

# CRUSH

Geographe Wine  
EXHIBITION



# Crush Geographe Wine Exhibition 2012

## Sunday, 4 November 11.00am – 6.00pm

### Bicentennial Square, Blair Street Bunbury, Western Australia

#### **Welcome to the Crush – Geographe's own wine exhibition!**

Geographe wines and produce are featured in the heart of the region – Bunbury, showcasing some of the best wines available from one of the state's youngest wine regions.

Celebrating the wines grown from Harvey in the north, to the hills of Collie, Dardanup and Donnybrook, down to Capel and Busselton, visitors will be able to sip and taste their way through some fantastic award winning wines and food.

The event promotes the wines and produce available and encourages attendees to spend more time in the region visiting cellar doors and attractions while sampling what is on offer.

#### **What the Crush Geographe Wine Exhibition Offers**

Crush is a whole of region event. All wine businesses taking part provide benefits back into the vineyards and cellar doors. Produce extends to the greater south west region.

It provides an opportunity for producers to promote and sell direct to buyers.

Visitors can discover quality Geographe wines and produce

#### **What Can Crush do for Your Business**

Being associated with a uniquely Geographe event it will provide a loyalty from visitors that can only provide even better business for you company.

Bonus exposure can be achieved through on site marketing and activities.

Bonus exposure can be achieved through web based and social media promotions.

You can be associated with the proud Geographe brand.

#### **Our Vision**

To create an attractive and alternative wine and food event for people less than 2 hours from Perth.

#### **Our Long Term Goals**

To build an event that promotes the best wine producers in the region.

To attract visitors who annually seek out new and different wines on the market.

To provide unique presentation for the region which builds business.

To provide a consistent and sustainable marketplace for local producers.



## The Format

The format is about discovering the region and reflects the friendly and welcoming nature of Geographe. The culture will be a relaxed atmosphere while promoting fine wine and good food.

Wine stalls will be the backdrop of the event, with new and award winning wines to taste, buy by the glass or purchase some to take home.

South West produce will be promoted through tastes, meals and demonstrations.

Wine tasting classes will also be held and there will be a backdrop of contemporary live music, setting off the day and making visitors want to stay and enjoy what is on offer.



## Marketing

The buyer profile is an up market audience with attendance managed through marketing and price point.

A pre event web based registration campaign will be used.

Media includes press, radio, magazines, key websites.

Social media will be promoted through website, enewsletters, facebook, twitter and blogs.

Publicity through key releases through WA's wine and food media pages.



**An Invitation for Exhibitors**

Please join us and be part of this important exhibition. The event is open to Geographe wineries and south west based food producers and manufacturers. Restaurants are also encouraged to take part and show off the food that makes them different.

**Exhibition Packages - More than just 1 day!**

Participation in Crush is more than just one day meeting hundreds of potential clients. Each stand booked receives the following package for up to 12 months! Promotion continues from time of signing through to February each year. Your booking includes:

- Stand allocation in the exhibition with access to hundreds of qualified visitors
  - Listing on the Crush Website with hyperlink for up to 12 months
  - 190pxl x 135pxl advert on Crush Website Exhibitor Guide with two updates for the year with bonus wine listing adjacent to entry advert (prepared on your behalf by CMS Events). This can be used for general promotion or changing sales opportunities during the period
  - Paragraph with hyperlink in one E-Newsletter as part of the Feature Companies Listing
- A minimum 10 E-Newsletters will be sent promoting at least six companies per issue
- Access to promotional links on the Crush Facebook page.

**Exhibition Participation Information**

Exhibition Rates (Inc GST)	3m x 3m Marquee
Wine Marquee Site	\$400.00
Food Producer / Manufacturer	\$400.00
Restaurant / Meals	\$300.00

Rates include marquee, company sign, trestle, 2 chairs, spittoon, jug, water access, ice tub, 2 bags of ice per day, bucket.  
Power additional \$55.00 per 10amp in selected locations.





## An Invitation for Sponsors

Organisations are invited to support the exhibition through sponsorship and be seen as a major player behind this important event. Benefits can be through exposure, branding, association or direct sales.

Benefits can include:

- "Presented by" naming rights
- Major sponsor recognition
- Support sponsor recognition
- Logo and name inclusion with visual media
- Website and E-Newsletter banner promotions
- On site promotions and signage
- Exclusive naming of activities (cooking stage, wine stage, entertainment stage) within event
- Exclusive on site promotion

[www.cmsevents.com.au/GeographeCrush](http://www.cmsevents.com.au/GeographeCrush)



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