

Where Suppliers and Wine Industry Professionals Meet



# WineTech

THE AUSTRALIAN WINE INDUSTRY TRADE EXHIBITION



4-7 July 2010 | Adelaide Convention Centre | Adelaide, South Australia

Presented By:



Organised By:  Reed Exhibitions

[www.winetechexpo.com.au](http://www.winetechexpo.com.au)

**Record** visitor numbers at **WineTech 2007!**  
Over 2,100 trade visitors and over 1,650 AWITC delegates.

Source: WineTech 2007 CAB Audit & Australian Wine Industry Technical Conference

## Where Suppliers and Wine Industry Professionals Meet



### The Experience...

As an exhibitor at WineTech 2010 you will experience first hand the opportunities presented by the Australian wine industry. You will meet your potential customers face to face, offering them a hands-on experience of your products and services.

### About WineTech

WineTech 2010 will run alongside the Australian Wine Industry Technical Conference (AWITC) – the premier technical conference for viticulture and wine industry professionals in the southern hemisphere and one that attracts attention from trade personnel from around the globe. WineTech, coupled with the AWITC, creates an atmosphere of knowledge-sharing where inquiring minds look for supplier technology, expertise and equipment that will add value and efficiency across their wine business. Held every three years, WineTech 2010 is supported by the peak supplier organisation WISA (Wine Industry Suppliers Australia) and organised by Reed Exhibitions Australia.

There were over 200 exhibitors, 2100 trade visitors and 1650 AWITC delegates at WineTech 2007. WineTech has become a must attend event for all industry professionals to come together to keep abreast of the latest products and technology as well as to network with industry colleagues in a vibrant business environment.



### Why should your company exhibit at WineTech 2010?

- Meet your customers face to face
- Increase productivity
- Introduce new products
- Interact with a highly targeted audience
- Directly influence decision makers
- Gather qualified leads
- Establish a new company image

“WineTech 2007 has been fantastic. The bringing together of both the exhibition and the conference has brought a number of key players from existing customers, as well as potential customers. The number of international visitors has been great, particularly as we are involved in establishing our international business”.

**Wayne Shub, Managing Director, Memstar**

**BOOK  
YOUR STAND  
NOW!**

Don't miss your opportunity to have a presence at Australia's premier wine industry exhibition in the heart of South Australia.

**Contact Paul Baker on 02 9422 8822**

## Consider the Facts from WineTech 2007

**81%** of exhibitors stated they were 'satisfied' or 'very satisfied' with WineTech 2007.

**70%** of 2007 exhibitors indicated that they intend to exhibit at the next WineTech, while a further **21%** stated they 'possibly will'.

**93%** of visitors stated they were 'satisfied' or 'very satisfied' with WineTech 2007.

**79%** of visitors 'agree' or 'strongly agree' that WineTech is a 'must attend' event.

There were over 2100 visitors and over 1650 AWITC delegates who visited WineTech 2007 on multiple occasions.

Source: WineTech 2007 Micromex Visitor Survey, WineTech 2007 Micromex Exhibitor survey, WineTech 2007 CAB Audit

**80%** of visitors surveyed who held purchasing authority or influence saw something they were likely to buy after the exhibition.

Source: WineTech 2007 Micromex Visitor Survey



"WineTech 2007 has been a really good show for us. We've had a lot of interest from new customers, and a lot of contact with existing customers. We've seen both large and small customers; all the majors have come through, plus quite a few enquiries from the smaller customers – so a very worthwhile event for us. We'll definitely be at the next one."

**John McGovern, Sales & Marketing Manager, Cooperages 1912**

Visit [www.winetecheexpo.com.au](http://www.winetecheexpo.com.au) for all the latest information on WineTech 2010, including:

- > Updated Floorplan
- > Confirmed Exhibitor List
- > Special Features
- > Show News Updates

[www.winetecheexpo.com.au](http://www.winetecheexpo.com.au)

**WineTech 2010 will bring together buyers, specifiers, industry professionals and delegates from the following industry sectors:**

- Winemakers
- Winery Engineers
- Cellar Managers
- Cellar Staff
- Viticulturists
- Vineyard Managers
- Vineyard Staff
- Grape Growers
- Bottling and Packaging Staff
- Bottling Hall Employees
- Sales and Marketing Personnel
- Brewmasters
- Chemists, Lab Staff
- Electrical Engineers
- Maintenance Engineers, Fitters
- Technical Sales and Technicians
- Packaging Engineers and Designers
- Plant Managers
- Production Engineers, Managers
- Quality Assurance / Quality Control Personnel
- Refrigeration Engineers
- Truck Fleet Managers
- Warehouse Managers

**93%** of visitors stated they were 'satisfied' or 'very satisfied' with WineTech 2007.

Source: WineTech 2007 Micromex Visitor Survey

### **Spotlight on the Australian Wine Industry in 2008 \***

- Australian wine exports were worth \$2.46 billion
- The area of bearing vines has reached 166,197 hectares
- Wine production totalled approximately 1.23 billion litres
- Top five winegrape producing zones were Big Rivers – New South Wales, Lower Murray – South Australia, North West Victoria – Victoria, Fleurieu – South Australia, Limestone Coast – South Australia.
- Wine production industry in Australia directly employs 28,000 people\*\*

\* Source: Australian Government, Australian Wine and Brandy Corporation

\*\* Source: 2006 Census



“WineTech 2007 has been really good for us, with a combination of a lot of overseas people, as well as locals. We’ve seen a lot of interest in both the equipment and the consumables side of the business. From the first day, we’ve had a lot of visitors coming through, saying they were eager to buy, and to buy things now”.

**Marco Guglielmucci, General Manager, JB Macmahon**



### **Marketing WineTech 2010 to the right visitors**

Your investment at WineTech 2010 buys much more than just an exhibition space. We are committed to undertaking an extensive marketing campaign targeting the right customers for you. Our marketing activities include:

- **Widespread** advertising in leading **industry publications, radio** and **mainstream press advertising**
- **Engaging** a professional **Public Relations** and **Marketing team**. All exhibitors will be encouraged to submit information on their products to be displayed, or key points of interest on the stand.
- **Comprehensive email** and **direct mail** marketing campaigns in the weeks and days immediately preceding the show.



## About AWITC

The Australian Wine Industry Technical Conference is the Australian grape and wine sector's premier technical conference for winemakers, grapegrowers and other wine industry professionals. The program is presented by local and international speakers and features formal sessions and colloquia covering all aspects of grape and wine production from the vineyard to the consumer.

More than fifty workshops are held covering issues such as vineyard and winery management, market development and optimising wine flavour, through to information technology, packaging and winery engineering. Over 200 technical posters are displayed.

[www.awitc.com.au](http://www.awitc.com.au)



## About WISA

Wine Industry Suppliers Australia is the peak body representing the interests of suppliers to the wine industry. Since its establishment in 2000, WISA has worked hard to raise the profile of suppliers in the wine industry and collaborate with national peak advocacy, education and research groups to bring about benefits and best outcomes for members.

WISA members are local manufacturers, importers and service providers. WISA provides opportunities for members to promote themselves to the wine industry, acts as a representative body for the interests of members in partnership with national industry peak bodies and represents the interests of suppliers to government and the wine industry.

Key promotional activities of WISA are WineTech, the WISA WOW Award, The Supplier of the Year Awards and Gala Dinner, all of which will be run in conjunction with WineTech in 2010. Other key activities of WISA are the Unified Symposium in California, the French Tradeshows Vinitech and SITEVI and local knowledge diffusion activities.

WineTech is an important event for suppliers and customers as it is the premier opportunity for the Australian wine industry to obtain the latest technology, ideas and systems generated around the world and brought to the industry by the supply sector. It is a key opportunity for WISA's members to promote their innovative products and services.

[www.wisa.org.au](http://www.wisa.org.au)



Reed Exhibitions is the world leader in creating high profile, targeted industry events where buyers and suppliers come together to do business.

Every year we run over 470 events in 37 countries, bringing together over 7 million active event participants worldwide. With 2,700 employees in 38 offices around the globe we serve 44 industries worldwide.

Our network of offices and promoters extends to 65 countries. With more market-leading events than any other organiser, nobody delivers more business contacts than Reed Exhibitions.

As a member of the Reed Elsevier plc group, a world-leading business and information provider, Reed Exhibitions offers integrated market access programmes covering exhibitions, trade publications, direct marketing and the Internet.



**WineTech**  
THE AUSTRALIAN WINE INDUSTRY TRADE EXHIBITION



## Book your stand now!

### Paul Baker

Exhibition Manager

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### Venue:

Adelaide Convention Centre, Adelaide, South Australia

### Dates:

Sunday 4 July 2010                      6:30pm – 8pm (AWITC Delegates only, no trade visitors)

Monday 5 July 2010                      10:00am – 6pm

Tuesday 6 July 2010                      10:00am – 6pm

Wednesday 7 July 2010                      10:00am – 4pm

[www.winetechexpo.com.au](http://www.winetechexpo.com.au)

Presented By:



Australian Wine  
Industry Technical  
Conference



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