



WINEGROWERS  
ASSOCIATION

# 2020 Spring Tune-Up & Trade Show

## Exhibitor's Guide

**Friday, April 3, 2020**

Wellington and District Community Center Hall

111 Belleville Street (County Road 2)

Wellington ON, K0K 3L0, Prince Edward County

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February 11, 2020

The Prince Edward County Winegrowers Association (PECWA) is pleased to present the 2020 edition of the Spring Tune-Up and Trade Show, our annual meeting of grapegrowers and winemakers in the Eastern Ontario region. The event offers educational seminars, equipment demonstrations, wine tasting, and great opportunities to network with key figures in this rapidly expanding tourist area.

Trade Show exhibitors will have a chance to:

- Exhibit with 25–30 vendors at the Trade Show on Friday, April 3, 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 **four designated times** (morning breakfast, 2 coffee breaks, and lunch service) for attendees to visit vendors
- Meet over 100 attendees from the diverse wine, cider, beer, and spirits industry in Prince Edward County
- Participate in sponsorship activities that can raise brand awareness and provide targeted interactions with trade show visitors

Spring is the perfect time to visit The County: 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, but space is limited — we've sold out of booths the past 4 years running. Sign up today!

Yours Truly on behalf of PECWA,

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# Events Schedule

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## **Thursday, April 2<sup>nd</sup> 2020**

2 p.m. – 6 p.m. Exhibitor Set-up @ Wellington and District Community Center Hall

## **Friday, April 3<sup>rd</sup> 2020, Wellington and District Community Center Hall**

8:00 a.m. Exhibitor Set-up

8:15 a.m. Registration opens

8:30 a.m. – 9:15 a.m. Breakfast and Members' Meeting

9:15 a.m. – 10:15 a.m. Seminars session 1

10:15 a.m. – 10:45 a.m. Coffee break

10:45 a.m. – 1:00 p.m. Seminars session 2

1:00 p.m. – 2:00 p.m. Lunch break

1:30 p.m. – close Exhibitor Move Out

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# Trade Show

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The Wellington and District Community Center has approximately 4,000 square feet of exhibition space. Thirty 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.

A designated outdoor area exists for farm equipment demonstrations.

## **Cost:**

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

Electricity surcharge: \$25

## **Space includes:**

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

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### **Electrical Service:**

Electrical outlets are limited in the Wellington Hall, and are subject to a booking fee. Basic power consists of 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.

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## 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:

- 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

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## Accommodations:

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Prince Edward County, unfortunately, has a limited selection of hotels. Some recommended choices are:

### *Picton and Bloomfield* (15-20 mins from Wellington)

- Picton Harbour Inn, \$137/night, has a good location but the rooms are basic <http://www.pictonharbourinn.com/>
- Waring House in Picton, \$225/night <http://waringhouse.com/>
- Huff Estates Inn on the outskirts of Bloomfield, \$199/night, is another recommended choice <https://huffestates.com/the-inn/>
- Angeline's in Bloomfield <http://angelines.ca>

### *Wellington*

- Twin Birch Suites and Cottages, \$150 <https://www.princeedwardcountycottagerentals.com/>
- The Lakeside Inn, \$150 <https://www.lakesidevillageinn.com/>
- East & Main Suites, \$169 <http://eastandmain.ca/suites/>

More choice can be found in Belleville, about 30 mins from Wellington by car

- Travelodge on the Bay, \$127/night has decent rooms and is the closest Belleville hotel to PEC
- Best Western Belleville, \$130/night has good reviews and is right off the 401
- Country Inn and Suites Belleville, \$144/night, is a brand-new hotel
- Towneplace Suites Belleville, \$169, another new construction

Numerous Airbnb's or VRBO's can also be found in the region — please contact Feli if you need help with accommodations

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# 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/>

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 Feli Rakotondradany@gmail.com ([feli.rakotondradany@gmail.com](mailto:feli.rakotondradany@gmail.com)) the following information by **March 15, 2020**:

- Company name and contact person
- Number of booths required
- Whether you need electricity or not
- Desired sponsorship level (if applicable)

Payment is due by the morning of March 27. 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

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