



## 2018 Vancouver International Wine Festival: Theme Countries: Portugal & Spain

We are pleased to confirm that Portugal and Spain have been selected as the theme countries for the 40th Vancouver International Wine Festival (VIWF), which will take place from February 24 to March 4, 2018.

The VIWF is by far the most important annual wine trade show in Canada and is also acknowledged as one of the most respected wine festivals in the world. Last year the festival hosted 25,000 attendees and participants, including 7,500 in trade events.

Our goal is to attract 50 to 60 wineries from throughout Portugal and Spain. Space limitations within the dedicated theme country section in the Tasting Room and the response from agents representing Portuguese and Spanish wineries will ultimately determine the total number of wineries accepted by the VIWF Winery Selection Committee. This is an excellent opportunity to feature both products already in the market as well as new-to-market and unique wines.

**Please note that the VIWF Winery Selection Committee will make the final winery selections for the festival.**

There is a general winery table fee that will be invoiced by the VIWF to the agents of all participating wineries agents upon selection. This is:

- \$675 + 5% GST with a Gala auction donation that has a minimum retail value of \$600; or
- \$975 + 5% GST without an auction donation; or
- \$0 with a Gala dinner wine and an auction donation of \$600 retail.
- Note: Gala auction donations and dinner wine contributions support our designated charity, the Bard on the Beach Shakespeare Festival.

**In addition**, Portuguese and Spanish wineries selected for the 2018 Wine Festival will be required to pay the **\$1,900 + 5% GST** basic theme country fee, which includes participation in the Saturday “Theme Country Celebration Lunch: Portugal & Spain”, a wine and food extravaganza featuring all the participating Portuguese and Spanish wineries; overall costs associated with the theme country section in the tasting room, including branding and décor; promotional expenses and other theme country specific marketing support. This fee will be invoiced to agents in June, upon selection. There will be **no additional fees for the theme country section of the tasting room or Saturday lunch participation**. Portuguese and Spanish wineries will also have many opportunities to participate in multi-winery seminars (trade and consumer), dinners, lunches, brunches, minglers and wine-and-food grazing events; however, there will be additional fees for some of these events to cover associated expenses. Please see below or refer to the Special Event Wine Submission Guidelines for details.

We look forward to developing exciting, innovative special events and theme ideas that will inform, educate and entertain consumers and trade professionals about the wines of Portugal and Spain.

Winery Applications for the VIWF may be submitted by any registered and active BC wine agent on behalf of suppliers they represent in the BC market.

**Applications for the 2018 Vancouver International Wine Festival open May 1 and close May 31, 2017.**

**Vancouver International Wine Festival  
202 – 162 West 1<sup>st</sup> Avenue  
Vancouver, BC V5Y 0H6**

## **Cost Summary**

VIWF (winery table fees):

- \$675 + 5% GST with a Gala auction donation that has a minimum retail value of \$600; or
- \$975 + 5% GST without an auction donation; or
- \$0 with a Gala dinner wine and an auction donation of \$600 retail.

Theme Country Fee (additional):

- \$1,900 + 5% GST

## **Event Fees**

<b>Event Name</b>	<b>Description</b>	<b># of wines</b>	<b>Cost</b>
Portugal & Spain Theme Party	Consumer wine mingler: Wed, Feb 28, 8:00-10:00 pm	2 wines, 12 x 750 ml of each	\$300 + 5% GST
Festival Toast: Featuring Portugal & Spain	Consumer wine mingler: Thu, Mar 1, 5:45-7:00 pm	2 wines, 6 x 750 ml of each	No charge
Spain Blockbuster Seminar	Consumer seminar: Fri, Mar 2, 5:15-6:45 pm	1 wine, 12 x 750 ml	\$300 + 5% GST
Theme Country Celebration Lunch: Portugal & Spain	Consumer lunch: Sat, Mar 3, 12:00-2:00 pm	2 wines, 6 x 750 ml of each	All wineries, no charge
Portugal Blockbuster Seminar	Consumer seminar: Sat, Mar 3, 5:15-6:45 pm	1 wine, 12 x 750 ml	\$300 + 5% GST
Trade Masterclass: Cava	Trade masterclass: Wed, Feb 28, 10:00-11:30 am	1 wine, 6 x 750 ml	\$300 + 5% GST
Trade Masterclass: Sherry	Trade masterclass: Wed, Feb 28, 1:15-2:45 pm	1 wine, 6 x 750 ml	\$300 + 5% GST
Trade Masterclass: Port & Madeira	Trade masterclass: Wed, Feb 28, 3:00-4:30 pm	1 wine, 6 x 750 ml	\$300 + 5% GST
Theme Country Plenary: Portugal & Spain	Trade conference plenary: Thu, Mar 1, 9:30-11:30 am	1 wine, 12 x 750 ml	\$300 + 5% GST
Portugal Trade Seminar	Trade seminar: Fri, Mar 2, 9:30-11:15 am	1 wine, 6 x 750 ml	\$300 + 5% GST
Spain Trade Seminar	Trade seminar: Fri, Mar 2, 9:30-11:15 am	1 wine, 6 x 750 ml	\$300 + 5% GST
Annual Awards Lunch Featuring Wines of Portugal & Spain	Trade lunch: Fri, Mar 2, 11:30 am-1:15 pm	2 wines, 6 x 750 ml of each	\$300 + 5% GST

We sincerely hope you will consider this outstanding opportunity to promote your wines in the British Columbia market.

Please do not hesitate to contact me should you have any questions or need more information.



Harry Hertscheg  
Executive Director

Vancouver International Wine Festival

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