

savour

National Capital
**Food Wine &
Beverage** Expo

15-16 NOVEMBER 2009, NATIONAL CONVENTION CENTRE



Exhibitor Prospectus

Dates

Sunday 15 November (general public day) 10.00am – 4.30pm
Monday 16 November (trade only day) 10.00am – 4.30pm

Location

National Convention Centre, Canberra,
31 Constitution Avenue Canberra City.
A short walk from the City Centre.

Features

- Food and wine matching and information sessions;
- Local chefs cooking demonstrations;
- Outdoor restaurant experience;
- Live Jazz Music;
- Local and national food and wine producers;
- Carlton Draught Beer Academy;
- The Jack Daniels Experience;
- Wyndam Estate Mobile Cellar Door.

General Admission

Public Day - \$15 (visitors aged 18+)
Trade Day - Free entry for trade and industry

Last Year's Attendance

Exhibitors 76
Public day 1500+ visitors
Trade Day 400+ visitors

Exhibitor Stand Inclusions: \$500 plus GST (minimum size)

- 3m x 3m Black PVC coated panels
- 2 x 50 Watt spotlights
- 4 amp power
- Printed Fascia

**This expo was previously known as two separate events:
Food, Wine and Spirit of the City and National Capital Liquor Expo**

Expo Overview

Savour – National Capital Food, Wine & Beverage Expo 2009 is a two day event to showcase and sell your products and services to passionate food and wine lovers and trade from the Canberra region. Over 70 exhibitors participated in last year's event with more than 1500 visitors attending the public day, and over 400 trade visitors.

With wine, beer and spirit information sessions and tastings, cooking demonstrations by top local chefs, an outdoor restaurant experience and live jazz it's set to be a highlight on Canberra's calendar of events again this spring.

As an added bonus the trade only day provides you with the chance to network and do business with the trade and industry from Canberra and surrounding regions.

Stand space is limited so don't miss out - more than half already sold

Why exhibit?

With the highest level of disposal income of any city in Australia, Canberrans know how to enjoy themselves, so there's no better place to showcase your business and sell your products to over 1500 people all in the one place. Combined with the benefits of the trade only day with more than 400 buyers why wouldn't you exhibit?

- Meet face-to-face and sell to your target customers
- Sell to hundreds of buyers
- Sample and demonstrate your products and benefits
- Secure post show sales by collecting leads
- Launch new products or services
- Increase brand awareness and market share
- Conduct market research
- Develop your sales database

New for 2009

An outdoor restaurant experience is planned for Savour 2009. An all weather marquee will host six local restaurants providing a taste of their culinary talents at a set price for visitors. If you are a restaurant interested in this opportunity please indicate this on your booking form.

91% of exhibitors surveyed in 2008 said they would definitely attend in 2009.

98% of visitors in 2008 said they would attend next year.

Visitor promotion

The show organisers are dedicated to bringing public and trade visitors to your stand with a significant visitor promotional campaign planned for 2009.



Website



Poster



TVC

TV

A television commercial will run on free to air regional networks two weeks leading into the event.

Radio

A radio commercial and ticket promotion will run on the major commercial stations one month prior to the event.

Online

- Dedicated website and monthly e-newsletter featuring exhibitor profiles;
- Online ticketing partner will allow people to purchase their tickets prior to the event;
- Online advertising and website partnerships with local 'What's On' portals.

Newspaper liftout

Dedicated official festival guide inserted into the Canberra Times two weeks prior to the event.

With an average weekly readership of 107,000 this will hit most households in the Canberra region. The guide will also be available at the Canberra Visitor centre and hotels. As an exhibitor you will be able to advertise special offers and show only deals in the guide.

Posters

500 posters will be distributed in the highest traffic flow areas in Canberra increasing awareness about the expo.

Trade

Relevant trade magazines/organisations

Who Exhibits?

You're in good company at Savour – National Capital Food Wine and Beverage Expo 2009.

Exhibitors in 2008

2CC	Fine Wine Partners	Premium Beverages
Australian Liquor Marketers	Fosters Australia	Prime Dried Foods
Alpine Berry Farm	Fruity Licious	Pukara Estate
Australian Select Wines	Grant Burge	Gypsy Jack
Canberra Raiders	Australian Vintage (Icon) ASM Liquor	Halloran Manton
Rutherglen Wine & Spirits	Baccos Bakery	Handpicked Wines
Samuel Smith & Son	Bacardi Lion	Byron Bay Brewery
Shaw Vineyard	Beelgara Estate	Independent Distillers Australia
Local Liquor	Suntory	Berton Vineyards
BDS Marketing	Tooheys	Taylors Wines
Brown Brothers Wines	Manassen Foods	The Balkan Bakery
Brown Forman	McWilliams Wines	Tyrrell's Wines
Casella Wines	Mills Display	Jack Daniels
Ulladulla Oyster Bar	Campbell's Cash & Carry	Carlton Draught Beer Academy
Mount Majura Wines	VOK Beverages	Coca Cola Amatil
Negociants	Wagonga Coffee	Constellation Wines
Oatley Wines	Water Plus	Copack Beverages
Oyster Bay	Westend Wines	De Bortolli
Parkers Organic Juices	WIN	Diageo
Passion Pasta	Windowrie	Eden Tourism
Pernod Ricard	Pheong Phang	Wine Alliance
Wyndam Estate	Essentially Eden	Pialligo Estate
World Smart Future	Z4 Wines	

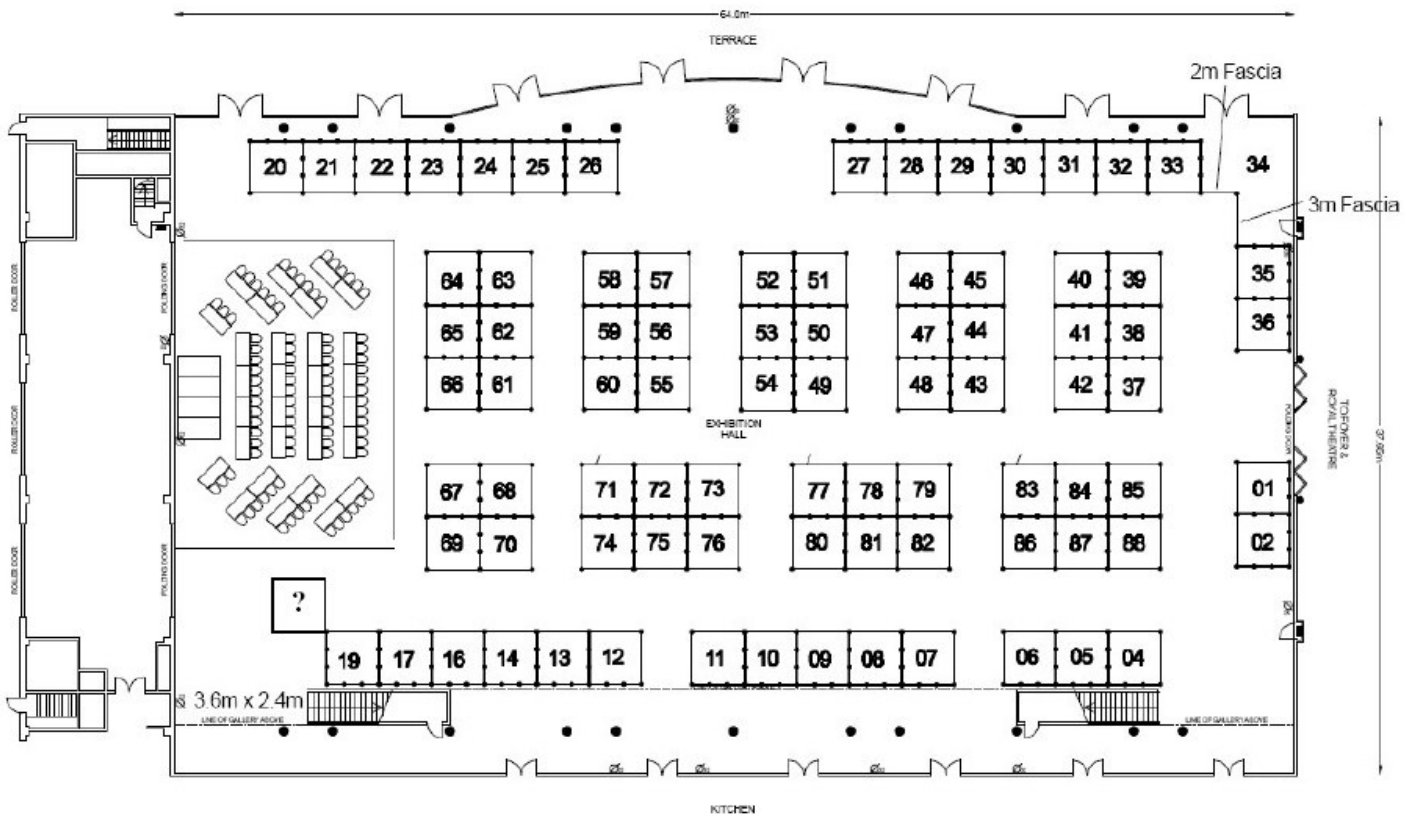


Stand Design

Need a hand to make sure your business is looking its best at the expo? Savour – National Capital Food Wine and Beverage Expo 2009 has partnered with Kennards Events Hire and Staging Connections to provide you with everything you need – from custom stand builds to audiovisual and lighting technology. Contacts will be provided with your exhibitor information kit.



Floor Plan



Booking Form

Book now to secure your stand at Savour – National Capital Food, Wine and Beverage Expo.

BUSINESS DETAILS

FIRST NAME			
LAST NAME			
EMAIL			
COMPANY			
PHONE		MOBILE	

CATEGORY

FOOD
 WINE/LIQUOR
 BEVERAGE
 SERVICES

EXHIBITOR STAND INCLUSIONS: \$500 PLUS GST (MINIMUM SIZE)

- 3m x 3m Black PVC coated panels
- 2 x 50 Watt spotlights
- 4 amp power
- Printed Fascia

PLEASE INDICATE STAND SIZE REQUIREMENTS

3m x 3m
\$500 + GST
 6m x 3m
\$1000 + GST
 Restaurant Stand
(outdoor marquee)
3m x 3m
\$500 + GST
 Other
Price on
application

ADDITIONAL INFORMATION OR REQUESTS

For information contact Vaughan Peters on 6126 8000 or Vaughan@localliquor.com.au

Please fax your booking form to (02) 6278 3988 by 30 July to secure your place.

