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## 2019 REGIONAL TASTING STATION GUIDELINES

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The Vancouver International Wine Festival is accepting proposals from wine organizations for Regional Tasting Stations to be located in the festival's tasting room. The purpose of these stations is to provide festival attendees with an opportunity to learn more about wines from a regional prospective.

### **Tasting Room Location and Hours of Operation:**

The 2019 festival takes place in the Vancouver Convention Centre's West Building Ballrooms on Level 1.

The festival's tasting room will be open the following days and times:

- Thursday, February 28 1:30-5:00 pm (Buyers/Trade) & 7:00-10:00 pm (Consumer)
- Friday, March 1 1:30-5:00 pm (Buyers/Trade) & 7:00-10:00 pm (Consumer)
- Saturday, March 2 2:30-5:00 pm (Consumer) & 7:00-10:00 pm (Consumer)

### **Proposal Requirements:**

Short written proposals outlining your concept can be submitted by email to Operations Director Trish Metcalfe at [trishmet@shaw.ca](mailto:trishmet@shaw.ca). The final deadline for submissions is **Tuesday, July 31, 2018**. **The deadline for wine submissions is Friday, September 14, 2018 – see further details below.** Proposals will be evaluated by the Winery Selection Committee. You will be notified of your selection by the end of September 2018.

Proposals will be evaluated and recommended by the Winery Selection Committee based on the following criteria:

1. Quality and mix of wines to be poured (evaluated after September 14, 2018);
2. Attendance by senior management from the Wine Organization;
3. Wine themes to be explored;
4. Strength of educational opportunities for consumers and trade;
5. Creative and exciting décor.

### **Wines:**

Wines proposed for Regional Tasting Stations should be submitted to Administrative Director Visnja Vukelich at [visnja@vanwinefest.ca](mailto:visnja@vanwinefest.ca), no later than **Friday, September 14, 2018**. These wines are to be arranged by the wine organization directly with wine agents (not the festival) and must be sourced from participating wineries in the 2019 festival. If it is determined that the overall messaging and concept of the Regional Tasting Station cannot be accomplished solely through products from participating wineries, additional wines may be sourced from wineries not featured in the tasting room, as long as they are represented by participating agencies in the 2019 festival. 8 x 9L cases is the minimum and 12 x 9L cases is the maximum required.

**Exhibit Space:**

Exhibit spaces are 10' x 10' and include: black pipe and drape behind the table; one 6' table; a sign; a spittoon; a water pitcher; one bus pan with ice; and one standard electrical outlet. Please note your exhibit space must be fully staffed by your organization. The festival will provide volunteers to empty spittoons, fill water pitchers, and provide ice in bus pans, but not to staff your station. Food and/or audio-visual requirements are not included in the fee, but can be arranged by the festival. You will be notified of your exact location by the end of January 2019.

**Fee:**

Fee for space is \$3,600 + 5% GST without sponsorship and \$1,800 + 5% GST with event sponsorship. For example, any wine organization that is sponsoring a selected event as part of the 2019 program is eligible for the \$1,800 + 5% GST rate.

**Access and Benefits:**

The fee includes the following:

1. One exhibitor pass for all six sessions in the tasting room;
2. Working passes for staff operating the exhibit space (max. 2 per session);
3. ¼ page colour advertisement in the tasting room program;
4. Regional Tasting Station description and logo placement in the tasting room program
5. Acknowledgement with logo of Regional Tasting Stations in the festival brochures and various marketing outlets;
6. Link to Wine Organization's URL on festival web site with description of Regional Tasting Station;
7. Exhibit space as outlined above.

Please note: Due to provincial government regulations, all pourers – including principals residing in Canada – exhibitors, staff and volunteers, must have valid Serving It Right (SIR) / Special Event Server (SES) certification or other provincial equivalent. Principals residing outside of Canada, who are representing international wineries, are exempt from this requirement, but must be accompanied by someone who has certification.

**Participating agents, wineries, wine organizations and sponsors may not stage competing public and/or private events during the week of the festival**, as this would undermine the integrity and success of the festival and all of its participants. Consequently, this will jeopardize their current and future participation in the festival.

**Payment:**

Invoices will be distributed once you are approved. Full exhibit fee payment is due within 21 days of receipt of invoice.

**For Further Information:**

Please contact Trish Metcalfe, Operations Director, should you have any questions regarding the above at 604.727.1861 or via email at [trishmet@shaw.ca](mailto:trishmet@shaw.ca). For general festival information visit [VanWineFest.ca](http://VanWineFest.ca).