

## THE ON-SITE NEWSLETTER FOR WINETECH 2007 EXHIBITORS AND SUPPORTERS

### Good levels of enquiries from WineTech visitors

As I write this, mid-afternoon yesterday (Tuesday), indications are that we are on track for a very successful WineTech 2007, with exhibitors very busy all day dealing with enquiries from what have been very good visitor and conference delegate numbers.

One very gratifying trend we have identified with this year's WineTech is the high number of visitors from interstate and even overseas.

Within the next two weeks, we will send out an interim post-show report on WineTech 2007, providing unaudited visitor statistics, prior to our full audited post-show report, published within the next few months.

Please note that this edition of *WineTech ON SITE* includes critical information on the move-out process once the exhibition closes at 5 pm this afternoon. Please take a few moments to read this information carefully, and be sure to follow the instructions and guidelines provided.

If you have any queries about any of the issues raised, please do not hesitate to see us at the WineTech Customer Service Centre.

Again, thank you very much for your support for WineTech 2007, and I trust that you have had a very successful show.



*John Gorton, Director – Industrial, Reed Exhibitions*

### WineTech 2007 a successful flagship for wine industry



WineTech 2007 has been a very successful exhibition for the Australian wine industry, according to Louise Fraser, chair of Wine Industry Suppliers Australia.

"We've been very happy with the show. The organisation has made it all run very smoothly, and exhibitors are happy," she said.

"We have been very pleased with the number and quality of visitors, who have shown a lot of interest in the products on display. I think many exhibitors have also been surprised at the level of enquiries they've been receiving.

"Overall, the show has been very busy, pretty much constantly. There have been very few 'dead spots' – which we have seen in the past," said Louise.

"In addition, on behalf of WISA, I'd like to congratulate the exhibitors on the quality of their stands. Exhibitors have made a huge effort for this year's show, and that's been reflected back with visitors commenting on the friendliness and professionalism of exhibitors."

#### Key contacts

Exhibition director, John Gorton 0439 497 946

Account managers, Frank Matus 0412 987 805 or Paul Baker 0410 361 380

Operations manager, Robert McIndoe 0404 459 284

WineTech Customer Service Centre, ph 08 8210 6600, fax 08 8210 6601

PR, Mark Cherrington 0419 236 704 or John Pospisil 0425 254 765

## Minister McEwen visits WineTech



South Australia's Minister for Agriculture, Food and Fisheries, Rory McEwen, visited WineTech yesterday. Accompanied by WISA chair Louise Fraser and Kris Roberts, director Grape and Wine at SA's Department of Primary Industries and Resources, Minister McEwen visited a number of WineTech exhibitors, including Pellenc, Miller, Zork, Memstar, AP Cooperage, Australian Winemakers, Hypac and Costa Enterprises.

"I've been pleasantly surprised by WineTech; the feeling I got was very uplifting, friendly, and I was also impressed by the range and quality of the stands," said Minister

McEwen. "It leaves the Vinitech exhibition in Santiago for dead."

## Pre-show marketing pays off for JX2

At 10 am on Monday morning, more than a dozen visitors descended on JX2's stand. By 11 am the company had sold its first wine management software package.

Principals Jamie Gilchrist, Joshua Abra, and Zane Francis attribute the strong interest and early sale to the pre-show marketing they undertook, which involved mailing a survey to 1600 wineries, online advertising, and a competition with a grand prize of a luxury trip to WineTech. In addition, two weeks before the show started, 300 survey respondents were mailed a letter along with an invitation to attend WineTech.

"The pre-show marketing really paid off," said Joshua. "It's pretty clear that a number of people came to WineTech specifically to meet us, and that's due to the pre-show marketing."



*JX2 principals Joshua Abra, Zane Francis and Jamie Gilchrist*

## Provisor announces winner of sensory competition

Provisor is pleased to announce that the winner of its "sensory competition" is Joanne Madi of Windswept Wines. Competition entrants had to correctly identify the aromas in three different wine glasses.

Provisor's Nancy Davis said the competition was a good way of engaging customers and that it was a fun way of drawing people to the stand.



## Steamwand finds international interest

Steamwand has attracted both local and international interest for its Phoenix thermal weed control system at WineTech.

According to Steamwand's managing director Jeremy Winer, visitors from as far afield as France, Canada, Thailand and South America have shown "excited interest" in the Phoenix. The Phoenix uses super-heated steam to expand the cell structure of weeds, causing total and immediate wilt.

"We've been overwhelmed with the response to the idea of non toxic weed control," said Jeremy. "There's hardly a known winemaker that hasn't come to our stand."



### **JB Macmahon enjoys "good show"**

JB Macmahon is using WineTech to showcase its bottling, packaging, vintage and processing solutions, as well as its range of consumables.

It used the show to exhibit the latest manual and semi automatic bag-in-box fillers from Technibag in France – the only exhibitor to be displaying this technology, according to national sales manager Gary Clarke.

Gary said he has been very happy with the response he's received.

"The show has been very good, we're very happy with the number and quality of enquiries, and it's been an excellent opportunity to catch up with clients," he said. "Overall the displays are really good, attendance has been good, and the exhibition itself has been very well organised.

### **Pellenc's Ekidna makes its mark at the show**

Pellenc has reported an outstanding presence at WineTech 2007, using the show to launch its innovative Ekidna shoot clearing/trimming attachment, which was designed and manufactured in Australia.

According to the Ekidna's designer, Frank O'Riley, Pellenc's product development engineer, WineTech 2007 has been a "fabulous show".

"As of Tuesday afternoon, if all the orders go through, we'll sell at least 10 Ekidnas off our stand, which is unheard of at an exhibition," he said.

"People have been coming specifically to our stand to see it. They've heard about it before the show, and they want to see it.

"In general, those coming to our stand have been really interested in our products; in most cases they have been serious buyers, with genuine interest in products and they want information. There haven't been many tyre kickers.

"We've had visitors from around Australia, as well as from South America and New Zealand," Frank said.



### **What's on today?**

Conference delegates will again be visiting WineTech en masse today (Wednesday) during breaks in conference sessions. These break times are:

#### **Wednesday**

12 noon to 1 pm: Lunch break

2:50 pm to 3:30 pm: Afternoon tea break

WineTech closes at 5 pm sharp this afternoon.

For further information on any of these events, please visit the Customer Service Centre, located right next to the main hall entrance in Foyer F.

### **WineTech Best Stand Awards**

Congratulations to the winners of our best stand awards: Sopura Australia (Stand 0427), Best Shell Scheme; ZORK (Stand 0303), Best Space-Only Under 36 sq m; Classic Oak Products (Stand 0312), Best Space Only 36 sq m and Above. Each of these exhibitors have highly interactive displays with excellent product presentation and prominent branding throughout.

## Moving out instructions and guidelines for ALL exhibitors

### Exhibition move-out times

**Wednesday:** 5.30 pm-10 pm (removal of portable exhibits and displays only)

**Thursday:** 7 am-12 noon; dismantling of exhibits

**Crane/forklift movements:** Thursday has been allocated for crane work, from 9 am until 5 pm.

### Move-out plan

To provide a smooth and safe move out for all exhibitors and contractors the following move-out plan will be implemented.

#### EXHIBITION CLOSE: 5 pm, Today (Wednesday)

- Roller doors to the loading dock will only open once all members of the public are clear of the exhibition. This should be approximately 30 minutes to one hour after the exhibition has closed – or when it is deemed safe to do so.
- No alcohol is to be consumed during move out. This is a defined exhibition work site.
- Compressors and power will be turned off from 6 pm.

Exposervices will be on site from 1 pm and can assist with all logistical requirements. Please come to the Customer Service Centre (located in Foyer F) to advise of your requirements.

#### VEHICLES ON THE DOCK

- Cars will only be allowed onto the loading dock AFTER 5 pm for small goods removal. (Before this time, parking pass enforcement will occur and parking infringement notices may be issued.)
- Between 5.30 pm and 6.30 pm storage will be returned to the allocated stands.
- Only once all storage has been returned and all cars cleared from the dock – and when it is deemed safe to do so – will larger vehicles be permitted on the dock.
- Exhibitors requiring forklift work should advise their freight companies that they will not gain access onto the dock until one to two hours after the exhibition has closed.
- Contractor companies vehicles are not allowed access onto the loading dock until two hours after the exhibition has closed. Please ask them to use the car parks during this time.
- We ask that exhibitors remain patient during move out, as traffic will be heavily congested for some time.

#### MOVE OUT SAFETY

- Move out times can be dangerous. Remember this site reverts to an exhibition worksite, and safety precautions must be taken.
- All people involved in the move out must follow instructions from the loading dock and traffic directional staff, and event security.
- Forklifts are not permitted into the hall or onto the loading dock until pedestrian activity associated with car loading has been completed, or until it is deemed safe to do so.
- During the move-out time, exhibitors and contractors must wear approved high-visibility clothing at all times while on the exhibition floor once the exhibition has closed, and on the loading dock. High-vis jackets are available from the Reed Customer Service Centre which is located in Foyer F and also from the Venue Reception which is located in Foyer H.
- Please keep emergency exit aisles clear at all times.
- Please use rubbish bins provided in the halls.
- Please keep your waste on the stand; aisles are safety areas and must be kept clear. Placing rubbish in the aisles will hamper the move-out process.

#### REMEMBER

- Pedestrians should use provided walkways and be alert at doorways.
- Children are not permitted on the dock or in the hall during move out.
- For safety we aim to separate forklifts and pedestrian traffic.
- DO NOT use the car parks as loading docks, as this compromises everyone's safety.
- The Adelaide Convention Centre is a non-smoking workplace.
- **IN CASE OF EMERGENCY:** please see security or the Reed Customer Service Centre.

**YOU MUST WEAR A HI-VIS VEST DURING MOVE-OUT. IF YOU DO NOT HAVE ONE, HI-VIS VESTS ARE AVAILABLE FOR \$5 EACH FROM THE CUSTOMER SERVICE CENTRE.**

For any other enquiries or assistance, please Contact Reed Operations: Robert McIndoe, 0404 459 284 or come to the Reed Customer Service Centre.