



5TH EDITION

INTERNATIONAL WINE TOURISM CONFERENCE & WORKSHOP

ZAGREB, CROATIA 15-17 MARCH 2013

2013 INTERNATIONAL WINE TOURISM CONFERENCE Marketing Opportunities

Your opportunity to contact wine and travel professionals Worldwide.

Exhibit

Feature your organisation or company with a highly-visible exhibition space.

Exhibition Space

Description: Book an exhibition space in the entrance area of the conference.

Impact: Recommended for tourism bodies and wine trail promoters, a prominently positioned exhibition stand enables you to showcase your organisation, programmes, products and marketing materials to industry multipliers. Your presence over the duration of the conference will allow you to make contact with hundreds of attendees, develop leads and build your brand recognition within the industry.

Details: Fee includes a table, four chairs, power wall socket and exhibition space behind the table, 1 exhibition pass and 1 delegate badge, morning coffee break, and lunch on each day of the conference. Wine Pleasures will allocate the location of the exhibition space and comply, as far as possible, with the wishes of the exhibitor.

Pricing: 900 Euros

Advertise

Feature your organization or company by placing an advertisement in the workshop catalogues or by placing your logo and website link on the Wine Pleasures Website.

Adverts in the Conference/Workshop Catalogue

Description: Advertisement options include:

1. 1/2 page (190x130mm), black & white
2. Full page (190x270mm), black & white

3. Inside front or back cover (190x270mm), full colour
4. Outside back cover (190x270mm), full colour

Impact: All participants receive an event catalogue, which is in constant use during the event and then consulted throughout the year as a reference tool. The ability to choose the conference and workshop, as well as the catalogue in which you place an advert, enables you to deliver a targeted and lasting message.

Details: Sponsor must provide artwork: resolution of 300dpi full colour in CMYK or black & white in grayscale acceptable file extensions: PSD, TIFF, EPS, JPG, PDF or AI

Pricing:

Conference / Workshop Catalogue.

1. 290 Euros
2. 500 Euros
3. 750 Euros
4. 1,000 Euros

To book this option please complete the **Marketing Option Request Form**

Logo and Website Banner at www.iwinetc.com

Description: Include your company banner and a link to your website on the Wine Pleasures home page and throughout the website.

Impact: Each participant logs on to the Conference website and remains on the system for a certain duration to learn about other participants and updated conference speakers. Your organisation will gain significant exposure as your logo and link will be posted prominently on the entry page.

Limit: Four sponsors

Details: Sponsor must provide artwork:
resolution of 72 dpi
size: 125x125
acceptable file extensions: GIF or JPG

Pricing: 8 Euros per 1,000 page views

To book this option please complete the **Marketing Option Request Form**

Literature Display Rack

Description: Display your brochures on a literature display rack in the refreshment break area of the workshop.

Impact: Your printed materials will be visible and accessible by all conference & workshop attendees as they make repeated visits for refreshments and meet with fellow attendees.

Details: Sponsor must provide own literature, maximum size DIN A4.

Pricing: 300 Euros

To book this option please complete the **Marketing Option Request Form**

EVENTS:

Industry Presentations

Description: The opportunity to introduce your organisation or service to groups of workshop participants and address questions about your programme offerings.

Impact: During a single time-slot presentation (25 minutes) or a back-to-back time slot presentation (50 minutes) you will have a captive audience of event attendees who, by attending your session, have indicated their interest in your product offerings. This is a perfect opportunity to highlight your products, address questions and establish a dialogue with new contacts.

Details: Included in the fee is room rental, technical support, and use of an LCD projector or TV with DVD player. Presenter must bring own laptop.

Pricing: 25 min slot: 195 Euros – 50 min slot: 390 Euros

To book this option please complete the **Marketing Option Request Form**

Refreshment Points & Restaurant

Description: As the refreshment points sponsor you will have prominent branding in the highly visited coffee / tea break areas including display banners, signage and recognition in the conference/workshop catalogue.

Impact: As refreshments are provided on an all-day free flow basis throughout the duration of the workshop, these areas are frequented at all times and will guarantee you a striking visual presence throughout the event. Your organisation's display banners will feature prominently in the refreshment break areas, and signage with your company name and logo will be placed directly where coffee and tea are being served. As well, your sponsorship will be recognised in all conference/workshop catalogues.

Limit: One sponsor only.

Details: Sponsor must provide own display banners: maximum three banners

Pricing: 2,500 Euros

To book this option please complete the [Marketing Option Request Form](#)

MERCHANDISE :

Conference & Workshop Bag Branding

Description: Feature your logo, slogan and / or website address on every workshop bag.

Impact: Your large-format company logo will get maximum exposure during the event as every participant carries the workshop bag around from appointment to appointment. As these high quality bags are kept and used in the countries of the participants, your company logo will be repeatedly seen and noticed by thousands of individuals over a long duration of time, all over the world.

Limit: One sponsor only.

Details: Sponsor must provide artwork with acceptable vector files EPS, AI, FH or PS.

Pricing: 4,200 Euros

To book this option please complete the [Marketing Option Request Form](#)

Conference & Workshop Bag Insert

Description: Insert your brochure into all agent bags, all educator bags or both.

Impact: Every participant will receive a bag containing your brochure which translates into your company message being read by hundreds of workshop participants. The ability to choose the workshop, as well as the bag in which you insert your materials, enables you to deliver a powerful message to a defined target audience.

Details: Sponsor must provide own literature. Limited to one item, maximum dimension DIN A4, maximum size of 24 pages.

Pricing: 250 Euros

To book this option please complete the [Marketing Option Request Form](#)

Conference & Workshop Notebook & Pen

Description: Place your company branded notebook & pen on every workshop table, in every workshop bag and / or on the registration counter.

Impact: Every attendee will use your company pen and be reminded of your organisation. This is an excellent way of giving your brand a high profile, not only during but also long after the conference & workshop, since the notebooks and pens will be kept and used on a daily basis in professional working environments.

Limit: One sponsor only.

Details: Sponsor must provide artwork and texts

Pricing: 2,100 Euros

A unique opportunity to raise your profile to key international wine and travel professionals and organizations across the globe. Support initiatives & innovations in wine & culinary tourism as a Premier, Gold or Silver sponsor. Your support will be seen across the wine & travel world which means you will raise significantly your online brand visibility and presence.

Sponsorship Opportunities

There are many sponsorship options available to suit your needs. Please visit our site for further info or go direct by clicking on the following link: [Sponsorship Opportunities](#)

Please contact us at: info@winepleasures.com if you have any questions or wish to discuss any of the options listed above. We appreciate your taking the time to help us to make the International Wine Tourism Conference an international success.

Join our Facebook Fan Page [Facebook | International Wine Tourism Conference](#) and follow us on twitter: @iwinetc