



9TH ANNUAL MIAMI INTERNATIONAL WINE FAIR EXHIBITOR REGISTRATION FORM

OCTOBER 14-17, 2010 - MIAMI BEACH CONVENTION CENTER

Instructions:

1. **Double-click on each grey field below** to enter the information requested
2. When completed **Save and Email this form** to exhibitor@miamiwinefair.com
3. Print completed form, **Sign it and fax it to 1-866-229-3031**

Company Name:

Address: _____ Suite/Office: _____

City: _____ State/Province: _____

Country: _____ Postal Code: _____

Telephone: _____ Fax: _____ E-mail: _____

Contact Name: _____ Title: _____

Do you have a US Importer? Yes No Do you have a Florida distributor? Yes No

States where you are seeking a distributor: _____

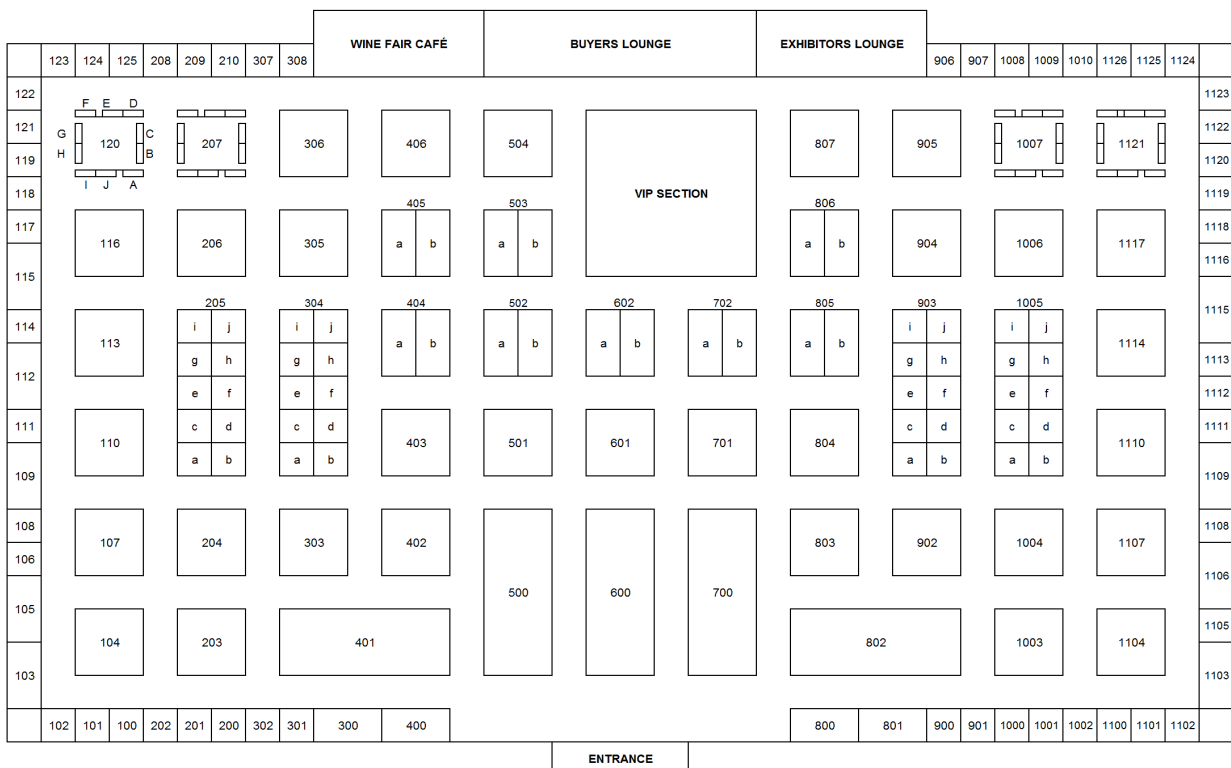
Local Contact (if any): _____ Telephone: _____ E-mail: _____

Types of products to be displayed: (check all that apply) WINE SPIRITS FOOD ACCESSORIES MAGAZINE TRAVEL

Country of origin (list all): _____ **.PRIORITY CODE** (if any): _____

Preferred Stand Number (list top 3 choices.): _____ , _____ , _____

2010 FLOORPLAN - HALL A - MIAMI BEACH CONVENTION CENTER



EXHIBITOR PACKAGES

Note: Every 6-ft tasting table in any package includes signage, ice-tray, water pitcher, ice & water service for the duration of the show, spittoon, napkins, garbage can, and two chairs. Carpeting is not included unless otherwise specified.

Table - \$1,350



6-ft table in a shared 20' X 20' pavilion located in the back rows of the floorplan, depending on availability. Actual exhibit space = 40 sqft.

Basic - \$1,875



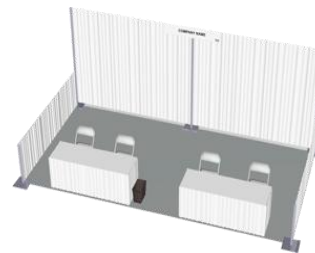
Classic 10' X 10' (100 sqft) pipe & drape booth with 6-ft table and 2 chairs. Location in the perimeter of the exhibit floor. For carpeting add \$150.

Basic Deluxe - \$3,200



10' X 10' (100 sqft) exhibit space with 8-ft hard walls, tower display, carpeting and premium location guaranteed in the middle of the exhibit floor. Wall shelving available for an additional \$50 per shelf.

Premium - \$3,600



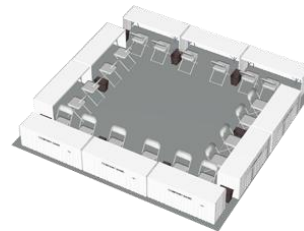
Same as basic, but twice as large, 10' X 20' (200 sqft) with two 6-ft tables and four chairs. Premium location in the perimeter of the floorplan. For carpeting add \$275.

Premium Deluxe - \$5,950



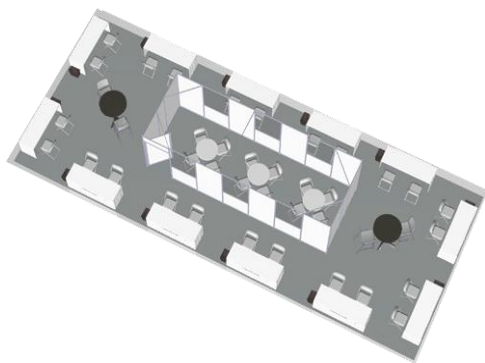
20' X 10' (200 sqft) exhibit space with 8-ft back wall, tower display, round meeting table with 3 extra chairs, 2 tasting tables, carpeting and premium location guaranteed in the middle of the exhibit floor. Wall shelving available for an additional \$50 per shelf.

20 X 20 Pavilion - \$12,500



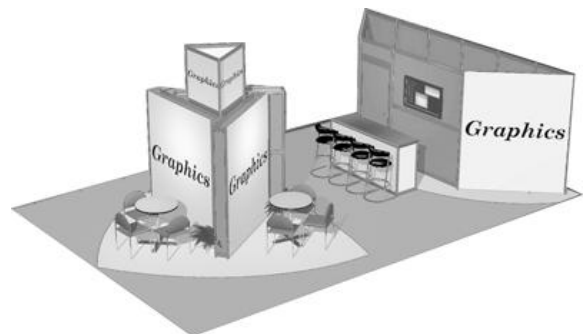
20' X 20' (400 sqft) pavilion with 10 (ten) 6-ft tasting tables and premium location guaranteed. For carpeting add \$500.

50 X 20 Pavilion - \$38,000



50' X 20' (1,000 sqft) pavilion with 12 tasting tables and a private meeting room, including 3 round tables and 12 chairs. This package also features, 2 cocktail tables, 4 stools, carpeting and premium location guaranteed. Other configurations available upon request.

Custom Pavilion - \$28.00 / sqft + Décor



Please contact our sales team to request a custom proposal for your company.

CHOOSE YOUR EXHIBITOR PACKAGE & OPTIONS (Note: Tasting floor will be open only on Oct 15th and 16th)

Packages	6 ft Tables	ft ²	Carpet	Hard Walls	Tower Display	Program Listing ¹	PRICE	#	Subtotal
TABLE ²	1	40	No	No	No	1 Basic	\$1,350		
BASIC	1	100	No	No	No	1 Basic	\$1,875		
BASIC DELUXE	1	100	Yes	Yes	Yes	1 Premium	\$3,200		
PREMIUM	2	200	No	No	No	1 Premium	\$3,600		
PREMIUM DELUXE	2	200	Yes	Yes	Yes	2 Premium	\$5,950		
20 X 20 PAVILION	10	400	No	No	No	1 Premium	\$12,500		
50 x 20 PAVILION	12	1000	Yes	Yes	No	6 Premium	\$38,000		
CUSTOM PAVILION	1 table per 50 sqft		Custom Design				\$28.0 ³ / sqft		
	(REQUIRED) Booth Cleaning Services⁴						\$ 75 / table		
	Carpeting⁵						\$150 / \$275 / \$500		
	Wall Shelving⁶						\$50 / shelf		
	Additional Basic Program Listing¹						\$ 100		
	Additional Premium Program Listing¹						\$ 250		
	Glassware⁷						\$100		
	Crackers⁸						\$30		
	Cheese & Cold Cuts Platter⁹						\$75		
	Electrical Outlet						\$125		
	Cabinet with Lock¹⁰						\$250		
	Bilingual Hostess / Model (8 hrs X 2 days)						\$600		
GRAPHICS OPTIONS	33" x 80" Roll Up Banner						\$250		
	10' X 8' Vinyl Backdrop Banner						\$450		
	12" X 17" Table Top Mini Roll Up						\$85		
SEMINARS & SPECIAL EVENTS	What Sells in America¹¹						\$100		
	Exporting Wine to the US¹²						\$275 / \$150		
	Welcome Dinner & After Party (Thu, Oct 14)¹³						\$100		
	Networking Dinner & After Party (Fri, Oct 15)¹⁴						\$150		
							TOTAL		

¹ A Basic program listing includes your company's name, booth number and contact information in the Fair's official program. A Premium program listing also includes your company's logo, your name in bold with a border frame, and up to 50 words describing your company.

² 6-Foot Table in a pavilion shared with other companies. Every table comes with signage, ice-tray, water pitcher, garbage can, two chairs, spittoon, and ice & water service for the duration of the show. Glassware must be purchased separately for \$3 per glass.

³ Price for exhibit space only. It does not include any décor or construction expenses.

⁴ Includes daily cleaning of your booth and garbage disposal for the duration of the show. The price listed is per 6 ft table included in your package. E.g., a Premium-level exhibitor would pay \$150 (2 tables X \$75.)

⁵ Carpeting costs are \$150 for a basic booth (10X10), \$275 for a Premium (20X10) and \$500 for a 20X20 pavilion.

⁶ Available only in packages with hard walls.

⁷ 18 Stölzle Grandezza 13oz professional wine tasting glasses from Austria.

⁸ Two 28-Oz packs of light-taste soda crackers ideal for palate cleansing at wine tastings. Approximately 40 servings.

⁹ 40-Oz platter of pre-sliced cheese and cold-cuts. Approximately 20 servings.

¹⁰ 77" w X 39" h X 18" d with sliding doors & lock. Can be used as tasting table. Ideal to keep your wines and personal property safe overnight or during a temporary absence from your stand.

¹¹ Go to next page for additional information.

¹² Includes 2 tickets to attend the seminar and table space in the walk-around tasting to exhibit up to 3 wines looking for a US importer. The cost of a single ticket without tasting table is \$150.

¹³ Includes 3-course prix-fix dinner with wine pairings, entrance ticket to party venue and complimentary cocktail.

¹⁴ Highly recommended. Extraordinary networking opportunity. 100+ VIP buyers in attendance. Includes buffet-style dinner with buyers, open wine bar, entrance to after-party and complimentary cocktail. Exhibitors are allowed to bring 2 wines to the event's open tasting area.

BUYERS PROGRAM

Please include additional information about your wines to help us match you with visitors interested in your products. Meetings or sales are not guaranteed, but we will do everything in our power to generate profitable meetings for your company.

Grape Varietal(s)	Appellation	Price*	States where your product IS distributed (write "none" if you are looking for an importer)

*Target retail price. If you are uncertain, please send us your ex-cellars price and your country of origin to price@miamiwinefair.com and we'll send you the estimated retail price for your wines in the US.

SEMINARS FOR FOREIGN PRODUCERS

What Sells in America

Extraordinary opportunity to taste and learn from some of the best-selling wine brands in the United States. In this innovative seminar we will taste blindly 7 successful wines from around the world while we analyze their taste profile, packaging, pricing, distribution, advertising and promotional campaigns. This presentation and open discussion will be driven by the three main factors behind a wine's success: Drinkability, Packaging & Marketing-Programming.

Exporting Wine to America

The goal of this seminar is to provide wineries that are just beginning to promote their wines in the United States with the tools they need to make the most out of their participation in the *Miami International Wine Fair*, including a basic understanding of the American wine industry, how the three-tier system works and what it takes to successfully sell wine in the world's largest wine market. Additionally, participating wineries without representation in the US will have the opportunity to showcase their wines before a select group of importers and brokers in a private walk-around tasting following the seminar. Topics covered will include: sales & growth statistics per state; detailed analysis of the three-tier system; differences between open, franchise and controlled states; pricing your wines correctly; main factors to take into consideration before setting your wines' prices; key sales drivers for importers, distributors, retailers and restaurants; logistics & supply chain management.

IMPORTANT DISCLAIMERS (please read carefully and write your initials at the bottom)

- The *Buyers Program* is designed to help every exhibitor meet potential buyers for their products. Participating buyers are required to meet with a minimum of 10 exhibitors during their visit to the Wine Fair. We carefully draft a schedule for every buyer based on their needs and the information you provide about your products, but we can't possibly guarantee that an actual match will occur or that buyers will follow the exact program we prepare for them. To give buyers the freedom they need, their schedules don't have specific meeting times. Please be ready to deal with two or more buyers coming to your booth simultaneously. **Initials:** _____
- The *Miami International Wine Fair* opens its doors on Saturday and Sunday from 11AM to 7PM. Wine aficionados can purchase tickets to enter the Fair after 4PM. 100% of the net proceeds from consumer ticket sales are donated every year to a local non-profit organization. All participating exhibitors (regardless of whether their wines are available locally or not) are required to showcase their wines both days until 7PM. **Initials:** _____

PAYMENT		TOTAL
<input type="checkbox"/> Check enclosed Make check payable to VINTRADE, LLC. EIN: 26-2139767 Mail check to 8101 Biscayne Blvd. Suite 617, Miami, FL 33138		
<input type="checkbox"/> Wire Transfer: Call our office for details: +1-866-887-WINE (9463)		
<input type="checkbox"/> Charge my credit card in the amount of \$ _____ (enter TOTAL)		
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD Credit Card Number: _____	Expiration Date: Month _____ Year: _____	
Name on Card: _____	Billing Address: _____	City: _____
State/Province: _____	Zip Code: _____	Country: _____

Signature: _____ **Title:** _____

Signature and payment must accompany this application in order to be processed. Once your application is received and approved, your company will be assigned exhibit space based on the package requested, product you intend to exhibit, origin, special requirements and space availability. No exhibit space will be assigned prior to receiving payment. VINTRADE is not responsible for generating any business opportunities for companies exhibiting at the Miami International Wine Fair. Cancellations must be received in writing prior to July 15, 2010 to qualify for a full refund minus a \$200 administrative fee. No refunds will be made after this date. VINTRADE, LLC will not be responsible or liable for any event cancellations due to natural disasters, terrorist attacks or war.