
2024 REGIONAL TASTING STATION GUIDELINES

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 perspective.

Tasting Room Location and Hours of Operation:

The 2024 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 29 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 Administrative Director Visnja Vukelich at visnja@vanwinefest.ca. The deadline for proposals is **June 23, 2023**. Proposals will be evaluated by the Winery Selection Committee, and you will be notified if your proposal has been recommended for approval by the week of August 7, 2023. **The deadline for wine submissions is Thursday, September 14 – see further details below.**

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 submission);
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:

The final list of proposed wines for Regional Tasting Stations must be submitted to Administrative Director Visnja Vukelich at visnja@vanwinefest.ca, no later than Thursday, September 14, 2023. These wines are to be arranged by the wine organization directly with wine agents (not the festival), must be sourced from participating wineries in the 2024 festival. All festival sample products, including domestic, will be charged to the agent by the BCLDB at the wholesale price. 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 2024 festival. 8 x 9L cases is the minimum and 12 x 9L cases is the maximum required. Please note that all festival products will be charged to the agent by the BCLDB at the wholesale price. **All festival wines must be cleared by customs, costed and available to draw to the DDC no later than Wednesday, January 24, 2024. All wines will be drawn in full case configurations only, beginning in early January, 2024. Products that are not available to draw by Wednesday, January 24, 2024, will not be poured at the festival.** Wine Organizations must communicate that with agents during their selection process.

Exhibit Space:

Exhibit spaces are 10' x 10' and include: black pipe and drape behind the table; one 6' table; a sign; one bus pan with ice; and one standard electrical outlet. Please note that you are responsible for fully staffing your exhibit space. 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 2024.

Fee:

\$2,400 + 5% GST.

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 festival publications;
5. Acknowledgement with logo of Regional Tasting Stations in associated promotional pieces;
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 staff and volunteers must have valid Serving It Right (SIR) certification or other provincial equivalent.

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. For general festival information visit VanWineFest.ca.