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Dear Virginia Wine Expo Wineries and Vendors:

Plans are in full swing for the 6<sup>th</sup> Annual Virginia Wine Expo (VWE), the Mid-Atlantic's premier wine event! The VWE is projected to have 10,000 attendees in 2013. Fifteen events are scheduled over a six-day period from February 19-24 at the Greater Richmond Convention Center and nearby venues in Richmond, Virginia.

Based on feedback from last year, some significant changes have been made to the Walk-Around Grand Tasting schedule. They are as follows:

1. Unlike last year, when the VWE had three Walk-Around Grand Tastings, this year there will only be TWO. **Therefore, you will only be committing yourself to two Walk-Around Grand Tastings, February 23-24, at the Greater Richmond Convention Center.**
2. The hours that the Saturday Walk-Around Grand Tasting will be open have been modified. The hours will be 11:00 a.m. to 6:00 p.m. [Last year, the hours were 12:00 p.m. to 8:00 p.m.] Sunday's hours will remain the same: 12:00 p.m. to 5:00 p.m.
3. Virginia Wineries Association (VWA) Silver and Gold members **receive a discount on booth fees.** If dues are received by the VWA by **January 15, 2013**, Virginia wineries will be eligible to receive a discount of 25% for Gold members and 15% for Silver members.
4. Wine glass distribution to attendees will occur at the center of the Exhibition Hall floor ensuring that attendees will fan out over the exhibit hall floor and not favor one side of the hall over the other.
5. Wineries will be required to be vigilant about keeping their "pours" to an ounce or less.
6. Wineries will be **provided ice as part of their Exhibitor Fee.** There will be NO extra charge for ice.

Various enhancements to the VWE are also being made to elevate the event in the estimation of consumers and the trade and continue to grow the event into a major attraction for the City of Richmond.

For the first time, members of the American Cheese Society (ACS), America's leading supporter and educational resource for the cheese community, will offer samples of their cheeses to the general public during the Walk-Around Grand Tastings. This new attraction will bring cheese enthusiasts to the show.

Also, the VWE is adding new events to the schedule, such as a Preview Party at The Wine Loft (a local Richmond wine bar) and **Zest Fest**, a premier event on Saturday night in the Ballroom of the Greater Richmond Convention Center, featuring 20 of the region's best chefs, Virginia wine and craft beer, and live music.

Furthermore, the marketing plan for the VWE has been modified to include more advertising online on platforms such as Google Search, Google Display and Facebook. This is in addition to an aggressive campaign featuring television, radio, upscale magazines, newspapers, outdoor billboard and various e-mail campaigns. The Greater Richmond Convention & Visitors Bureau, a strategic partner of the event, will create a dedicated page on its website, VisitRichmondVa.com, just as it has done for other significant events it supports, such as NASCAR.

The charitable beneficiary of the VWE is FeedMore, the umbrella organization for the Central Virginia Food Bank, Meals on Wheels and the Community Kitchen. This organization will be using its connections with a multitude of local companies to help promote the event to their employees.

Ticket prices to the Walk-Around Grand Tastings will remain virtually unchanged from year, rising only \$1 to \$36 in advance and \$46 at the door.



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Please see below the Walk-Around Grand Tasting schedule for the weekend.

**Saturday - February 23, 2013**

11:00 a.m. – 6:00 p.m. Walk-Around Grand Tasting presented by the Page Auto Group

**Sunday -February 24, 2013**

12:00 p.m. – 5:00 p.m. Walk-Around Grand Tasting presented by the Page Auto Group

**SPACE RESERVATION OPTIONS**

Five options are available for reserving exhibit space at the Virginia Wine Expo. The dimensions, standard amenities and prices are listed below and more than one space may be reserved. The attached OFFICIAL participation form and winery logo is due by **December 21st**. This will help us plan for appropriate space needs. **PLEASE DO NOT DELAY!**

A confirmation packet will have more specific information about the activities and schedule for the Expo and your location and general information about our room blocks at area hotels. Your booth location will be chosen by the event planner, Variant Events, LLC, **on a first-come, first-serve basis** to ensure the best flow of traffic on the show floor. You will also receive an exhibitor kit from Exhibits, Inc. The kits will offer additional furnishings and services for your booth(s).

NOTE: Exhibitor Fee includes ice. There will be NO extra charge for ice.

**Exhibit Space Options**

**40' wide x 10' deep booth (\$900):**

- \*8 ft. high pipe & flame resistant fabric backdrops
- \*four 8 ft. draped table
- \*four folding chairs
- \*one wastebasket

**30' wide x 10' deep booth (\$750):**

- \*8 ft. high pipe & flame resistant fabric backdrops
- \*three 8 ft. draped table
- \*four folding chairs
- \*one wastebasket



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**20' wide x 10' deep booth (\$650):**

**END CAP OPTION (WINERIES ONLY/LIMITED SPACE AVAILABLE)**

- \*8 ft. high pipe & flame resistant fabric backdrops
- \*two 8 ft. draped table
- \*two folding chairs
- \*one wastebasket

**20' wide x 10' deep booth (\$525):**

- \*8 ft. high pipe & flame resistant fabric backdrops
- \*two 8 ft. draped table
- \*two folding chairs
- \*one wastebasket

**10' wide x 10' deep booth (\$400):**

- \*8 ft. high pipe & flame resistant fabric backdrops
- \*one 8 ft. draped table
- \*two folding chairs
- \*one wastebasket

If a winery is reserving a booth, a flat fee of **\$125** will be paid to the winery for the wine that is sampled. **ALL winery logos are needed by December 21<sup>st</sup>. If you participated last year and your logo hasn't changed please indicate so on your participation form. Please email logos to [jessica@echelon-events.com](mailto:jessica@echelon-events.com).**

**NEW – we have listened to you and now offer the option of payment by either credit card or check/money order.** If you want to pay by credit card, please fill out the credit card form below and fax or e-mail it to Jessica Braum Corbett. Directions to fax or e-mail are on the credit card form.

If payment is made via check or money order, please make payable to: **Variant Events, LLC.**

Checks should be mailed to PO Box 2487, Glen Allen, Virginia 23058.

**In addition to payment,** the Exhibitor must also mail or fax a copy of the **Certificate of Insurance** naming, as additional insured, Variant Events, LLC, Echelon Event Management and FeedMore, Inc.

Finally, please begin promoting the Virginia Wine Expo now! Place links on your website to [VirginiaWineExpo.com](http://VirginiaWineExpo.com) and include the event in all of your calendars and newsletters (both print and electronic).

Thank you for being a part of the 6<sup>th</sup> Annual Virginia Wine Expo!

Jessica Braum Corbett  
Virginia Wine Expo 2013 Vendor Coordinator  
804.305.0879: phone  
804.549.5082: fax  
[jessica@echelon-events.com](mailto:jessica@echelon-events.com)



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**Official Winery/Vineyard and Vendor Participation Form  
6<sup>th</sup> Annual Virginia Wine Expo: February 23 and 24, 2013**

**Winery/Vineyard or Vendor Name:** \_\_\_\_\_  
(How you want it to appear in ALL of our marketing)

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Cell Number:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Electricity needed:**      YES                      NO

**Package requested:**      10x40      10x30      10x20 (END CAP)      10x20      10x10

**Logo:**                      Same from 2012                      New 2013 logo                      First-time participant

**Payment:**                      Credit Card (see page 5)                      Check/Money Order

**Approximate number of volunteers (entire weekend):** \_\_\_\_\_

Please fax or email to:

Jessica Braum Corbett  
Phone: 804.305.0879/ Fax: 804.549.5082/Email: [jessica@echelon-events.com](mailto:jessica@echelon-events.com)



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## PAYMENT BY CREDIT CARD FORM

*You may mail this form to P.O. Box 2487, Glen Allen, Virginia 23058, email it to [jessica@echelon-events.com](mailto:jessica@echelon-events.com) or fax it to 804.549.5082.*

### Credit Card Information

Credit Card Type (please check one):  VISA  Mastercard  Discover  American Express

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV Code (three digit number): \_\_\_\_\_

Company Name: \_\_\_\_\_

Card Holder Name (as it appears on card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Amount Charged: \_\_\_\_\_

Signature: \_\_\_\_\_