



nwinEd

Western Australia



UnWined Western Australia 2012

Saturday, 27 October 11.00am – 6.00pm

Sunday, 28 October 11.00am - 5.00pm

Market Square Park, Roberts Road

Subiaco, Western Australia

Welcome to the 2nd annual UnWined event, we look forward to presenting a first class showcase for you!

WA wines and produce will spring into Subiaco giving people a chance to sip their way through some of the best wines in the state, all located in one convenient city location. It is the second annual exhibition put together to re-establish a strong a vibrant state based wine and food event, putting tastes in people's mouths and encouraging them to buy local!

Subiaco is the perfect location in a vibrant food area and adjacent to the Subiaco railway station for ease of access for visitors.

Western Australia deserves to celebrate and your company should be part of it.

What UnWined Means to Western Australia

- UnWined is a state-wide wine and food event promoting the best we have to offer.
- Wine on show is directly linked to the businesses which represent the WA industry.
- It provides an opportunity for producers to promote and sell direct to buyers.
- Visitors can discover quality WA wines and produce
- Produce presented on the cooking stage is sourced from local regional growers.
- It is proudly Western Australian based!

What Can UnWined do for Your Business

- Being associated with a uniquely Western Australian event 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.
- Be associated with a brand that is seen as the foremost of its kind in the state.

Our Vision

To be the premier Western Australian based wine and food event in the metropolitan area.

Our Long Term Goals

- To build an event that promotes the best wine producers in the state.
- To attract visitors who annually seek out the latest and best wine and produce in the market.
- A world class presentation staged within a park environment.
- Provide a consistent and sustainable marketplace for local producers.

The Format

The format is very much in keeping with the states culture of 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.

Regional produce will be promoted on the stage and food booths offering a range of meals on site to ensure people can enjoy what the state has to offer.

Wine tasting classes will also be held.

With the support of contemporary live music, and the beautiful setting that is Market Square Park, this event will ensure all senses are fulfilled.



UnWined Restaurant Series

Leading up to the exhibition, restaurants will be invited to host specific food and wine promotions using Western Australian wines and selected WA produce.

Each restaurant will manage their presentation through their chef, menu selection and wine with ticketing and coordination through CMS Events.

The series in its inaugural year will build to be a major feature for wine and food in the city and create even more reasons for people eat, drink and enjoy what the state has to offer.



Marketing

The buyer profile is a higher socio-economic audience with attendance managed through marketing and price point.

An extensive pre event web based registration campaign will be used.

Media includes television, radio, on-line, 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 WA wineries and WA 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 2 days!

Participation in UnWined WA is more than just two days meeting hundreds of potential buyers. 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 UnWined WA Website with hyperlink for up to 12 months
- 190pxl x 135pxl advert on UnWined WA 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 12 E-Newsletters will be sent promoting at least six companies per issue
- Access to promotional links on the UnWined WA Facebook page.

Exhibition Participation Information

Exhibition Rates (Inc GST)	3m x 3m Marquee	2m x 3m Shared Marquee
Wine Marquee Site	\$1650.00	\$1100.00 Minimum 3 per site
Food Producer / Manufacturer	\$880.00	
Restaurant / Meals	\$550.00	

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

Proudly Western Australian based 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 sponsor
- Major sponsor recognition
- Support sponsor recognition
- Logo and name inclusion with visual media
- Website and E-Newsletter banner promotions
- On site promotions and signage
- UnWined Celebration Wine Pack
- Exclusive naming of activities (cooking stage, wine stage, entertainment stage) within event
- Exclusive on site promotion

www.wineandfood.com.au



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