



# Your Gateway to New Markets

## exhibit @ Wine & Gourmet ASIA

Macao / China  
22 – 24 October 2009

### The Australian 'Wine' Pavilion

Fairlab, the official Australian representative of **Wine & Gourmet ASIA 2009** organiser Koelnmesse, is proudly launching a pavilion concept exclusively for Australian winegrowers and -exporters - allowing you to introduce your product range to buyers from all over Asia but still keeping your resources and budgets at a minimum.

Quality Wine Labels from Australia have an increasing demand all over Asia. Due to this development the Australian 'Wine' Pavilion at **Wine & Gourmet ASIA 2009** will attract trade visitors such as Wine Importers, Distributors and Wholesalers as well as Hospitality Professionals. Take advantage of this outstanding opportunity and expand your sales to Asia by displaying your wine range within this eye-catching **Australian-branded** pavilion!

Fairlab has up to ten spaces offered on a first-come, first-serve basis. Registration Deadline is 31 August 2009.

### The Trade Show



**Wine & Gourmet ASIA** is the only international trade fair in Asia Pacific region supported by an extensive side program ranging from cooking competitions, demonstrations, wine sessions, hospitality forum to Asian Cocktail championship, which is an

attraction by itself. The trade fair is dedicated to showcasing the full spectrum of products from the wine and gourmet food, hotel and foodservice equipment as well as supplies and services industries.

The hype behind the new Macau was proven at **Wine & Gourmet ASIA 2008** when more than 60% of the visitors came from outside Macau.

[www.wineandgourmetasia.com](http://www.wineandgourmetasia.com)



*For illustration only, final layout depends on number of participating companies!*

### The Budget

The package includes shared area with Australian entities + the following

- 'Australian branded' Premium Structure and Design
- Furniture (1 bar table, 2 bar stools, 1 lockable reception counter, 1 system wine rack with 2 spotlights and power socket)
- Fascia Company Name
- Storage Room with 12 nos of shelves per exhibitor
- Wine Glasses and shared Dishwasher
- Catalogue and Online Listing
- 2 Exhibitor Passes
- Joint Trade Show Press Release
- Project Management by Fairlab Pty Ltd

**Special Package for AUD 3,900.00**

### Additional Branding Opportunities

Our exhibitors are also given the opportunities to showcase their products to a targeted group of audience at our networking events. These events are organized with major hotels and local culinary and wine associations.



Organiser  
Fairlab Pty Ltd

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(02) 8354 0069

We herewith order shared space within the Australian 'Wine' Pavilion for 3,900.00 AUD excl. GST / VAT @ Wine and Gourmet ASIA (22.10. – 24.10.2009)

Terms and Conditions of Participation

We understand and accept that the pavilion will only proceed with a minimum of four participating companies. The registration deadline is 31 August 2009 and Fairlab will confirm the application by 4 September 2009. Fairlab highly recommends that you do not book your travels before your participation is confirmed. Available space will be allocated on a 'first-come, first-serve' basis.

We confirm that we will only display wine products made in Australia.

We acknowledge that the full payment of the participation fee is due ten working days after your registration has been confirmed and invoiced and can be made by cheque or bank deposit only.

By signing and returning this registration form we acknowledge that above Conditions of Participation are binding for our company.

Please note: The information on this form will be stored automatically by Fairlab Pty Ltd and Koelnmesse Pte Ltd in accordance with the stipulations of Australian and Chinese Data Protection Laws, and will be passed on to third parties within the framework of the contractual obligations.

Name of Company
Address 1
Address 2
Suburb / City
State Postcode Country AUSTRALIA
ABN / ACN
Mr Mrs Contact Firstname
Contact Surname
+61 Phone during office hours
+61 Fax
Email
www. Website

We are [ ] Manufacturer [ ] Agent [ ] Distributor representing the following brands at Wine and Gourmet ASIA

1. Brand
2. Brand

Place Date (DD/MM/YY)

Legally binding signature and company stamp