

WHAT DO THEY SAY ABOUT VIWF?

"It is the best run and one of the best organized wine festivals in the world. I hold this up as a paragon of what can happen around the world. It's a marvellous market and the people at the festival are very wine-savvy."

Brian Lynn, Majella Wines

"The wine festival is about a wine culture. When it started you could probably fit BC wine drinkers in an intersection in downtown Vancouver. Today they're spread all across the province, they know a lot about wine and a lot of that has come from 40 festivals."

Anthony Gismondi, Vancouver Sun, GismondiOnWine.com, and more

"It's wonderful to have a chance to be here at the Vancouver International Wine Festival.... I've been to lots around the world and this is certainly one of the best and the setting is just unmatched."

Andrew Jefford, Decanter

"I'm here for the exposure to trade and consumers; I've attended every year since 1985. Vancouver is a wonderful city."

Ray Signorello, Signorello Estate

"The modernity of the city, the youthfulness of the people, the excitement for wine here – if you want to get your wines recognized, Vancouver is a good place to start."

Bill Hardy, Hardys Wines

"You see throughout the festival how your wines are being enjoyed. You can discuss ideas, you can get ideas from people who actually consume your wines."

Diogo Reis, Companhia Agrícola do Sanguinhal

"This is an elite market with a premium international niche; it's a window to Asia. It has great restaurants and plugged-in consumers."

Frédéric Mainesse, Champagne Baron Philippe de Rothschild

"The scale of it is pretty impressive. You can still do just about everything. It's kind of irresistible."

Dr. Jamie Goode, wineanorak.com, Sunday Express

"The whole organization is very well done. It's dynamic. It's good for the trade and it's good for the consumer. It's very good for business. It's a really good experience for both sides."

José Alberto Zuccardi, Zuccardi



PROMOTE YOUR BRAND AT VIWF

- v Face-to-face marketing opportunity in the Tasting Room with projected 3,000 trade and projected 7,500 consumers, media and wine collectors.
- v Winery table and sign in the Tasting Room.
- v Exhibitor badges issued:
 - International Festival Tastings (4 public sessions): maximum of three badges per session, and;
 - Trade Tastings (2 trade sessions): maximum of four badges per session.
- v Inclusion in festival marketing (NB: Marketing initiatives constantly evolve in response to new opportunities and trends; our advertising budget is largely contra/in-kind and thus dependent on sponsorships, but opportunities are expected to be similar as in the past.):
- v Publicity opportunities (~52 million media impressions): includes a festival section in the Vancouver Sun (~134K print readership; ~1.5 million online audience); television, radio, print and online coverage. Publicity opportunities are commensurate with the winery representative's stature, public speaking experience, fluency in English (and French), and special event participation.
- v Newspaper advertising: participating wineries announced in a festival ad in the Vancouver Sun (~134K print readership; ~1.5 million online audience).
- v Promotional brochure: 4-5 pages devoted to participating wineries, available for download online.
- v Tasting Room Program (~5,000 printed): winery and featured wines profiled in the Tasting Room Program, distributed to attendees prior to each of six tasting sessions; also available for download online.
- v Festival app (~2,500 users): winery and featured wines profiled, including bottle photos, note-taking and rating ability; iOS and Android.
- v Website vanwinefest.ca (~65,000 unique visits annually): participating wineries promoted on the home page; the winery page includes winery name and URL hotlink; additional promotional opportunities through special event participation.
- v E-Newsletters (~10,400 subscribers): participating winery list extensively promoted via multiple e-newsletters.
- v Social media: extensive awareness opportunities through @VanWineFest on Twitter (~12,100 followers), Facebook (~6,100 likes/~7,300 followers) and Instagram (~5,500 followers).

