



Exhibitor Pack

21st – 23rd May 2018:

Exhibitors' Road Map to Export conference:

Sunday 20th May 4pm – 6.30pm

London Wine Fair,

Olympia London

Twitter and Instagram: @winesunearthed

Facebook: Wines Unearthed

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See you at The Wine Fair!

1. THE EXHIBITOR ZONE ON THE LONDON WINE FAIR WEB SITE:

In early 2018, you'll be sent details of how to connect to the exhibitor zone on the London Wine Fair web site. On this part of the site you will be able to complete all the information for the Wines Unearthed tasting brochure and the main London Wine Fair catalogue.

2. GETTING YOUR WINES TO THE SHOW:

Sensible Wine Services (SWS) is a UK based logistics company who can take delivery of your wines before the Fair from whichever transport company you or your region use to ship wines to the UK. They can then deliver the wines to the Fair for you.

It is not compulsory to use their services but it will simplify the process for you.

Please contact Sam Blackaby
Tel: +44 (0) 1622 832640
Fax: +44 (0)1622 832641
Email: sam@sensiblewine.com

SWS WILL NOT ACCEPT ANY GOODS ARRIVING FROM OUTSIDE THE UK WHERE VAT, DUTY AND EXCISE ARE UNPAID. ANY GOODS THAT ARRIVE UNPAID WILL BE RETURNED TO THE SHIPPER AND MAY THEREFORE MISS THE DEADLINES FOR THE FAIR. So you need to ensure you tell your shipper that YOU will pay all the costs.

It is entirely your responsibility to ensure your wine arrives at SWS by **MONDAY 7TH MAY 2018**

The costs to use their services are:

- £6 per 6 bottle box to receive the wine into their warehouse and deliver it to your space. (ALL duties must be paid prior to delivery to SWS)
- £6 per 6 bottle box to take your wine from Wines Unearthed back to their warehouse after the Fair. Further onward costs should be agreed with SWS.

There is a 'label' at the end of this document that you can print and use on your boxes.

3. NUMBER OF BOTTLES:

We suggest 6-9 bottles (in total) of each wine will be sufficient for the three days. However if you are only showing a limited number of wines, or are showing sparkling wines, then you may like to bring more. Ideally, if you can split your wines into separate boxes for each day this will really help you to get them out of the storage area quickly.

4. SET UP AND TIMINGS:

You can set up on Sunday 20th May from 15.00 – 16.00 and then after the Road Map to Export Seminar (which is in the same building) from 18.30 – 20.00 or on Monday 21st May from 08.00 – 09.30.

Official Opening Times

Sunday 20 th May	16.00 -18.30 (Road Map to Export Seminar)
Monday 21 st May	10.00 - 18.30
Tuesday 22 nd May	09.30 - 18.00
Wednesday 23 rd May	09.30 - 17.00

5. WHAT YOUR EXHIBITOR PACKAGE INCLUDES (per individual stand booked):

- 2m x 1.5m stand branded with your company name, your logo, your country and your stand number. It includes a counter** (with storage underneath the counter) and **shelving for displaying bottles** behind.
 - A stool**
 - A table top spittoon**
 - A foil cutter, a waiters friend corkscrew, a handful of slow pourers and bottle sealers**
 - A table top ice bucket for ice** to chill down wine
 - Ice** will be delivered to your pod once a day before the show starts. You can collect top-up ice from the nearest service point
 - Freestanding spittoons** will be placed around the area
 - Glasses** - every visitor will collect a glass on arrival. You will also have 2 additional trays of 36 glasses per pod for the show.
 - Glass Washing Service** – A glass washing service will be in operation and staff will collect your dirty trays and replace these with clean trays.
 - Water** – bottled water will be provided and will be delivered to your stand each morning
 - Wine coolers** are not included – so if you require these please bring them yourselves or order from Ev-ent Hire – lee.vipond@ev-ent.co.uk prior to the show.
 - Cleaning** – Each evening the top of your counter will be cleaned.
 - Storage** – You have free use of the Sensible Wine Services storage area at the Wine Fair (See Section 7). You also have storage space under the counter on your stand.
 - Food / water biscuits** are not included
 - PLEASE NOTE, it is not possible to have electricity on the Wines Uneathed stands, but there are plenty of places to charge devices around the exhibition hall
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6. BANNERS & LOGOS:

Please **do not** bring roll-up/pull-up banners or any floor displays. Your company name, your logo, your country and your stand number will be displayed on the backboard of your stand.

7. STORAGE:

Sensible Wine Services (SWS) can store your wine on the Grand Hall Gallery Level in Wine Store 2, opposite the Wines Unearthed area. We suggest you make use of this and only take out the wine you need each day to try to keep your space as clear as possible. Please ensure your boxes are easily identifiable.

If you book SWS to bring your wine to the Fair they will deliver all your boxes to Wines Unearthed. So once you have sorted out your bottles, you should consider moving some cases into the store to keep your space clear.

8. FOOD:

There are various catering and coffee options available in the hall including Crush, 1886 Canteen & Bar, Bar Café and Artisan Bakery which will be open during the open period.

9. WiFi:

WiFi is available free of charge at Olympia London, however this is a totally unsupported service. To gain access, users will need to complete a venue survey. Once this has been done, your login details will be sent to you by email and you will have 5 minutes to retrieve the details and login. Please note that the free venue WiFi is available at a limited speed of up to 512 Kbps per user. Whilst this will suffice for checking your emails it is not designed for video streaming or heavy use.

10. SOCIAL MEDIA:

Please join in the social media activity on instagram and twitter:

@winesunearthed @londonwinefair

Facebook: London Wine Fair and Wines Unearthed

11. CONTACTS AND ACCOMMODATION PARTNERS:

- Organisation of Wines Unearthed: Judy Kendrick and Ana Sofia de Oliveira: wu@jkmarketing.co.uk
- Sales London Wine Fair: Laura-Marie Taylor-Stoakes lm.taylorstoakes@hgluk.com & Jon Fleming J.Fleming@hgluk.com
- Accounts (inc contracts and invoicing) at London Wine Fair: Kat Smith k.smith@hgluk.com
- PR team: Sally Bishop: sally@relish-pr.co.uk.
- Accommodation:** Hotel booking for London Wine Fair 2018 is being managed by Zibrant and HotelMap. If you would like assistance with your hotel booking, you can contact our dedicated hotel adviser for the event. Please email - and send your requirements and phone number to our designated London Wine Fair Team on T: +44 (0)8434 790015 or email: accommodation@zibrant.com
- Other accommodation options: [Go Native apartments](http://www.airbnb.co.uk) – www.airbnb.co.uk

12. THE ROAD MAP TO EXPORT SEMINAR:

If you want to book your flight early, please bear in mind that the seminar about the UK market will take place on Sunday 20TH May from 16.00 – 18.30

The Wines Unearthed seminar will take place in Olympia London from 16.00 until approximately 18.30 on **the Sunday**. Visitors are particularly interested in producers who are prepared for the UK market, this is a strong selling point for them, so it is recommended that you attend this important seminar and learn all you need to enter the UK market. Topics include; pricing your wines, market structure and margins expected by channel. We'll have speakers from different areas of the wine business - all designed to help you succeed in the UK. **Two people per pod will be given complimentary entry** to the seminar.

If you want to book additional delegates please email: wu@jkmarketing.co.uk

THE ROAD MAP TO EXPORT DOCUMENT

Once you've paid for your stand you will be sent a comprehensive document that gives you a lot of information about how the UK market works. It also contains wine buyer contacts. You should use this information to pre-book appointments.

13. YOUR OWN PRE-PREPARATION:

The success of your participation depends as much on what pre-preparation you do as on how much we do. Experience tells us that you'll have a better experience if you let people know you are there, and give them good reasons to come to your stand.

See notes about the Road Map to Export Document above (section 12.)

14. REQUESTS FROM COMPANIES SELLING SERVICES:

The London Wine Fair and Wines Unearthed never sells its data. However, external companies do 'harvest' exhibitor data once it goes online. If you are at all unsure about any emails you get asking if you'll buy additional services for the Fair please contact info@winesunearthed.com

15. LABELS FOR YOUR BOXES:

IF YOU USE SENSIBLE WINE SERVICES TO DELIVER YOUR WINES **PLEASE TELL THEM IN ADVANCE**

Contact: sam@sensiblewine.com tel: +44 (0)1622 832640 and use the following label for your boxes:

TO:

Sensible Wine Services

Unit 10, Dana Trading Estate,
Transfesa Rd, Paddock Wood,
Kent, TN12 6UT

For Wines Unearthed
at London Wine Fair 2018

Case number..... of

From: (Company)

For Stand number:

Contact: (Name).....

Contact email:.....

Contact Tel:.....