

# W:NETECH

**JULY 21 – 23, 2025**

**ADELAIDE CONVENTION CENTRE**

**EMPOWERING EVERY VINTAGE:  
EQUIPMENT AND INNOVATION FOR WINERIES OF ALL SIZES**

WineTech will be held in conjunction with the 19th AWITC event

Presented by



**Australian  
Wine Industry**  
Technical Conference  
& Trade Exhibition



[www.winetech.com.au](http://www.winetech.com.au)

Organised by



WineTech is back in 2025 as an unparalleled event tailored for your business and community. It offers wine industry businesses a unique and informative opportunity to showcase products. Engage live with a qualified audience, ensuring every interaction is meaningful.

This event connects key buyers and decision makers from across the wine industry, allowing you to showcase and demonstrate new equipment, products, services and innovations to enhance their business. WineTech 2025 is designed to deliver insights and unite the industry.

## In 2022



The event took place at the Adelaide Convention Centre, featuring 155 companies on the exhibition floor.

The combined attendance for the conference and exhibition saw thousands of qualified industry visitors over 3 days, with a 9.51% increase compared to the 2019 event.



**Attendance at the event:** Total visitor/exhibitor registrations: 4,241. Exhibition only visitors: 1,899.

**The Conference:** Registered delegates 1,160. 20% more than in 2019 and the highest in 15 years.

MORE THAN

**3 OUT OF 4**

visitors rated the event overall as very good or excellent.

## We know what visitors want

- Tools and solutions to enhance productivity
- Creative and cost-effective solutions to overcome challenges
- Ways to increase operational and workflow efficiency
- Suppliers committed to their success and ready to make their vision a reality



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## Visitor Profile



discovered  
new  
products  
they  
weren't  
previously  
aware of.



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



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

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

### Visitor by Job Title

1. Director/GM/MD/CEO/  
Senior Management.... 16%
2. Sales and Marketing.... 14%
3. Winemaker.... 14%
4. Grape Grower.... 5%
5. Cellar Staff.... 5%
6. Technical Sales.... 4%
7. Vineyard Manager.... 4%
8. Viticulturist.... 4%
9. Maintenance Engineer,  
Supervisor, Fitter.... 3%
10. Production Manager.... 3%
11. Bottling & Packaging Staff.... 3%
12. Purchasing.... 3%

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



## Marketing Activities

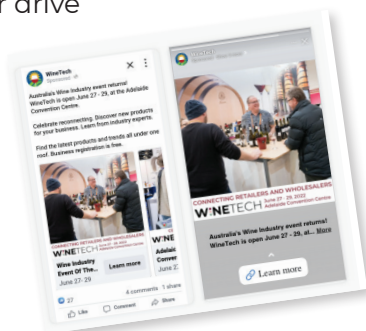
### WineTech Website

The WineTech website includes features, such as an online Exhibitor Directory where exhibitors can upload images and documentation for visitors to view or download.



### Social Media Advertising

Ads run across Facebook, Instagram and relevant social media channels for several months leading into the event, as well as during, to further drive awareness and registrations.



### Digital Assets

Digital asset 'Buttons & Banners' are provided to all Exhibitors, and are easily available to download directly from the WineTech website. These include email signature banners, web banners and social media assets. They can be used by Exhibitors to promote their participation in the event.



### Digital Advertising

A variety of banner ads, tiles and eNewsletter ads are booked across third-party websites and eNewsletters to help reach relevant markets.



### 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.



### E-Postcards

E-postcards are emailed to each Exhibitor to enable them to invite their customers to the Fair.



*\*Note creative shown is 2022 actual event creative. These activities will be used in 2025 with updated branding.*

## Marketing Activities (CONTINUED)

### Print Advertising

Print campaigns are run in a number of industry trade publications. This includes a mix of full page advertising, editorial features and inserts.



### Email Marketing

Regular communications are sent to our extensive visitor database of over 5,000 industry contacts.



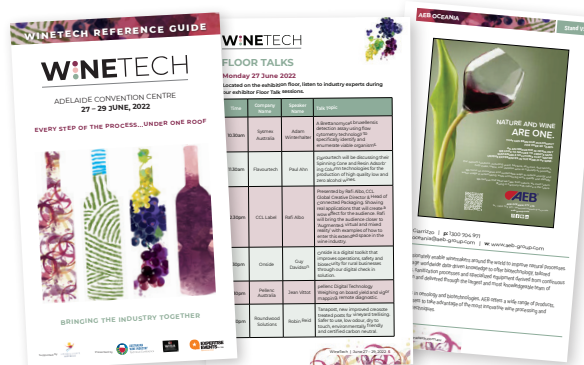
### Preview Guide

A Preview Guide brochure is mailed out to prospective visitors approximately 4 weeks out from the event providing them with all key information.



### Onsite Directory

The directory serves as a reference guide post event, containing all key event information, including the Exhibitor List and Floor Talk schedules and more. It is available to be collected by every visitor at the exhibition's entrance.



### Radio Advertising

In the days leading up to the event, multiple radio ad spots are run as a more immediate reminder.

\*Note creative shown is 2022 actual event creative. These activities will be used in 2025 with updated branding.

## Why exhibit?

Exhibitions provide a unique opportunity to engage directly with targeted qualified customers, offering you significant influence in their decision-making process and a platform to showcase your company's benefits.

### Exhibitions are:

- A cost-effective, focused environment to connect with new buyers and cultivate relationships with existing customers, they come to you!
- A proven method to market, sell and promote your products and services to a large, targeted audience.
- A chance to gain immediate feedback feedback and valuable insight into customer needs.
- Opportunities to generate leads and build a database of potential customers for future marketing.
- An ideal platform to launch new products and services.

**SALES • NETWORK • EDUCATE • MEET • PRESENT**

Exhibitions represent the most cost-effective and time-efficient sales and marketing opportunity, providing a personalised and interactive setting to engage with potential customers.



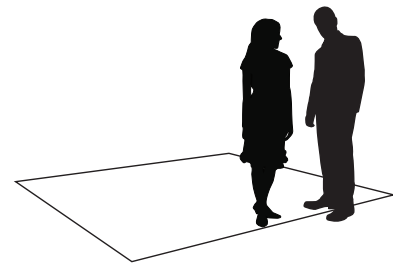
# WINETECH Stand information

For more information, please contact:

Phone: +61 2 9452 7575 • Email: [Winetech@expertiseevents.com.au](mailto:Winetech@expertiseevents.com.au)

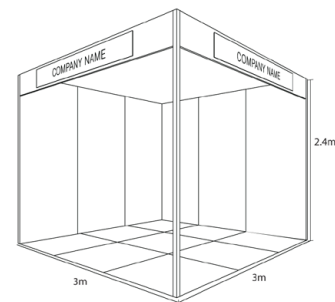
## SPACE ONLY

- Floor space only
- No walling
- Carpet included
- Only available for stand sizes 18sqm or larger
- Proposal of stand design must be submitted for approval before the event.



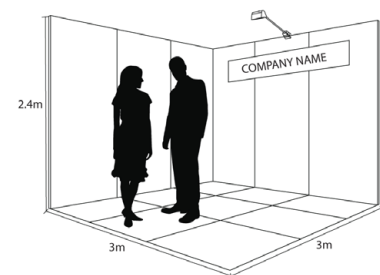
## MODULAR WITH FASCIA

- 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.



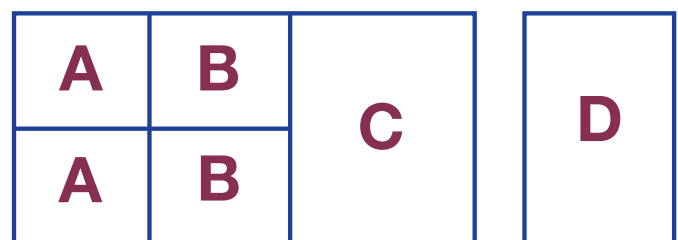
## MODULAR WITH NO FASCIA

- 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

# WINETECH Floor Plan 2025

For more information, please contact:

Phone: +61 2 9452 7575 • Email: [Winetech@expertiseevents.com.au](mailto:Winetech@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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