



VIRGINIAWINEEXPO.COM

Dear Virginia Wine Expo Wineries and Vendors:

Happy Holidays from the Virginia Wine Expo!

Please prepare for the 5th Annual Virginia Wine Expo (VWE) on February 24-26 at the Greater Richmond Convention Center in Richmond, Virginia! The VWE is Virginia's premier wine event exclusively featuring Virginia wine.

The Virginia Wineries Association / Governor's Cup Gala presented by SunTrust will be held Thursday, February 23, at the Richmond Marriott Hotel Ballroom just one block away from the Greater Richmond Convention Center.

The Governor's Cup will be a trade only event this year and will be not open to the public. Additional information on the Governor's Cup and how Virginia wineries can participate and/or attend will be sent under separate cover. ONLY VIRGINIA WINERIES WILL BE PERMITTED TO PARTICIPATE IN THIS EVENT.

The three days of the Expo – February 24-26 – will be held at the Greater Richmond Convention Center and is open to both winery and non-winery vendors.

THE FOLLOWING INFORMATION IN THIS PACKET ONLY PERTAINS TO THE EVENTS HELD AT THE GREATER RICHMOND CONVENTION CENTER, NOT THE THURSDAY EVENING GOVERNOR'S CUP GALA.

Below please find some additional information about this years' Expo.

- Special events, such as luncheons, wine and food pairings and late-night food, wine and music parties have been added to the Expo schedule
- Approximately 10,000+ affluent attendees are expected.
- A top notch marketing plan to include commercial and public television, commercial and public radio, out-door billboard, newspaper, magazines, online and social media.
- Unique and exciting vendors will once again line the floor with items.
- Ticket prices will remain the same for the Lexus of Richmond Walk-Around Grand Tasting at \$30/\$35 in advance, \$40/\$45 at the door.



VIRGINIAWINEEXPO.COM

Please see below the schedule for the weekend.

Friday - February 24, 2012

5:30 p.m. – 10:00 p.m. Opening Night Walk-Around Grand Tasting

Saturday -February 25, 2012

12:00 p.m. – 8:00 p.m. Walk-Around Grand Tasting

1-2pm: SEMINAR – TBD

2-3pm: SEMINAR- TBD

3-4 pm SEMINAR - TBD

4-5pm SEMINAR – TBD

Sunday - February 26, 2011

12:00 – 5:00 p.m. Walk-Around Grand Tasting

SPACE RESERVATION OPTIONS

Five options are available for reserving exhibit space at the Virginia Wine Expo. The dimensions, standard amenities and prices are listed below and more than one space may be reserved. The attached OFFICIAL participation form and winery logo is due by **December 21st**. This will help us plan for appropriate space needs. **PLEASE DO NOT DELAY!**

A confirmation packet will have more specific information about the activities and schedule for the Expo and your location and general information about our room blocks at area hotels. Your booth location will be chosen by the event planner, Variant Events, LLC, **on a first-come, first-serve basis** to ensure the best flow of traffic on the show floor. You will also receive an exhibitor kit from Exhibits, Inc. The kits will offer additional furnishings and services for your booth(s).

Exhibit Space Options

40' wide x 10' deep booth (\$850):

*8 ft. high pipe & flame resistant fabric backdrops

*four 8 ft. draped table

*four folding chairs

*one wastebasket



VIRGINIA WINE EXPO

VIRGINIAWINEEXPO.COM

30' wide x 10' deep booth (\$695):

- *8 ft. high pipe & flame resistant fabric backdrops
- *three 8 ft. draped table
- *four folding chairs
- *one wastebasket

20' wide x 10' deep booth (\$600):

END CAP OPTION (FIRST COME, FIRST SERVE)

- *8 ft. high pipe & flame resistant fabric backdrops
- *two 8 ft. draped table
- *two folding chairs
- *one wastebasket

20' wide x 10' deep booth (\$475):

- *8 ft. high pipe & flame resistant fabric backdrops
- *two 8 ft. draped table
- *two folding chairs
- *one wastebasket

10' wide x 10' deep booth (\$350):

- *8 ft. high pipe & flame resistant fabric backdrops
- *one 8 ft. draped table
- *two folding chairs
- *one wastebasket

If a winery is reserving a booth, a flat fee of **\$125** will be paid to the winery for the wine that is sampled. **ALL winery logos are needed by December 21st. If you participated last year and your logo hasn't changed please indicate so on your participation form. Please email logos to jessica@echelon-events.com.**

NEW – we have listened to you and now offer the option of payment by either credit card or check/money order. If you want to pay by credit card, please fill out the credit card form below and fax or e-mail it to Jessica Braum. Directions to fax or e-mail are on the credit card form.

If payment is made via check or money order, please make payable to: **Variant Events, LLC.**

Checks should be mailed to PO Box 2487, Glen Allen, Virginia 23058.

In addition to payment, the Exhibitor must also mail or fax a copy of the **Certificate of Insurance** naming, as additional insured, Variant Events, LLC, Echelon Event Management and the Virginia Wineries Association, Inc.



VIRGINIAWINEEXPO.COM

Finally, please begin promoting the Virginia Wine Expo now! Place links on your website to VirginiaWineExpo.com and include the event in all of your calendars and newsletters (both print and electronic). Please note that a brand new VirginiaWineExpo.com website is being constructed and is expected to go live at the beginning of December.

Thank you for being a part of the 5th Annual Virginia Wine Expo!

Jessica Braum Corbett
Virginia Wine Expo 2012 Vendor Coordinator
804.305.0879: phone
804.549.5082: fax
jessica@echelon-events.com



VIRGINIA WINE EXPO

VIRGINIAWINEEXPO.COM

Official Winery/Vineyard and Vendor Participation Form 5th Annual Virginia Wine Expo: February 24, 25 and 26, 2012

Winery/Vineyard or Vendor Name: _____
(How you want it to appear in ALL of our marketing)

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____ **Cell Number:** _____

Fax Number: _____

Email address: _____

Website: _____

Electricity needed: YES NO

Package requested: 10x40 10x30 10x20 (END CAP) 10x20 10x10

Logo: Same from 2011 New 2012 logo First-time participant

Payment: Credit Card (see page 5) Check

Approximate number of volunteers (entire weekend): _____

Please fax or email to:

Jessica Braum Corbett
Phone: 804.305.0879/ Fax: 804.549.5082/Email: jessica@echelon-events.com



VIRGINIA WINE EXPO

VIRGINIAWINEEXPO.COM

PAYMENT BY CREDIT CARD FORM

You may mail this form to P.O. Box 2487, Glen Allen, Virginia 23058, email it to jessica@echelon-events.com or fax it to 804.549.5082.

Credit Card Information

Credit Card Type (please check one): VISA Mastercard Discover American Express

Credit Card Number: _____

Expiration Date: _____ CVV Code (three digit number): _____

Company Name: _____

Card Holder Name (as it appears on card): _____

Billing Address: _____

City, State, ZIP: _____

Phone Number: _____

Amount Charged: _____

Signature: _____