



Saturday, 27 October and Sunday, 28 October
 Market Square Park, Roberts Road, Subiaco, Western Australia

The second annual UnWined Western Australia will be held at the end of October 2012 and is WA's own event promoting Western Australia's best wines. It is located in the heart of Subiaco attracting a premium audience and bringing our best produce to the city in one convenient location.

The successful first event has vindicated the need for a strong state based wine and food event in the city.

We welcome companies to join us and be part of this important exhibition. The event is open to WA wineries and WA based food producers and manufacturers. Restaurants are also encouraged to take part and show off the food that makes them different.

Marketing includes a presence across television, radio and of course social media, website and ENews broadcasts. An expected 3000 targeted people will attend.

Marketing

Buyer Profile will be higher social economic profile with attendance managed through marketing and price point. An extensive pre event registration campaign will be used.

Media will include television, radio, magazines, key websites.

Social media will be promoted through website, newsletters, facebook, twitter and blogs.

Publicity will use key releases through WA's wine and food media pages.

Exhibition Packages - More than just 2 days!

Participation in UnWined WA is more than just two days meeting hundreds of potential clients, each stand booked receives the following package for up to 12 months! Promotion continues from time of signing through to February each year. Your booking includes:

- Stand allocation in exhibition with access to hundreds of qualified visitors
- Listing on the UnWined WA Website with hyperlink for up to 12 months
- 190pxl x 135pxl advert on UnWined WA Website Exhibitor Guide with two updates for the year with bonus wine listing adjacent to entry advert (prepared on your behalf by CMS Events)
 This can be used for general promotion or changing sales opportunities during the period
- Paragraph with hyperlink in one E-Newsletter as part of the Feature Companies Listing
 A minimum 12 E-Newsletters will be sent promoting at least six companies per issue
- Promotional links on the UnWined WA Facebook page.

Sponsorship

Companies are encouraged to take up sponsorship which provides additional promotions and exposure. Talk to us now and find out what is available.

- Major Sponsor
- Support Sponsor
- Wine Master Class Sponsor
- Demonstration Stage Sponsor
- Regional Sponsor

General sponsor benefits available can include branding through the marketing program, on site presentations, display stand, website presence, passes or your own specific initiatives.

www.wineandfood.com.au

CMS Events PO Box 485, Mt Lawley 6029, Western Australia
 P. +61 8 9228 9166

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 E. richard@cmsevents.com.au

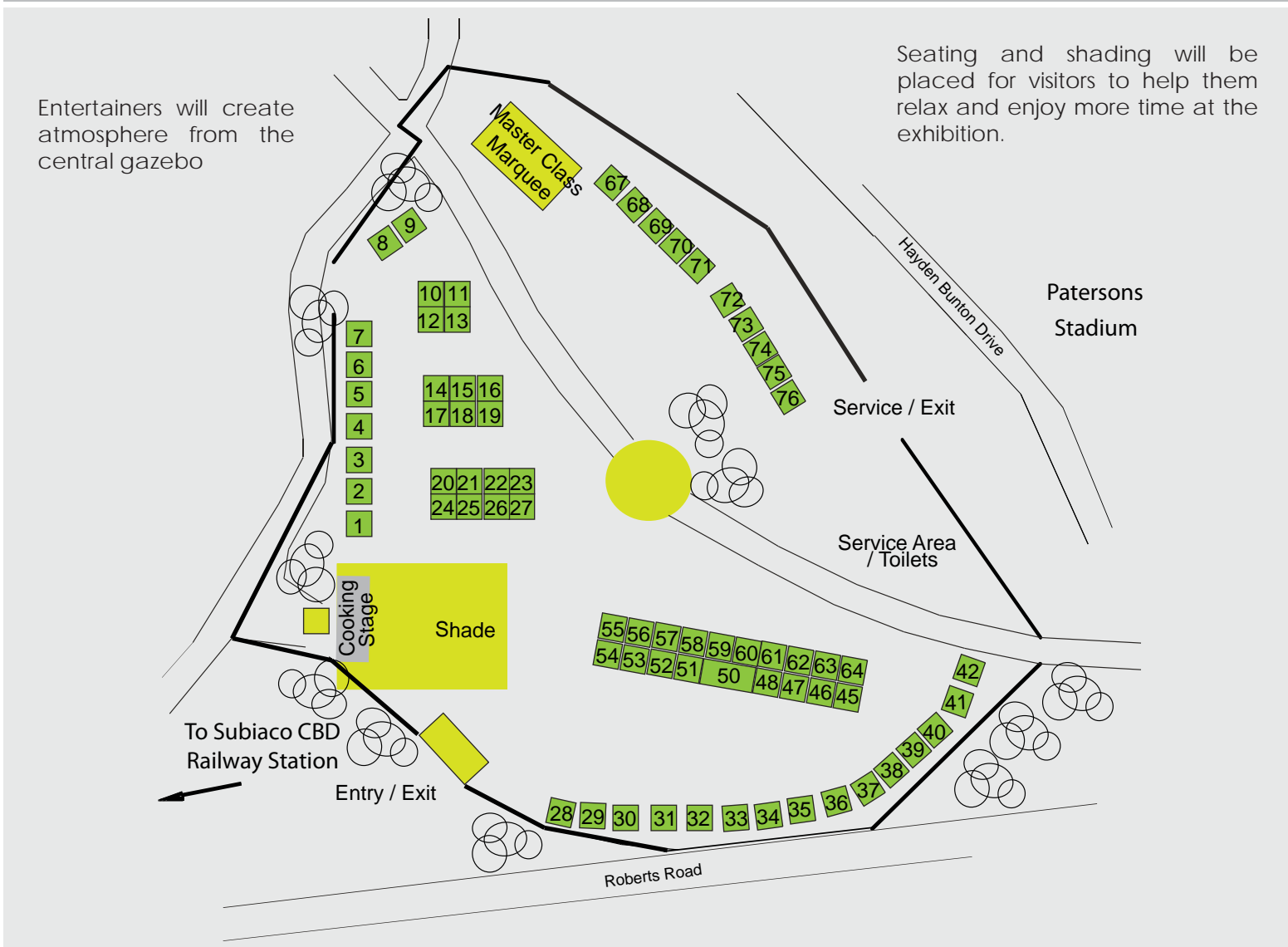


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Rates and Layout

Rates have been kept at a competitive rate and are fully inclusive for two days. Provisions include marquee, company sign, trestle, 2 chairs, spittoon, jug, water access, ice tub, 2 bags of ice per day. Power is additional \$55.00 per 10amp in selected locations.

Exhibition Rates (inc GST)	3m x 3m Marquee
3m x 3m Marquee Site	\$1,650.00
2m x 3m Part Marquee Minimum 3 in one group	\$1,100.00
Food Producer / Restaurant	\$550.00



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Registration Form

Please complete and return these details to select and reserve your site. A full application form will be sent to you with all details upon receipts. A structured payment plan is available over two or three payment, with full moneys due prior to the event.

You may call CMS on 08 9228 9166 to discuss your options, ask for Katherine or Richard.

The Liquor License Application for the event includes free tastings, sales by the glass and packaged sales.

Company Name _____

Brand Name(s) _____

Trading name on Liquor License _____

Wine Region _____

Contact Name _____

Phone _____ Mobile _____

Email _____ Fax _____

Street / PO Box _____

Suburb / Town _____ Postcode _____

Preferred Stand: 1. _____ 2. _____ 3. _____

Stand Option: Full marquee Shared marquee Food marquee

Payment Option: Two payments Three payments

Signature _____ Date _____

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