



THE
BIG
SHIFT

outlook

Wine Industry Outlook Conference 23-24 Oct 2012
Melbourne Convention & Exhibition Centre

National Sponsorship Prospectus

wfa Winemakers'
Federation of
Australia

Setting wine's agenda

Outlook is the wine industry's major national conference. More importantly, it is an agenda setter.

Every two years the industry's national representative body, the Winemakers' Federation of Australia, puts together a dynamic program that challenges winemakers, grape growers, managers and marketers to address their issues and plan their futures.

Input is provided by brokers, analysts, commentators and investors. The output leads to action.

Wine is a \$4 billion industry with an international reputation for quality and achievement. It employs 30,000 people directly and that many again indirectly and is a major contributor to the economic sustainability of many regional economies.

This is your opportunity to engage with the people who make it all happen and align your brand with wine's new directions.

'The 2010 WFA Outlook Conference was one of the best I have attended over my 18 years in the wine industry. I came away with a very positive 'can do' attitude. The workshops were fantastic as they provided tools that were of use which could be applied to make an actual difference to my day-to-day operations.' Ashley Ratcliff Yalumba Wine Group

Conference structure

In 2012 Outlook will be run over two days, building on the expanded model launched with great success in 2010.

Day 1 will be a "traditional" conference day of plenary sessions and panel discussions. Day 2 carries the brand of Wineskills (the industry's business development program) and incorporates a number of workshop options that build on the previous day's themes.

To elucidate the market opportunities and business development responses that address the industry's current restructuring, the 2012 conference will focus on the imperative of developing new sources of value growth, especially in Asian markets.

Day 1

Tuesday October 23, 2012

- > Plenary session
- > Conference Dinner

Day 2

Wednesday October 24, 2012

- > Workshops

Who Attends?



Sponsor benefits

Wine Industry Outlook (WIO) 2012 offers corporate sponsors valuable brand alignment opportunities.

Our core values include leadership, creativity, inspiration, innovation and integrity.

Specific benefits are associated with each of the available sponsorship packages. In addition, all sponsors receive the following benefits.

At the conference

- > Face-to-face networking with industry leaders
- > Signage opportunities and sponsor board acknowledgement
- > Profile in print and online marketing to 2700 wineries and industry stakeholders
- > Recognition (with corporate logo) on the conference website and in all published material*

Throughout the year

- > The chance to align your brand with an exciting and high-profile industry
- > Exposure to winemakers via the WFA conference website
- > An invitation to WFA's exclusive annual sponsors' event with industry leaders

Sponsorship Options (all costs ex GST)

Package	Available	Cost
Naming Rights	One	\$ 25,000
Conference Dinner	One	\$ 12,500
Delegate Satchel	One	\$ 8,500
Delegate Lanyard	One	\$ 7,500
Pocket Program	One	\$ 5,000
Satchel Insert	Six	\$ 1,900

As well as these specific options, WFA would be happy to discuss any sponsorship proposals that would benefit your company and our delegates. Our aim is to ensure sponsors receive maximum exposure for their support. To discuss sponsorship options please contact Yvonne McClaren at WFA on (08) 8222 9255 or yvonne@wfa.org.au

*Sponsorship must be confirmed prior to print deadlines.

Package opportunities

Naming Rights

\$25,000 + gst (1 only)

Major sponsor of the Wine Industry Outlook Conference 2012.

Benefits include:

> During the program

- Verbal acknowledgement at the official opening and closing of the conference
- Corporate logo (full colour) on the holding slide displayed at the beginning and end of each plenary session
- Ten minute presentation allocation to audience on day one. Time and theme to be approved by WFA

> Registration Pass

- Two full conference registrations that include attendance at all conference sessions, luncheons, morning and afternoon teas, the Conference Dinner

> Additional social event passes

- One additional ticket will be provided for the Conference Dinner

> Registration Brochure

- Corporate logo (full colour) in the registration brochure – provided confirmation of sponsorship is received prior to the release of the brochure

> Pocket Program

- Listing and corporate logo (full colour) in the pocket program given to all delegates at the conference

> Conference website

- Corporate logo (full colour) on the WFA conference website with hyperlink to your website as well as a short promotional paragraph about your company
- This site has a 12-month life expectancy

> Delegate List

- Access to the consenting delegate list. Lists will be provided twice (six weeks prior and two weeks following) to the conference with permission to communicate once only with each list, prior to commencement of the conference and then within one month from the close of the conference
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material)
- Seat drop material in plenary session on each day of conference (two x A4 pages)

Package opportunities > continued

Conference Dinner \$12,500 + gst (1 only)

The Conference Dinner is strongly attended and represents an ideal opportunity for delegates, speakers and sponsors to network in a relaxed social environment.

This event will be held at the conference venue on Tuesday 23rd October.

Benefits include:

- > The sponsor may provide a free-standing banner which will be positioned at the entrance to the dinner venue (maximum size 2m high x 1m wide)
- > Logo on the dinner menus on all tables

- > Opportunity for a company representative to present a five minute speech at the dinner (a microphone will be provided – additional audio visual is at the expense of the sponsor)
- > Sponsor may provide dinner guests with a company branded gift (sponsor to supply gifts) approved by WFA
- > Two complimentary tickets for the sponsor's nominated guests to attend the dinner
- > Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material)
- > Delegate List
 - Access to the consenting delegate list. Lists will be provided twice (six weeks prior and two weeks following) to the conference with permission to communicate once only with each list, prior to the close of the conference

Delegate Satchels \$8,500 + gst (1 only)

Each delegate attending the conference will receive a quality satchel or like product. This will be a valued event souvenir that is re-used long after the event. This long-term brand exposure is assured.

Benefits include:

- > Corporate logo printed in prominent position in full colour on the satchel product alongside the WFA logo
- > One full conference registration, including attendance at all conference sessions, lunches, morning and afternoon teas and Conference Dinner
- > Delegate List
 - Access to the consenting delegate list. Lists will be provided twice (six weeks prior and two weeks following) to the conference with permission to communicate once only with each list, prior to the close of the conference

Package opportunities > continued

Delegate Lanyards \$7,500 + gst (1 only)

An excellent promotional opportunity to have your company name/logo printed on all conference lanyards.

Benefits include:

- > Corporate logo (one colour) on all lanyards in conjunction with the WFA logo – provided confirmation of sponsorship is received prior to the creation of the lanyards
- > Delegate List
 - Access to the consenting delegate list. Lists will be provided twice (six weeks prior and two weeks following) to the conference, with permission to communicate once only with each list, prior to the close of the conference

Pocket Program \$5,000 + gst (1 only)

Upon registering, all delegates will receive a Pocket Program. This is a valuable reference tool used continually by delegates during the conference.

Benefits include:

- > Sole advertising (full colour) on back panel of Pocket Program. Print ready material in electronic format to be supplied – payment of sponsorship must be received prior to the artwork deadline
- > Delegate List
 - Access to the consenting delegate list. Lists will be provided twice (six weeks prior and two weeks following) to the conference, with permission to communicate once only with each list, prior to the close of the conference

Satchel Insert \$1,900 + gst (6 available)

Your organisation may provide promotional material to be included in all delegate satchels.

Benefits include:

- > Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material)
 - A sample or description of the print material must be submitted to the WFAs for reference at the time of booking. Participating organisations will be provided with delivery labels and details covering delivery date and quantities required about two months prior to conference.

Application form Wine Industry Outlook Conference 2012 Sponsorship

Details

Company: _____

Contact person: _____

Position: _____

Address: _____

State: _____ Postcode: _____

Phone: _____ Fax: _____

Email: _____

Level of sponsorship: Please tick

\$ 25,000 + \$ 2,500 (GST) \$ 27,500

\$ 12,500 + \$ 1,250 (GST) \$ 13,750

\$ 8,500 + \$ 850 (GST) \$ 9,350

\$ 7,500 + \$ 750 (GST) \$ 8,250

\$ 5,000 + \$ 500 (GST) \$ 5,500

\$ 1,900 + \$ 190 (GST) \$ 2,090

This product / service will be: Cash Sponsorship

Payment

Total amount: \$

Enclosed is a cheque / money order for made out to:
Winemakers' Federation of Australia
PO Box 2414, Kent Town SA 5000

Please debit my credit card:
 Visa Mastercard

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Card holder's name: _____

Expiry date: _____ / _____

Signature: _____

Date: _____ / _____ / _____

Electronic Funds Transfer (EFT):
Bank: Westpac
Account name: Winemakers' Federation of Australia
BSB: 035-000 Account: 364226
Please reference your payment with company name and WIO 2012.
Please email wfa@wfa.org.au or fax with a copy of
the remittance advice and reference invoice number.

Telephone: 08 8222 9255 Facsimile: (08) 8222 9250

Agreement

Agreement for cash investment:

I agree to abide by the terms and conditions of the WIO 2012. 50% Deposit of the total cost is included with my application. I understand the deposit must be received by WFA before sponsorship or booking can be confirmed.

I understand that this deposit is non-refundable. I understand that all applications received after 31 July 2012 must be accompanied by full payment.

Signed: _____ Date: _____ / _____ / _____

Application form WFA Conference Sponsorship > continued



Please mail or fax completed form to:

Yvonne McClaren
Manager, Member Services
Winemakers' Federation of Australia
PO Box 2414, Kent Town SA 5071

T: 08 8222 9255
F: 08 8222 9250
E: yvonne@wfa.org.au
W: www.wfa.org.au

Terms and Conditions

1. Winemakers' Federation of Australia (WFA) reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the event. Every effort will be made to maximize sponsor benefits as well as delegates' experience.
2. Selection of sponsors will be based on their ability to meet conference requirements and offer innovative solutions. WFA reserves the right, in its absolute discretion, to deny any offer of sponsorship.
3. The WFA reserves the right to vary the quoted prices in accordance with any change to the legislated rate of the GST, which is currently 10% and is applicable to all goods and services offered by the conference. All prices in this document are exclusive of GST and GST will be added to the invoice issued by WFA.
4. All sponsorship will only be confirmed on receipt of a signed application form. A tax invoice issued by WFA will be sent out for all cash sponsorship.

All cash sponsorship will only be acknowledged on the receipt of 50% deposit and a signed application form. Final payment is due by 31 July 2012.

Please note that in case of cancellation of cash sponsorship, the deposit of 50% is non-refundable.

5. After sponsorship has been accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
All cancellations must be made in writing directly to WFA.
6. No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package without WFA's approval.
7. The selection of sponsors will be based on conference requirements. WFA reserves the right, in its absolute discretion to refuse any sponsorship application. Preference will be given to potential sponsors who are WFA members, partners or member benefit suppliers.