



NEW SOUTH WALES
**CELLAR DOOR
FESTIVAL**

Grand Opening 2020

30 OCTOBER – 1 NOVEMBER, 2020

The Cutaway, Barangaroo

The event for MAKERS of wine,
craft beer, specialist spirit distillers and
gourmet food producers

www.cellardoorevents.com.au

The ultimate festival created for YOU, offering businesses a unique, entertaining and informative opportunity to showcase products, services and programs that will create new buyers for wineries, craft beer specialists and spirit distillers.

At the end of the working day or week, we seek an escape and recharge and something that is special to us!

Cooler than a food show, more interactive and interesting than a home show, it's YOUR speciality show!

There will be something for everyone, EXCLUSIVELY to NSW companies only!

THE NEW OPPORTUNITY

What is it?

A sampling and selling event which taps into the latest market trends and brings together the best of New South Wales wineries, craft beer producers and spirit distillers all under one roof. This is your chance to be part of a unique targeted event.

Action:

Contact us today if you are a NSW:

- winery
- spirit distiller
- wine tour operator
- wine giftware company
- craft beer producer
- regional wine association
- wine glass supplier
- regional food purveyor

or have any products and services that relate to the wine industry. If so, then this festival is for you. Contact us today to receive information on how you can become involved in the NSW Cellar Door Festival.





INSPIRE

What its all about

The Festival will give visitors the opportunity to try and buy, learn and explore, experience and enjoy. Visitors will take away useful information and be exposed to new beverages they will want to purchase in the future.



IMAGINE

Make on-the-spot and post-show sales

Exhibit and be part of a fresh, new market NSW CELLAR DOOR Festival is filled with the perfect combination of inspiration, supplies, education, demonstrations and entertainment. Exhibiting provides a greater level of marketing exposure and ensures that your customers will be coming to you long after the show.



Educate people about your products



Visitors want to see and try new products. Be at the Festival to educate visitors and let them try the latest you have to offer.

IMPRESS

Be part of the newest trends

Trends are changing constantly. Make sure you are there to display your hot products amongst the latest and greatest local products and put NSW at the forefront of future purchases.

Build your business

The NSW CELLAR DOOR provides exhibitors with the ideal environment to target qualified customers looking to buy specific products. Exhibiting provides the perfect opportunity to create new leads, collect a customer database and educate and inspire.



Motivate and inspire customers

Show visitors are always looking for new products and experiences. Encourage on-the-spot sales while visitors are hot with enthusiasm.



POWER OF PROMOTION

Marketing Support



To help you get the most out of your experience with us, we provide you with extensive promotional support.

- FREE promotional flyers
- FREE What's Hot on the web listing on the show website
- A committed advertising spend, radio and social media
- Exclusive listing in our new e-directory where you can upload your logo and key products
- FREE e-cards to send to customers on your database to alert them about your participation in the show
- Free website links provided to direct traffic back from your website to the event site for further information
- Assistance from our dedicated marketing and media team



- News releases about the show distributed to the public media generating pre-show and during show exposure
- FREE opportunity to conduct a stage or workshop presentation
- Opportunity to offer prizes for a visitor competition
- FREE e-newsletter providing you with the information you need to help you get the most out of your experience.





Exhibitions - the facts:

- Visitors have the chance to benefit from being able to taste your products, before they buy
- An exhibition is the most exciting and powerful sales and marketing tool available to any business today
- Make sales on the spot and for months after the event
- Meet thousands of buyers each day and establish qualified mailing lists
- Show your product or service range in 'real life' rather than in a catalogue or on the web
- Raise the profile of your business
- Take advantage of the 'excitement' of the event to initiate impulse buying
- Launch new products and receive immediate feedback.



The right tools,
the right message

SEIZE
THIS GREAT
OPPORTUNITY
TO EXHIBIT





LET US PROMOTE YOUR BUSINESS

What We Can Offer You



- Guaranteed advertising including high-reach radio stations and targeted social media as well as cross promotion to Australia's biggest consumer databases
- Our key media partners will strengthen awareness of the events and deliver a large target audience
- Our PR team ensures media releases are distributed across all areas of the media, beginning many months in advance of the event and with a stronger focus in the weeks leading up to and during the event
- Dedicated website with a complete event program. We can drive visitors to the website, with targeted email marketing campaigns and cross promotion
- Our visitor database gives us the power to conduct targeted direct mail campaigns which are proven to boost event attendance – these include everything from postcards to newsletters and more.



The Easy Steps to Exhibiting

1 Contact the Expertise Events Sales Team

Contact info@cellardoorevents.com.au for information. We have a dedicated team, covering sales, marketing, PR, customer service, design and logistics that work hard to make exhibiting easy for you

2 Book Your Stand

Our Events can accommodate many different exhibitors' needs and budgets... just ask! We have books, newsletters and web tips with advice and information on making the most of your event participation

3 Promote Your Presence

Take advantage of the exclusive sales and marketing opportunities available to all exhibitors and attract more buyers to your stand

4 Be Part of a Unique Sales Opportunity

To make exhibiting easy for you, we offer a standard package which includes a storage area for additional product, so buyers can take away on the day.



TAKE ADVANTAGE OF
EXCLUSIVE OPPORTUNITIES



You Can Depend On Us

For the past three decades, Expertise Events has continued to be a leader in organizing professional and memorable consumer and trade events. We are Australia's largest privately-owned exhibition company.



Our success is dependent on your success at our events. Your business shares the benefits of our marketing and promotional strength as well as our extensive knowledge, experience and commitment to supporting your business.

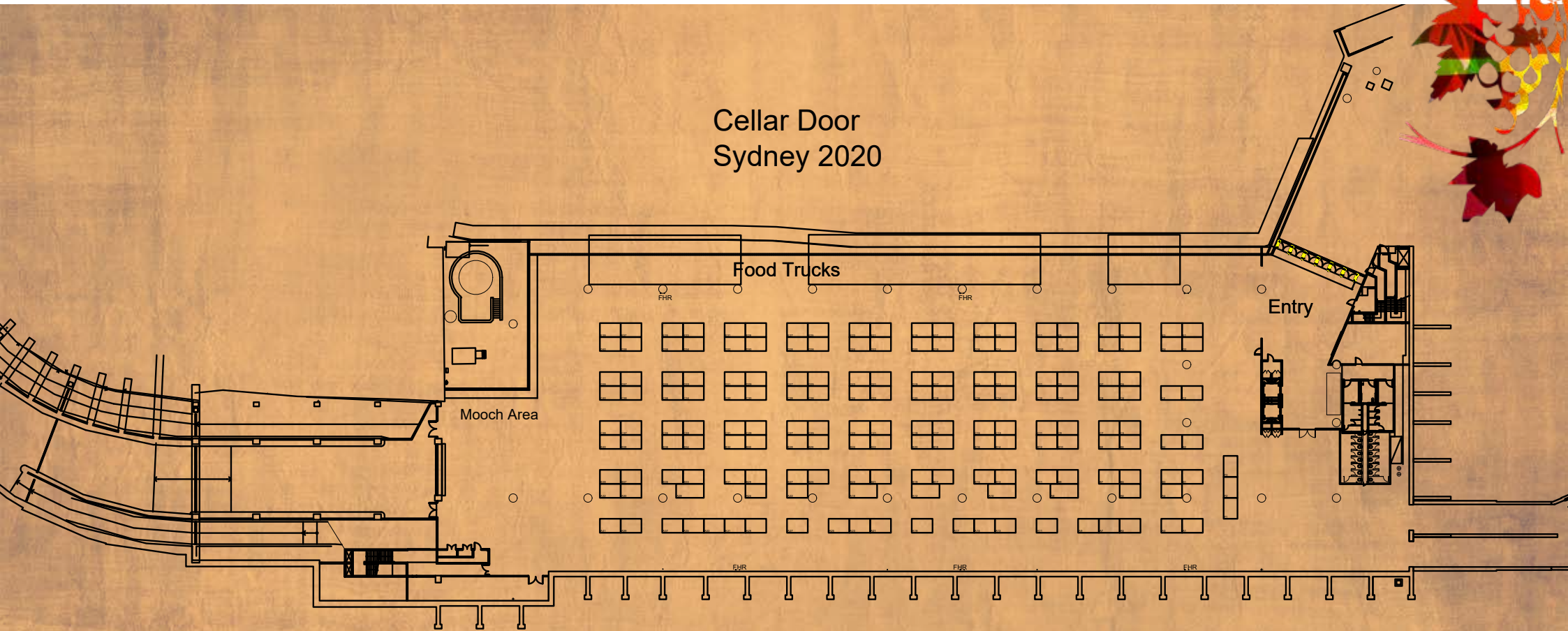
We are large enough to provide support, yet intimate enough to be totally personal. We deliver unique experiences that are beyond expectations and create loyal relationships. This allows you to grow your business through our events in the long-term.

OUR SUCCESS IS DEPENDENT ON YOUR SUCCESS



Floor Plan

The NSW Cellar Door Festival will be held at The Cutaway, Barangaroo from 30 October – 1 November, 2020.





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Expertise Events is one of Australia's leading conference and exhibition organisers. With 30 years' experience and hundreds of successful consumer and industry events behind us, we know what consumers want and how to deliver it. It's in our DNA.

CONTACT US TODAY



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