**XI F E S T I V A L of**

**SOUTH AFRICAN WINES**

**METROPOL Hotel ||| MOSCOW ||| 23 Apr 2020**

Since its inception in 2010 **the annual Festival of South African Wines in Moscow** has enjoyed a resounding success: growing in popularity from year to year and becoming the essential mark in the wine calendar of the Russian capital! Wine market professionals: sommeliers, cavists, supermarket and independent retail buyers, as well as wine journalists, experts and collectors, have the wonderful opportunity to familiarize themselves with the full range of SA wines represented in Russia and select wines for future purchases and distribution. Many participants have noticed sharp and continuing growth in sales after every Festival. The Festival plays important role in raising the image of South African and other New World wines on the Russian market.

The Festival is organized under patronage of the Embassy of South Africa in Russia and in close cooperation with the Department of Trade and Industry (the DTI). To participate in the Festival importers, distributors and producers are offered the following options:

**GENERIC TASTING AT "ONEGIN" HALL**

The generic tasting of South African wines from import portfolios of the participants is held at the "Onegin" banquet hall from 10:00 till 18:00.

* Each participant is allocated an individual exhibition and wine tasting space. The participant is provided with everything necessary for comfortable and effective wine tasting and communication with visitors: tasting table 1 x 2m., glasses, ice buckets and spittoons.
* Participants may install their advertising banners and posters behind and on the sides of the table.
* The information on each participant and the wines exhibited is entered in the Festival Catalogue.
* The participant company should supply wines for tasting, staff to man the tasting table and present wines, promotional give-away materials, and banners (optional).
* The number of tables in the hall is limited and allocations is made on the “first come – first served” basis.

**Price of the fully equipped exhibition / wine-tasting station:**

For payments made on or prior to 31 Jan. 2020 (“Early Bird” Special) - **€ 2 277**

For payments made after 31 Jan. 2020 - **€ 2 499**

The discount of 20% is applied to the second station booked, 30% - to the third

These discounts are valid only if the payment is made on or prior to 31 Jan. 2020

VAT is not included / not applicable

**MASTER CLASS ON THE BALCONY OF THE "ONEGIN" HALL**

The participant company can make use of the fully equipped seminar room for conducting a Master class to present its SA wines. This is the unique opportunity to introduce a new brand or a range of wines, and for a close interaction of a producer/supplier with the company’s customers. Master Class could also be an effective tool for stuff or client training.

* The room is fully equipped with presentation (projector & screen) and PAS systems.
* The room is fully equipped with tables, glasses for wine and water, spittoons.
* Snacks and drinking water are provided.
* Two waiters are allocated for pouring wines.
* Room capacity – 36 persons.
* Length of the Master Class – not more than 75 min.
* The participating company will need to supply wines for tasting, presenter and interpreter (if necessary).
* The number of slots for Master Classes is limited and allocation will be made on “first come – first served” basis.

**Price of a Master-Class:**

For payments made on or prior to 31 Jan. 2020 (“Early Bird” Special) - **€ 577**

For payments made after 31 Jan. 2020 - **€ 777**

For the companies booking more than one tasting station the opportunity of conducting the Master Class

is included in the price. This offer is valid only if the payment is made on or prior to 31 Jan. 2020

VAT is not included / not applicable

**ADDITIONAL OPPORTUNITIES**

The Festival participants will also be offered miscellaneous advertising and promotional opportunities, including:

* Advertising in the Festival Catalogue (please, see the Annexure A.).
* Advertising on the Festival materials: press-releases, registration forms, invitation letters, etc.
* Placing of banners in the hotel reception area and at the entrance to the “Onegin” Hall.
* Organization of dinner for the VIP guests of the Festival and private company guests with the presentation of the company’s wines.

The costs of the advertising and promotions are discussed individually.

To participate in the Festival, please fill in the enclosed Application Form.

For participant’s convenience one can apply either in Russia or in South Africa. Please, apply in the country where the payment for the participation will be made.

Please, contact the Festival Director with any questions with regard to the participation in the Festival.

Best regards,

**Vladimir Gorodkov**

Director

Festival of South African Wines
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**ANNEXURE A.**

**Prices of advertising space in the Festival catalogue.**

Festival Catalogue - A5 brochure on glossy paper - is printed in 1 000 copies and distributed to each Festival participant and guest. After the Festival the Catalogue is distributed throughout the following year at the Embassy of SA in Russia, as well as at other wine-tastings events.

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| **Position** | **Size (width х height)** | **Price, €** |
| 1. Inner side of the front cover
 | 142 х 210 мм | **500** |
| 1. Inner side of the back cover
 | 142 х 210 мм | **500** |
| 1. Back cover
 | 142 х 210 мм | **700** |
| 1. Center spread (2 pages)
 | 284 x 210 мм | **700** |
| 1. 1 page
 | 142 х 210 мм | **400** |
| 1. ½ page, vertical
 | 71 х 210 мм | **250** |
| 1. ½ page, horizontal
 | 142 х 105 мм | **250** |
| 1. ¼ page
 | 71 х 105 мм | **150** |