

ABOUT THE SHOW

The Good Food & Wine Show (GFWS) is proud to be Australia's largest and most awarded consumer food & wine show with a national audience of over 120,000 visitors to our Melbourne, Sydney, Perth & Brisbane show.

With a firmly established show format and a committed group of talented chefs, sommeliers and commercial partners, GFWS offers a unique opportunity to align your brand with Australia's most exciting food and wine event.

2021 SHOW DATES

Sydney ICC Darling Harbour:

24 – 27 June

Perth Convention & Exhibition Centre:

30 July – 1 August

Brisbane Convention & Exhibition Centre:

22 – 24 October

Melbourne Convention & Exhibition Centre:

19 – 21 November



2021 SHOW SESSION TIMES

THURSDAY:	5PM – 9PM (SYDNEY ONLY)
FRIDAY SESSION 1:	9.30AM – 2PM (SYD, MEL)
PERTH FRIDAY SESSION 1:	9.30AM – 4PM
BRISBANE FRIDAY SESSION 1:	9.00AM – 1PM
FRIDAY SESSION 2:	3PM – 8PM (SYD, MEL)
PERTH FRIDAY SESSION 2:	5.30PM – 9.30PM
BRISBANE FRIDAY SESSION 2:	2PM – 6PM
SATURDAY SESSION 1:	9.30AM – 2PM
BRISBANE SATURDAY SESSION 1:	9.00AM – 1PM
SATURDAY SESSION 2:	3PM – 8PM
BRISBANE SATURDAY SESSION 2:	2PM – 6PM
SUNDAY:	10AM – 5PM (ALL SHOWS)



KEY FACTS & FIGURES

GFWS commenced in 2000 and has showcased Australian food and wine producers to over 2.4 million consumers since its inception.

Key Facts:

- Over 300 exhibitors.
- Over 130 in-show presentations and events.
- Leading Australian chefs and industry experts at each event.
- 100 leading wine makers from across the country representing every state and a huge number of wine regions.
- Highly engaged audience of 'interactive travelers' attend the shows across Australia.

The PR value of the 2019 GFWS estimated at over \$13 million with a total media mentions count of 1529 and potential reach of over 92 million (over all four shows or average reach of 23 million per show)



PARTNERSHIP OVERVIEW

- The Good Food & Wine Show presents the perfect opportunity to showcase the amazing breadth, quality and diversity of the Margaret River region to an engaged wine enthusiast audience.
- This partnership will provide two major at-show touch points for Margaret River wineries plus a 12 month integrated marketing campaign and masterclass opportunities at show.
- One of the at show activations will be a Margaret River pavilion which will be created with a distinct look and feel, for a minimum of 8 (up to 12) wineries.
- As a distinctive feature at the show – there will be overhead banner signage, two archways plus it will be highlighted on the show guide map to ensure it is prominent and easy to find for all visitors. Slides 8-9 will provide more detail on the feature build and signage opportunities.
- The wineries and regions participation in the show will be highlighted at the show but also throughout a 12-month integrated campaign. The regional feature will receive dedicated webpages, with the opportunity for each winery to have its own profile page. Social posts and eDM inclusions will all form part of this ongoing campaign throughout 2021.



PARTNERSHIP OVERVIEW

- The Margaret River wineries within the pavilion would also own the exclusive wine pourage rights within the VIP lounge. This provides further access to affluent wine enthusiasts, an opportunity to showcase the more reserve/hard to find wines from the wineries and an extensive additional series of marketing inclusions as the wine and presenting partner for this feature.
- Good Food & Wine Show to provide for full build of the VIP lounge with fully integrated Margaret River Winery branding and signage.
- VIP ticket holders will have a premium experience and chance to really get to know the wineries in the lounge and post show all VIP ticket holder opt in data (including demographics and postcode mapping) will be given to wineries for ongoing engagement and acquisition.
- Mini seated masterclasses (up to 4 per day) within the VIP lounge – to showcase the top reserve, rare and hard find wines from the different producers. These sessions will be pre-promoted and will be another data acquisition opportunity for wineries.



PARTNERSHIP OVERVIEW

- In addition to the pavilion and VIP at show features there will be the opportunity for lots of integration into the RIEDEL Wine Theatre tastings hosted by Nick Ryan. These sessions are another key touch point at the show. GFWS will work with the participating wineries to curate some sessions ideally suited to Margaret River wines. The sessions are pre-promoted (although not ticketed) and are a key driver for further brand awareness and increase in footfall to the pavilion post a tasting with Nick.
- Nick Ryan will curate a series of sessions on the three days of the shows – working closely with the wineries. Nick will ensure key messages and at show specials are communicated to his engaged audience of keen wine tasters – and as Margaret River is in a pavilion stand it is easy for Nick to direct attendees straight to the wineries post his session to take up these at show specials.



WHY PARTNER WITH GFWS

WINERY BENEFITS & OPPORTUNITIES

Margaret River Pavilion

- Sampling to wine engaged audience (approx. 20-25K people per show)
- Bottle and Case sales within the Margaret River pavilion (In 2019, sales were \$3-\$5k per winery)
- Great data capture opportunity – very effective way of getting wine club sign ups.
- Australia Post onsite to facilitate easy shipping of Margaret River wines from the Margaret River Pavilion. Easy access for customer and great way to up sell.
- Access to emails of customers that enter the Margaret River Wine competition (est. 3,000 email addresses) – NEW FEATURE

VIP Lounge

- Your wines available in the VIP Lounge (600+ people per show)
- Access to email addresses of the VIP Lounge attendees
- Participate in mini seated tasting within the VIP lounge. Showcase rare/back vintages/new releases to an engaged affluent consumer.

RIEDEL Drinks Lab Masterclasses

- Your wines including in Nick Ryan's masterclasses at the Riedel Drinks Lab

Marketing & Communications

- Your winery featured on the VIP Lounge page of GFWS website (145K + monthly page views)
- Your winery feature in a solus Margaret River eDM (sent to approx. 44K Sydney, 42K Melbourne, 34K Perth, 25K Brisbane Show, people)
- Your winery featured in minimum of 1 social media post (approx. 4-5K impressions)
- Opportunity for a MR social media competition in 2021 – competitions on GFWS attract 9,000 + impressions)



MARGARET RIVER PAVILION INCLUSIONS

Each Winery will be provided with a stand in the pavilion which includes:

- Fascia 1 & 2 (see slide 8)
- Stand build
- Lighting
- 4amp power
- Tasting counter (this will give you a front of approximately 2m)
- 1 x stool
- New for 2021 and to further grow the presence of the pavilion on the show floor GFWS will assist in the design and build of a unique archway (see slide 9).

The pavilion will also have a large overhead banner for further presence and way finder signage.

GFWS will provide the pavilion with an electronic data scanner for visitors to scan the QR code on their ticket for a chance to win a MR prize (all ticket holders will be required to register their tickets in 2021). This is an incredibly effective data acquisition piece.



PAVILION DETAILS

1

Good Food & Wine will organise further winery signage to ensure the pavilion stands out and each winery within the pavilion has the opportunity to display their own branding/imagery.

Sign 1 will feature:

- High res winery image
- Winery logo

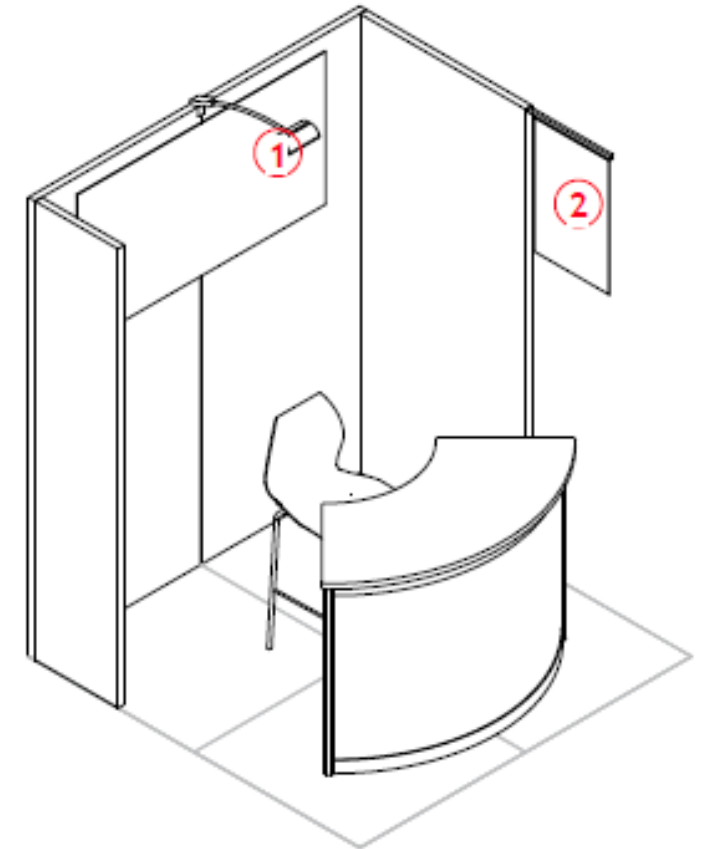
GFWS team will work with you to ensure the best design for this signage and ensure each winery's brand is represented properly.

Sign 2:

Will have consistent design to unite the pavilions wineries and the individual wineries name.

Counter:

GFWS will work with MRWA to provide well designed and attractive counters for the pavilion; that are also practical for additional storage and easy to serve customers from.



2



Please note counter for illustrative purposes only please see following slide for photos of counter from 2019

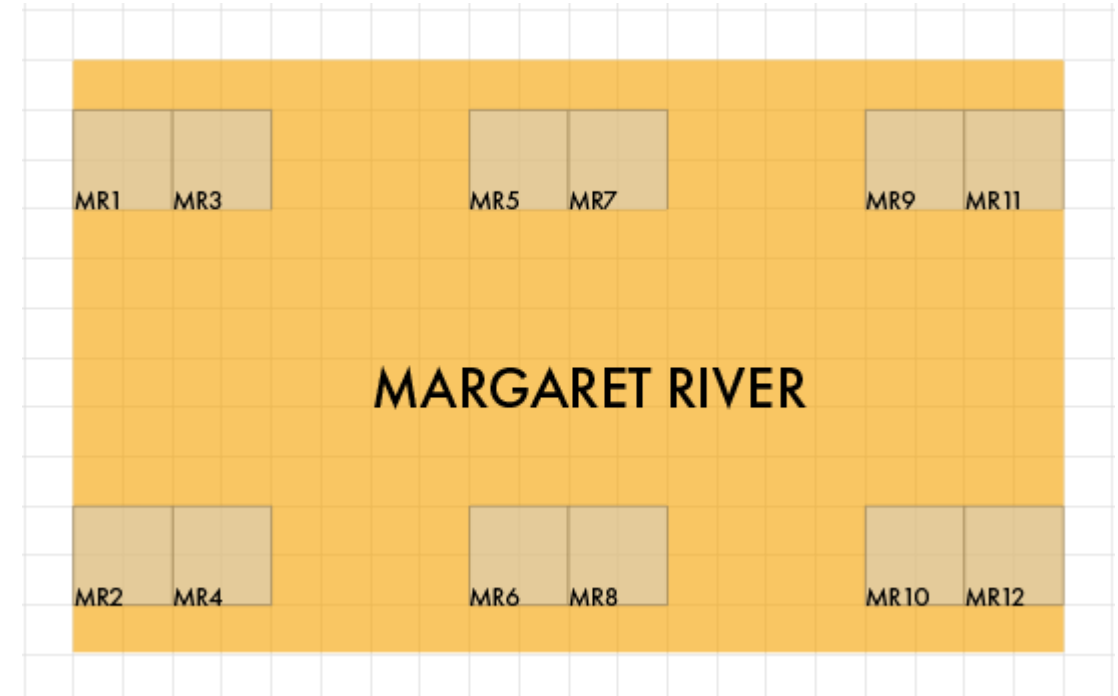


PAVILION LAYOUT

For the 2021 events to ensure an even more pleasurable visitor experience the pavilion layout have allowed for much greater space between each winery. The layout will be similar to the image on this slide.

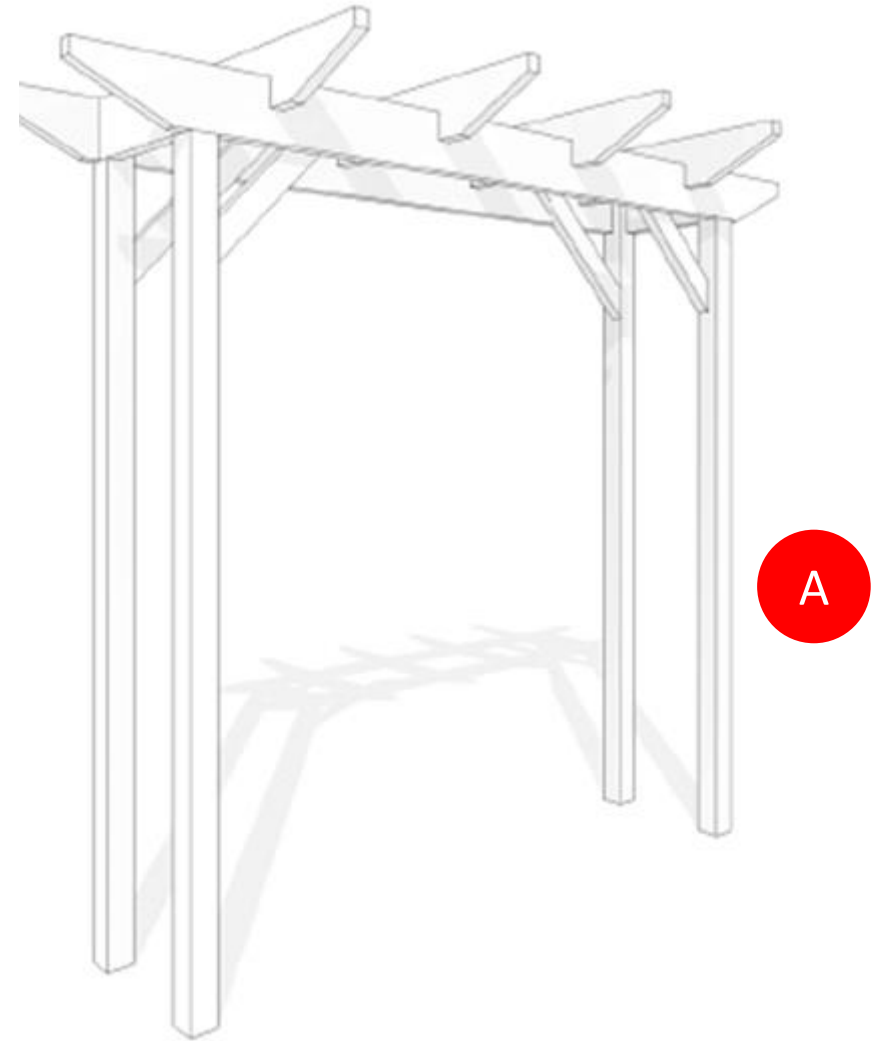
Each winery stand will have the space equating to a 2m x 2m but an additional front to serve customers (c.f. 2019).

There is also additional aisle space within the pavilion – again allowing for a more pleasurable visitor experience.



ARCHWAYS

To further make the Margaret River pavilion stand out and create a real sense that visitors are entering 'the region' GFWS will have two archways designed and built to be at each of the four shows. The archway will be distinct from the other regional pavilions at the show. Initial design example A – additional theming and signage would be added to the archway to make it stand out and give visitors a real sense of entering the feature.



THE INVESTMENT

The cost for participation is \$1,500 + GST per show plus 96 bottles of wine for the VIP lounge.

OR

The cost for participation in all 4 shows is \$5,600 + GST plus 32 dozen bottles (96 per show)

