
2011 SPECIAL EVENT PARTICIPATION GUIDELINES

Special event participation is an opportunity to enhance your winery's profile in the Festival, and ideally to showcase wine(s) not poured in the International Festival Tastings. Participation in special events is optional - but encouraged - and willingness to participate in special events is given consideration by the Winery Selection Committee during the selection process.

How are the events defined?

Representatives from trade organizations, wineries, agencies and theme regions propose events annually during the online application process. Events highlight a region, varietal, winery, or theme. The Winery Selection Committee and staff then review proposals and create an event schedule, which is approved by the Wine Festival Board. Finally, the Winery Selection Committee, in consultation with the Event Chair/Moderator, confirms wine selections.

Who can participate?

Every effort is made to have the final program provide the opportunity for suppliers from all countries to participate in events. Only wineries selected to participate in the Festival may be involved in special events. Event Chairs/Moderators may, with the approval of the Wine Festival Board, select a wine from a non-participating winery should it be determined that the aim of the event would be compromised otherwise. While not all suppliers can participate in special events each year, opportunities exist for the majority. When selected to participate, the winery principal must attend the event to present their wines.

How do I submit an event proposal?

Single supplier, multi-supplier or single agency event proposals can be submitted through the Online Application System between May 15 and June 15, 2010. Winery dinner proposals can be submitted only after wineries have been selected for participation in the Festival. Applications will be accepted after the first round of selection has been announced until August 13, 2010.

Should a Special Event Proposal be accepted, the applicant becomes the designated Event Chair and will be provided with a set of Festival Special Events Guidelines and deadlines, which must be strictly adhered to. Failure to meet guideline and timeline criteria may result in the event being cancelled, at the discretion of the Wine Festival Board.

How much wine is required?

The majority of special events require a minimum of 1 x 12 (750 ml) bottle case or equivalent. Returning events such as the Bacchanalia Gala Dinner + Auction, Trade Days Lunch and Sunday Brunches have larger volume requirements. Pour sizes range from 1 to 4 ounces depending on the style and specifications of the event. One bottle per six is always factored in for corkage/flaws/breakage/spillage and/or the Gold Pass Tasting Lounge.

NEW SPECIAL EVENT PROPOSALS

New Special Event ideas can be submitted to suit the following categories:

SINGLE SUPPLIER EVENTS

Wineries or agencies must cover all costs associated with these events; including, but not limited to, venue rental, labour, food, booklet creation and printing, audio-visual equipment and glassware rental. The winery will receive recognition as an event sponsor in the Festival's brochure, website, program and on-site signage.

BOARDROOM TASTINGS

Boardroom Tastings are designed to capture the interest of wine collectors. The featured winery principal hosts these intimate tastings which are often vertical tastings stretching back several decades. Featured should be at least one of the following:

- a) the best wines
- b) the rarest wines and/or
- c) the oldest wines

It should also:

- a) include a high profile winery personality in attendance
- b) be attractive to an international media person
- c) be hosted in a donated boardroom or cellar venue; and
- d) command a minimum \$150 ticket price

Tastings will take place Wednesday, March 30 from 3:30 to 5:00 pm and 4:00 to 5:30 pm, Thursday, March 31 and Friday, April 1 from 5:15 to 6:45 pm. With the capacity limited to 36 people, a minimum of 3 bottles of each wine is required.

The winery will receive recognition as an event sponsor in the Festival's brochure, website, program and on-site signage.

INTERNATIONAL WINE PERSONALITY SEMINAR (Thursday, March 31)

A wine seminar featuring an internationally-renowned wine producer/personality who has made a global impact on the wine industry and/or wine culture. Any of the producer/personality's wines can be included in the seminar, but the agency submitting the proposal must be responsible for the logistics and costs of bringing in those wines, even if they are from suppliers not in the Festival or in their portfolio (unless pre-arrangements have been made with those agencies).

Note: Wine submissions are not required – VPIWF is looking for proposals from agencies.

MEET YOUR MATCH, PART 2 (Wine Seminar, Saturday, April 2)

Enthusiastic Wine Drinker seeks stimulating, aromatic and stylish wine with balance and complex palate for parties, dinners out and quiet evenings at home. Make a date with fascinating winery personalities from outstanding international wineries. Get up close and personal, and discover firsthand the intimate secrets of the world's greatest wine personalities – their life, loves and preferences...as they pertain to wines that is. Chaperoned by wine romantic Anthony Gismondi, you're destined to find your "perfect match."

Note: Wines will be requested and selected in September after the list of participating wineries and principals have been finalized.

WINE & FOOD GRAZING

An informal wine and food event, where patrons browse from tasting station to tasting station while enjoying light hors d'oeuvres. Integral to the success of these events is the food and wine pairing component. Wines selected will reflect a balance of varietals and styles. Principals with wineries participating in the event are required to be on hand to address questions and present their wines. This style of event requires a minimum of 8 wineries.

WINE MINGLERS

An upbeat wine tasting where patrons browse from station to station in an informal and entertaining setting. Some food is served, but patrons are advised to eat ahead of time. Principals with wineries participating in the event are required to be on hand to address questions and present their wines. This style of event requires a minimum of 8 wineries.

WINE SEMINARS

As multi-supplier events, these informative, educational seminars explore current wine industry issues, trends, regions and varietals in a classroom-style setting. Single supplier events highlight a flight or a vertical of premium wines. The seminars may be created to target public and/or trade. Wineries will be selected for participation based on quality of wine and the contribution of the proposed winery principal to the panel and discussion. Informed/dynamic wine industry professionals, educators or media moderate these discussions. If possible, the moderator should be part of the event proposal and be involved in wine and panel selection. Participating winery principals will be asked to present their wine and to participate in a panel discussion. Seminar tastings occur Thursday March 31, Friday April 1 and Saturday April 2 outside of Tasting Room hours. The case requirement depends on number of participants, including panellists.

WINERY DINNERS

Only wineries selected in the first round of selections may propose winery dinners.

Winery dinners will take place Monday, March 28, Tuesday March 29 and Sunday April 3, 2011. These multi-course meals feature participating Festival wineries working in partnership with some of Vancouver's top restaurants. Proposals for single winery or single agency dinners are due August 13th, 2010. First round winery selections will be announced in July. Trish Metcalfe, Director of Operations, will follow up with restaurants to ensure they understand the festival's payment policies and procedures. Participating winery principals are required to attend to present their wines. Complete Winery Dinner policies are available from trishmet@shaw.ca. All dinners held by participating wineries between March 28 and April 3, 2011 are considered Festival Events. Agents and wineries selected for the Festival may not stage competing events during the week of the Festival as this undermines the integrity and success of the Festival and all of its participants. Consequently, this will jeopardize their future participation in the Festival. Winery dinners require a minimum of 6 wines, the quantity of each wine depends on the capacity of the dinner.

TRADE DAYS CONFERENCE EVENTS

This three-day program, March 30 – April 1, involves over 7,500 trade attendees and participants from leading establishments in the wine, food and hospitality industry from across Canada. Representatives include owners/buyers, retailers, media, food and beverage directors, sommeliers, servers and wine industry executives. In addition to the two dedicated Trade Tastings (with Buyers Only Hour), opportunities for winery participation include wine seminars (either single or multi-supplier), lunches and an annual Wine Industry Symposium.