



WINEGROWERS
ASSOCIATION

2018

Spring Tune-Up &
Trade Show

Exhibitor's Prospectus

Wellington and District Community Center Hall
111 Belleville St., Wellington, Prince Edward County

Saturday, April 7, 2018

Events Schedule

Friday April 6th 2018

3 p.m. – 8:00 p.m. Exhibitor Set-up @ Wellington and District Community Center Hall,
111 Belleville St., Wellington

7 p.m. – 7:30 p.m. Welcome Reception @ Chef Michael Hoy Culinary,
106 Bridge Street, Picton

7:30 p.m. – 9:30 p.m. Dinner @ Chef Michael Hoy Culinary,
106 Bridge Street, Picton

Saturday, April 7th 2018, Wellington and District Community Center Hall, 111 Belleville St., Wellington

8:00 a.m. Exhibitor Set-up

8:30 a.m. Registration opens

9:00 a.m. – 10:15 a.m. Morning seminars session 1

10:15 a.m. – 11:00 a.m. Coffee break

11:00 a.m. – 12:00 p.m. Morning seminars session 2

12:00 p.m. – 1:30 p.m. Lunch break

1:30 p.m. – 3:00 p.m. Afternoon seminars

3:00 p.m. – 4:00 p.m. Exhibitor Move Out

Trade Show

The Wellington and District Community Center has approximately 4,000 square feet of exhibition space. Up to thirty-two 10' x 10' booths are available. The Trade Show and Lunch service will be held in the Highline Hall, located in the NW corner of the building. Seminars will run in the adjacent Rotary Room.

Address:

111 Belleville Street (County Road 2)
Wellington ON, K0K 3L0

Access:

There is no motorized vehicle access within the Hall. Access doors are 7'x3', so please plan accordingly. You will not be able to get large equipment into the Hall and loading and unloading will have to be done with hand trucks (provided). Ample parking is available in the Community Center parking lot.

Hours:

Move In

Friday April 6, 3 – 8 p.m.

Saturday April 7, 8 – 8:30 a.m.

Trade Show

Saturday April 7, 8:30 a.m. – 3:00 p.m.

Move Out

Saturday April 7, 3:00 p.m. – 4:00 p.m.

Cost:

Per 10'x10' booth: \$260 +HST

Electricity surcharge: \$25

Space includes:

Each booth will be provided with:

- Two 5' x 2' tables
- Two chairs
- Coffee and breakfast snack
- Lunch tickets (up to 3)
- Show badges for attendees
- Free Wi-Fi

Electrical Service:

Electrical outlets are limited in the Wellington Hall, and are subject to a booking fee. Basic power consists of 1-110v grounded service outlet. Vendors should supply their own power strips, adaptors, etc.

Please note, no holes may be drilled, cored, nailed or punched in the building

Trade Show Floorplan:

Booth layouts will be announced by mid-March. Although PECWA will attempt to meet individual exhibitor's requests, we reserve final authority over arrangements.

Sponsorship:

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

- company name and logo prominently displayed in the Attendee program
- free electricity
- priority for booth selection
- logo linked to your company's website on the PECWA website
- opportunity to supply a single literature insert and/or promotional item in Attendee bag

Additional benefits are available through the following categories:

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.

Lunch sponsor \$300 + HST

- Name and logo displayed on signage in the lunch service area

Session sponsor \$200 + HST

- Name and logo displayed on signage in the seminar room
- Opportunity to deliver a 10 minute 'sponsored seminar' to Attendees on a topic of your choosing

Coffee sponsor \$100 + HST

- Name and logo displayed on signage in the coffee service area

Fee payment and Registration

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/>

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

- (2) Invoice and payment at the Trade Show. If you choose this method, please email Adam Dickie (adam@tortoiseortis.com) the following information by **March 15, 2018:**

- Company name and contact person
- Number of booths required
- Whether you need electricity or not
- Desired sponsorship level (if applicable)
- Number of tickets for Welcome Reception & Dinner (if applicable)

Payment is due by the morning of April 7. Please make cheques payable to 'PECWA'.

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