

Wine Pleasures Workshops  
WHERE BOUTIQUE WINE PRODUCERS  
AND WINE IMPORTERS CONNECT  
**MARKETING & SPONSORSHIP OPPORTUNITIES**

*Wine Pleasures*





## BUYER MEETS ITALIAN CELLAR

26 - 28 October 2015

## BUYER MEETS IBERIAN CELLAR

1 - 3 February 2016



## WINE PLEASURES WORKSHOPS

Attended by around 40 - 50 boutique wine producers and 40 - 50 wine importers from more than 20 countries, it involves a 3-day programme of one to one personalized meetings and guided wine tastings as well as lunches and dinners. This offers participants a unique opportunity to discover boutique wines and producers.

In addition, there are several Master Classes scheduled over the 3 days which enables wine importers to better understand specific terroirs and wine regions.

Plus, there is a 3 day/2 nights winery visit programme for selected wine buyers once the Workshop has ended.

Countries represented at Wine Pleasures Workshops include:

Argentina	Canada
India	Norway
Switzerland	Venezuela
Australia	China
Ireland	Netherlands
Thailand	Philippines
Austria	Russia
Italy	Czech Republic
Turkey	Poland
Belgium	Estonia
Japan	Portugal
United Arab Emirates	Finland
Latvia	France
United Kingdom	Singapore
Brazil	Georgia
Mexico	Germany
United States of America	Spain
Bulgaria	Sweden





## WHO ATTENDS THE WINE PLEASURES WORKSHOPS?

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Decision making wine importers are carefully selected to attend each event. We look at wine importer needs, solvency and reputation. All buyers are required to pay a registration fee and in most cases are covering part of the travel costs to and from the event venue.



### WORKSHOP PROGRAMME FORMAT

#### DAY 1

- 09.00 - 15.00 Arrival Buyers & Workshop Table Set up
- 16.30 - 17.30 Master Class
- 18.00 - 19.00 Master Class
- 19.15 - 20.15 Workshop Tasting & Appointment Setting
- 20.30 Dinner & Wine Matching

#### DAY 2

- 09.30 - 12.30 Workshop Meetings
- 12.30 - 13.30 Master Class
- 13.30 - 16.00 Lunch & Wine Matching + Free Time
- 16.00 - 19.30 Workshop Meetings
- 20.30 Dinner & Wine Matching

#### DAY 3

- 09.30 - 13.00 Workshop Meetings
- 13.30 - 15.00 Lunch & Wine Matching
- 15.00 End of Workshop. Winery visit programme begins for selected buyers



## YOUR ROLL UP BEHIND THE EVENT REGISTRATION DESK

Place your roll up behind our registration and help desk and be noticed for the duration of the event.

3 AVAILABLE

50 €



## WELCOME GIFT FOR WINE IMPORTERS

Surprise wine importers by placing a personalized gift (*provided by you*) from your winery and/or region in the bedroom of each participant.

3 AVAILABLE

65 €



## SEMINAR

Deliver a seminar based on your area of expertise in the Workshop programme on a topic of interest such as wines produced from organic grapes, Biodynamic - what's that? Natural Wines, Sulphites to be or not to be...

*Duration 30 mins (20 mins presentation + 10 mins for questions).*

If you would like to extend the seminar with a wine tasting then you should take the Master Class option below.

**2 AVAILABLE**

**300 €**



## WINE TASTING MASTER CLASS

Master Classes aim to explore the wines of a country, (region or DO), grape variety or producer.

Fully equipped private meeting room with tables and chairs for up to 40 attendees. Wine glasses, water, spittoons, pourers, notebook and pens included in the investment.

Duration 1 hour.

**3 AVAILABLE**

**2.500 €**





### BADGE AND BADGE LANYARDS

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Exclusive branding of the Wine importer's name badge and lanyards. Get noticed and be remembered.

Branded lanyards to be provided by sponsor.

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1 AVAILABLE

**260 €**



### EMAIL MARKETING BLAST

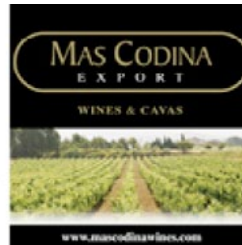
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Take advantage of our comprehensive database of 18,000 + wine importers and gain leads to increase wine exports.

Sponsor provides mail shot text (*with hyper links*) and one image.

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**950 €**



## BANNER ADVERTISE ON THE WINE PLEASURES WEB SITE

Target both wine professionals and end consumers by having your banner hosted on the event website with a hyperlink to your own site.

Banner size 125 x125.

Price per 1000 clicks on your banner (*min order 3,000 clicks*).

**25 €**



## ADVERTISE IN THE BUYERS HANDBOOK

Each participating wine importer is given a copy of the Buyer Handbook which contains producer profiles and space to write tasting notes during the workshop meetings. The handbook is kept by the buyer as it contains all info related to meetings. Feature your organization or company by placing an advertisement in the workshop catalogue.

**DESCRIPTION:** Advertisement options include:

- 1.** Full page (190×270mm), full colour.
- 2.** Inside front or back cover (190×270mm), full colour.
- 3.** Outside back cover (190×270mm), full colour.

**1 95 €**

**2 125 €**

**3 200 €**



# *Wine Pleasures*

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If you would like a tailor-made Sponsorship package or simply need clarification on any of the above options, please contact us on:

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✉ [info@winepleasures.com](mailto:info@winepleasures.com)

☎ 34 93 897 34 57 44

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