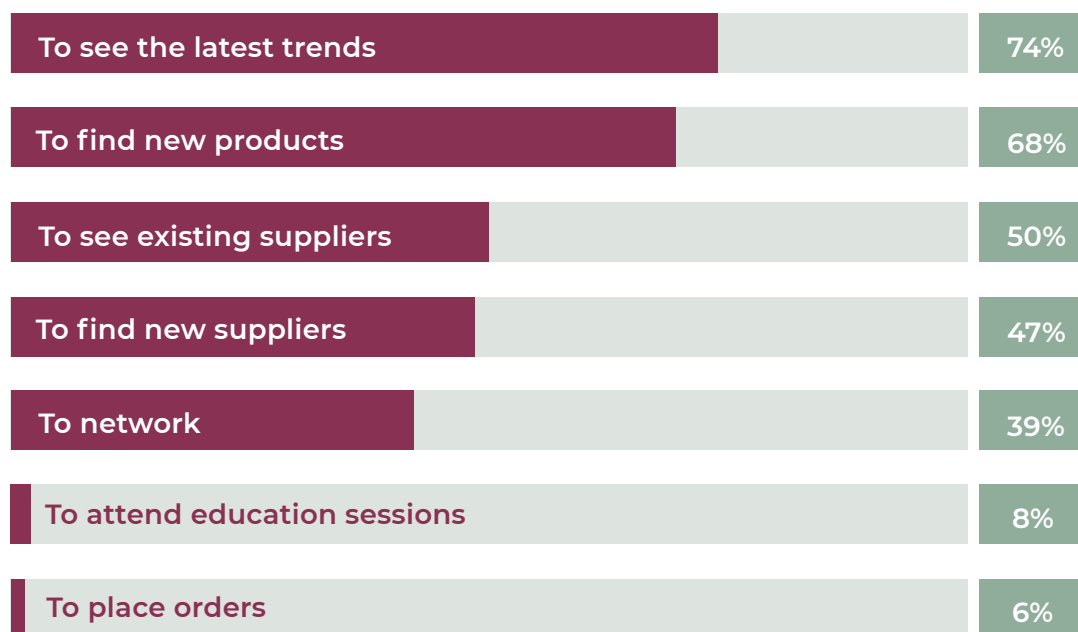
*of those who actually purchased goods or placed orders during the event

OVER 50%

said they were very likely or extremely likely to purchase from an Exhibitor at WineTech 2019 AFTER the event

Visitor Profile... CONTINUED

Reasons for Visiting



Visitor by Job Title

Director/GM/MD/CEO/	19%
Senior Management	19%
Winemaker	18%
Sales and Marketing	18%
Grape Grower	6%
Cellar Staff	5%
Viticulturist	5%
Maintenance Engineer,	5%
Supervisor, Fitter	
Vineyard Manager	5%
Technical Sales	4%
Vineyard Staff	4%
Cellar Manager	4%
Production Manager	4%
Purchasing	3%
Project Engineer, Manager	3%
Bottling & Packaging Staff	3%

“Excellent resource facility plus could see face to face many of the exhibitors that we do business with on the phone. Also great networking and catching up with people we know but don't see often.”

“Good range of new and exciting technology on display. Lots of people attending. Great networking.”

Marketing Activities...

WineTech Website

The WineTech website included new features this year, such as an online Exhibitor Directory where exhibitors could upload images and documentation for visitors to view or download.



Social Media Advertising

Ads were run across Facebook 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 were encouraged to download the WineTech event app which provided up to date information and additional features such as the eDiary Meeting booking function for visitors and Lead Scanning capabilities for Exhibitors.



Digital Assets

Digital asset 'Buttons & Banners' were provided to all Exhibitors, and easily available to download directly from the WineTech website. These included email signature banners, web banners and social media assets, and could be used by Exhibitors to promote their own participation with the event.



Digital Advertising

A variety of banner ads, eNewsletter ads and more were booked across third-party websites and eNewsletters, such as Winetitles, Daily Wine News and WBM to help reach relevant markets.



Save the Date Cards

A minimum of 100 Save the Date cards were mailed to each Exhibitor to enable them to invite their customers to the show. Additional cards were mailed to Exhibitors who asked for more on a first-in, first-served basis.



Marketing Activities... CONTINUED

Print Advertising

Print campaigns were run in a number of industry trade publications including Grapegrower & Winemaker and WBM. This includes a mix of full page advertising, editorial features and inserts.



Email Marketing

Regular communications were sent to our extensive visitor database of over 3,000 industry contacts.



Preview Guide

A Preview Guide brochure was mailed out to prospective visitors approximately 4 weeks out from Winetech 2019 providing them with all key information and inviting them to the event.



Onsite Directory

A thick and quality booklet was produced, containing all key event information, including the Exhibitor List and Floor Talk schedules and more, and was placed in the hands of every visitor to the exhibition.



Radio Advertising

In the days leading up to the event multiple radio ad spots were run on FiveAA Talk Back.

— 1395 —
FIVEaa
TALKING ADELAIDE

Why exhibit?

WINETECH

Exhibitions are the only platform that put you face to face with thousands of qualified customers, 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

“The perfect launch platform for new products and services”

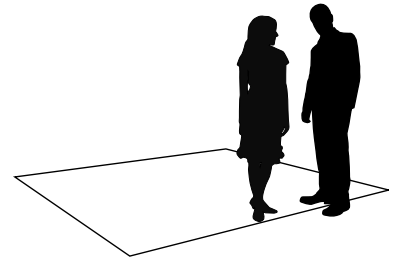


Exhibitions are the most cost- effective and time efficient method for marketing your products and services, offering a personal and interactive environment to meet potential customers.



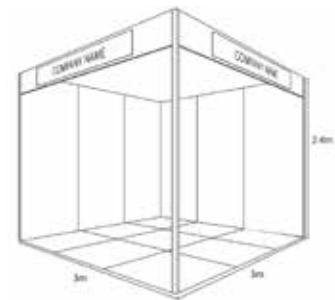
SPACE ONLY

- Floor space only
- No walling or carpet (venue flooring)
- 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 white Octanorm 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.



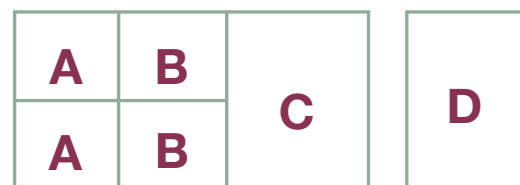
MODULAR WITH NO FASCIA

- No fascia system at front of stand
- 2.4m white Octanorm 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
- Cover ups – \$45 each
- Public Liability Insurance – \$153 including GST



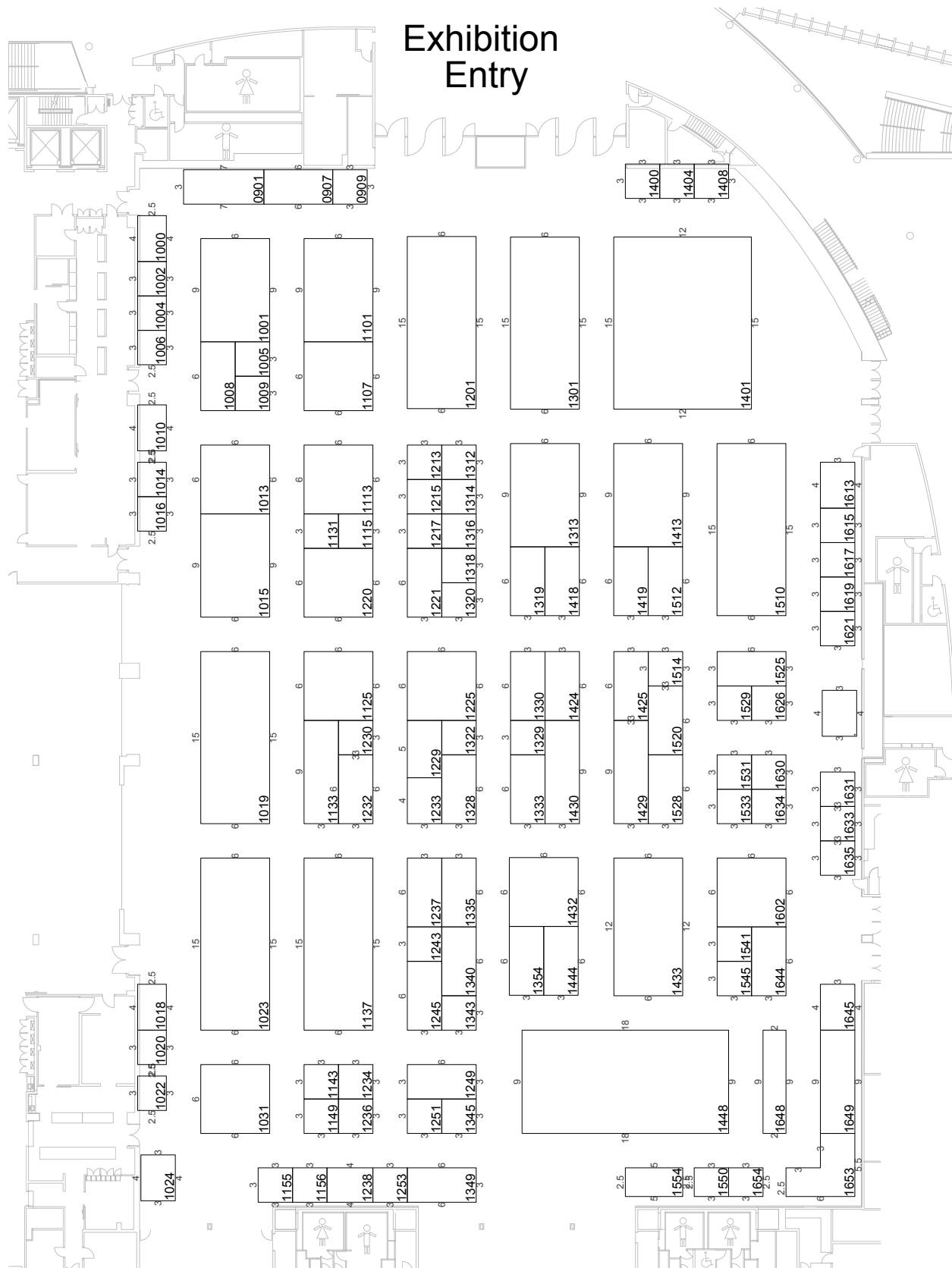
**AUSTRALIAN
WINE INDUSTRY**
Technical Conference
& Trade Exhibition

WINETECH

Floor Plan 2022

For more information, please contact Dawn Sullivan:

Phone: +61 2 9452 7548 • Email: dawn.sullivan@expertiseevents.com.au



*All floorplans are subject to change. Items such as entries, 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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BRINGING THE INDUSTRY TOGETHER

Presented by

