



WINEGROWERS  
ASSOCIATION

# 2021 Spring Tune-Up & Virtual Trade Show

## Exhibitor's Guide

**Thursday, April 22 and Friday, April 23, 2021**

March 3, 2021

The Prince Edward County Winegrowers Association (PECWA) is pleased to present the 2021 edition of the Spring Tune-Up and Trade Show, our annual meeting of grapegrowers, wine and cider makers, and trade partners in the Eastern Ontario region. The pandemic has forced our association to cancel our in-person activities and focus on a series of educational webinars and virtual market to establish new relationships and renew existing ones with key figures in this rapidly expanding tourist area.

Virtual Trade Show exhibitors will have a chance to:

- Exhibit with other vendors on our designated website on Thursday, April 22 and Friday, April 23, where products such as bottles & labels, chemicals & fertilizers, farm equipment, winemaking supplies, and packaging materials are on offer. The Trade Show is run **concurrently** with educational seminars, with **designated times** (coffee breaks and lunch breaks) for attendees to visit vendors
- Participate in sponsorship activities that can raise brand awareness with seminar attendees from the diverse wine, cider, beer, and spirits industry in Prince Edward County

Spring is the perfect time to create and rekindle relationships: members are ordering vineyard supplies, bottling and labeling wines, planning events, and preparing for the start of the busy tourist season. We welcome you to join us virtually. Sign up today!

Yours Truly on behalf of PECWA,

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	<i>Phone</i>	1-613-661-5621
Margaret Appleby	<i>e-mail</i>	<a href="mailto:margaret.appleby@outlook.com">margaret.appleby@outlook.com</a>
	<i>Phone</i>	1-613-242-1898

# Events Schedule

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## **Thursday, April 22<sup>nd</sup> 2021**

9:00 a.m. Opening remarks

9:30 a.m. – 1:00 p.m. Chemical update meeting for PEC grape growers

1:00 p.m. – 2:00 p.m. Lunch break

2:00 p.m. – 3:00 p.m. Afternoon webinar session 1

3:00 p.m. – 3:15 p.m. Coffee break

3:15 p.m. – 4:30 p.m. Afternoon webinar session 2

## **Friday, April 23<sup>rd</sup> 2021**

9:00 a.m. – 10:00 a.m. Opening remarks and Morning webinar session 3

10:00 a.m. – 10:30 a.m. Coffee break

10:30 a.m. – 11:30 a.m. Morning webinar session 4

11:30 a.m. – 1:00 p.m. Lunch break

1:00 p.m. – 2:00 p.m. Afternoon session 5

2:00 p.m. – 2:30 p.m. Coffee break

2:30 p.m. – 3:30 p.m. Afternoon session 6

3:30 p.m. Closing remarks

# Virtual Trade Show

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**Cost:**

\$260 +HST

**Virtual booth includes:**

- Logo placement and link to your company's website on the event platform for three months from the day of the Spring Tune-Up
- Access to your online booth for three months
- Possibility to provide promotional material to attendees (pdf, video)
- Possibility to generate leads through multiple tools, such as raffles, coupons, and promotions
- Dedicated time slot to connect with potential customers during the Spring Tune Up (via Zoom and/or live chat)

# Sponsorship:

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PECWA offers an affordable way to promote your business to local winegrowers and the community of Prince Edward County. All sponsors receive:

- logo linked to your company's website on the PECWA website for the season
- opportunity to supply promotional item such as advertisement

Additional benefits are available through the following categories:

## **Platinum sponsor \$2000 + HST**

- Name and logo displayed as a banner ad throughout the event platform during the event and on the PECWA website for one year
- Opportunity to provide a 10-min live presentation to attendees
- Opportunity to add pre-recorded video on a topic of your choosing and/or a "swag bag"
- Opportunity to meet with the attendees during coffee and lunch breaks via live chat

## **Gold sponsor \$1000 + HST**

- Name and logo displayed as a banner ad throughout the event platform
- Opportunity to provide a 10-min live presentation to attendees
- Opportunity to add pre-recorded video on a topic of your choosing and/or a "swag bag"
- Opportunity to meet with the attendees during coffee and lunch breaks via live chat

## **Scholarship sponsor \$500 + HST**

- Each year, PECWA offers an award to local Prince Edward County students who wish to pursue studies in viticulture and/or winemaking. To expand awareness and the financial incentives of this program, PECWA is seeking to create a co-branded scholarship with an interested partner.
- Award announcement will create publicity opportunities through print, social media, and the PECWA website. Sponsors will strengthen their image and raise awareness of the importance of viticulture to Ontario students.

**Session sponsor \$300 + HST**

- Name and logo displayed at the beginning of each sponsored webinar
- Opportunity to add pre-recorded video on a topic of your choosing and/or a "swag bag"
- Opportunity to meet with the attendees during coffee and lunch breaks via live chat

# Fee payment and Registration

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We are offering two ways for exhibitors to register and pay for the show:

- (1) Through the on-line system available at  
<https://www.princeedwardcountywine.ca/product/pecwa-trade-show-booth/>  
<https://www.princeedwardcountywine.ca/product/pecwa-trade-show-sponsorship/>

On-line payment by credit card is quick and convenient for both PECWA and exhibitors. Booth fees and sponsorships are all available for purchase.

- (2) Invoice and payment at the Trade Show. If you choose this method, please email Feli Rakotondradany ([feli.rakotondradany@gmail.com](mailto:feli.rakotondradany@gmail.com)) the following information by **March 24, 2021**:
  - Company name and contact person
  - Number of booths required
  - Desired sponsorship level (if applicable)

Payment is due by the morning of April 3. Please make cheques payable to Prince Edward County Winegrowers Association.

If desired, early payments may be mailed to:

Prince Edward County Winegrowers Association  
Attn: Spring Tune-Up and Tradeshow  
P.O. Box 6259  
Main Street  
Picton, ON, K0K 2T0