



VIRGINIA WINE EXPO

Presented by 

Dear Virginia Winery:

Get ready for the 4th Annual Virginia Wine Expo (VWE) on February 25, 26, 27 at the Greater Richmond Convention Center. This is an event you can't afford to miss.

- Approximately 10,000 affluent attendees are expected.
- A top notch marketing plan to include commercial and public television, commercial and public radio, outdoor billboard, newspaper, magazines and online.
- The SunTrust Virginia Governor's Cup Grand Tasting will be back on Friday evening celebrating Virginia's award-winning wines. **Wineries should pour at least one special "reserve" wine in addition to their regular portfolio of wines at this event.**
- It is expected that all wineries that sign up for the VWE will participate in the Friday evening SunTrust Virginia Governor's Cup Grand Tasting and the Lincoln Walk-Around Grand Tastings held Saturday and Sunday. Participating in the VWE Sparkling & Sweets event on Saturday night is **optional**.
- The VWE Sparkling & Sweets event will be held on Saturday evening from 9-12:00am. Guests will taste gourmet desserts from local and regional pastry chefs plus sparkling and dessert wines from Virginia wineries. **You will be able to SELL at this event!** All Virginia wineries that produce sparkling wine and dessert wines are encouraged to pour at this event. Wineries that choose to pour must be prepared to sell their product too. This event will take place in the Chef Demonstration Stage/Wine Garden area. **We will ask you to indicate whether your winery will pour at this event in the participation form. We expect 400 to 500 attendees.**
- Upscale restaurants will still be a part of the event sampling throughout the weekend.
- Unique and exciting vendors will once again line the floor with items.
- Ticket prices will remain the same for the Lincoln Walk-Around Grand Tasting at \$35 in advance, \$45 at the door.
- Booth Prices are the SAME as last year.

Please see below the schedule for the weekend.

Friday -February 25, 2011

6 – 10 pm: **SunTrust Virginia Governor's Cup Grand Tasting (awards ceremony from 6 to 7 and Grand Tasting from 7 to 10)**

Saturday -February 26, 2011

11-12pm: **SEMINAR: The Sensual Pairing of Wine and Chocolate**

11 - 6 pm: **Lincoln Walk-Around Grand Tasting**

12-1pm: **SEMINAR- East Meets Virginia-Sushi and Virginia Wine**

1-2pm: **SEMINAR-Big Reds, Rich Whites and Bold Cheeses**

2-3pm: **SEMINAR- Wine and Spicy Indian Cuisine**

9 - 12:00 pm: **Virginia Wine Expo Sparkling & Sweets presented by Richmond Magazine at the nTelos Wine Garden**

Sunday - February 27, 2011

11 - 5 pm: **Lincoln Walk-Around Grand Tasting**

1-2pm: **SEMINAR- The Best Wines with Burgers**

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 17th**. 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).

Exhibit Space Options

40' wide x 10' deep booth (\$800):

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

30' wide x 10' deep booth (\$625):

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

**20' wide x 10' deep booth (\$575):
NEW FOR 2010! END CAP OPTION
(FIRST COME, FIRST SERVE)**

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

20' wide x 10' deep booth (\$475):

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

10' wide x 10' deep booth (\$325):

- *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 18th. 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.**

As a participating winery, please consider that the Virginia Wine Expo is an upscale trade and consumer event. Representatives from the wine industry, retail, restaurants and travel and leisure will be represented. Further, because of the price point (\$35 in advance, \$45 at the gate) and the venue, the Expo will draw more serious wine drinkers than outdoor wine festivals. The upshot: if you want to impress the trade and the wine enthusiasts present, bring your best bottles. If the Virginia Wine Expo is to become Virginia's premier wine and food, trade and consumer event of the year, then participating wine and food vendors must do their part.

Payment may be made via check or money order made 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 the Virginia Wineries Association, Inc.

Thank you for being a part of the 4th Annual Virginia Wine Expo.

Jessica Braum
Virginia Wine Expo 2011 Vendor Coordinator
804.305.0879: phone
804.549.5082: fax
jessica@echelon-events.com

**Official Winery/Vineyard Participation Form
4th Annual Virginia Wine Expo: February 25, 26, 27 2011**

Winery/Vineyard 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

Load in day (times TBD): THURSDAY FRIDAY

Virginia Wine Expo Sparkling & Sweets participation: YES NO
(Saturday night from 9:00 P.M. – 12:00 A.M.)

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

Logo: Same from 2010 New 2011 logo First time participant

Please fax or email to:

Jessica Braum
Phone: 804.305.0879/ Fax: 804.549.5082/Email: jessica@echelon-events.com