



2012 Winery Exhibitor Information

20th Anniversary Events:

Vinola Tasting (No cost/donation only)

- Vinola is held at the Harrah's Theatre on Thursday, May 24, 2:00 to 5:00pm. (Half hour – trade portion)
- Red Wines poured must have a published retail value of \$75.00 or higher. White wines and sparkling's must have a published retail value of \$40.00 or higher.
- Wineries must provide at least 6 bottles of each wine poured.
- **Wines submitted will be reviewed and selected by the Vinola Committee.**
- Winemakers & Principals will receive 2 complimentary nights in a luxury hotel selected by NOWFE. (Representatives will receive the exhibitor rate at the Headquarter Hotel)
- Each participating winery is given complimentary entry for 2 pourers.
- The winery distributor will be responsible for any leftovers, pick up and credit.
- Participating winery will receive placement in a full color program and website.

Royal Street Stroll (No cost/donation only)

- Thursday, May 24, 5:30 to 8:30pm.
- Wines poured must have a published retail value of \$8.00 or higher.
- Wineries must provide no less than 3 cases of each still wine, or 4 cases of each sparkling wine. (Limit to 2 bottles or types, as space is limited.)
- Participating galleries host 1 or more wineries, depending on size.
- The winery distributor will be responsible for any leftovers, pick up and credit.
- Participating winery will receive placement in a full color program, website and other event related materials.
- **Please inquire about the Sponsorship Tent opportunities.**

Grand Tastings (\$500 Table Fee)

- Grand Tastings are held at the **New Orleans Convention Center – Hall J** on Friday, May 25, 6:00 pm to 9:00 pm & Saturday, May 26, 1:00 to 5:00 pm. (first hour – trade portion)
- Exhibitor fee is \$500 per table. Includes: complimentary access for two to Royal Street Stroll, and both days of Grand Tastings.
- Exhibitors must participate in both days of the Grand Tastings.
- Wines poured must have a wholesale value of \$12.00 or higher.
- Wineries may exhibit up to six (6) bottles or types per table. (Suggested amount: Six (6) bottles per wine poured per day).
- Exhibitors are responsible their own staffing.
- A 6-foot skirted table, signage, buckets, ice and 2 tasting glasses provided.
- Retail sales are prohibited. Promotional materials are allowed.
- Additional exhibitor passes available by purchase for \$150 each (includes Royal St. Stroll & both Grand Tastings valued at \$380).
- Payment by credit card must be received prior event to guarantee participation.
- The winery distributor will be responsible for any leftovers, pick up and credit.
- Participating winery will receive placement in a full color program and listing on website.

Registration Instructions

New to NOWFE:

1. Please create a username and password.
2. Complete the profile form (choose winery category)
1. Proceed to the next page select the which event you will be participating in
3. Proceed to next page and fill in the required fields as well as the wine you will be pouring (You will need specific information regarding the wines)
4. Hit Save, for Grand Tastings hit Add to Cart.
5. You will be brought back to the main menu page, with the list of events. If you registered for the Grand Tastings, your table (s) will be located in your cart. **You must proceed to check out in order to complete your registration**
6. You can return to edit or review your profile/registration anytime.

Returning Winery: (If you registered in 2011, choose “ Returning to Registration”)

2. Sign in with your username and password
3. Select the which event you will be participating in
4. Proceed to next page and fill in the required fields as well as the wine you will be pouring (You will need specific information regarding the wines)
Proceed to the next page and fill out the Winery Registration Form.
5. Hit Save, for Grand Tastings hit Add to Cart.
6. You will be brought back to the main menu page, with the list of events. If you registered for the Grand Tastings, your table (s) will be located in your cart. **You must proceed to check out in order to complete your registration**
7. You can return to edit or review your profile/registration anytime.

(If you registered for the 2010 or 2011 event, you have an existing profile. If you have forgotten your information or have any questions, please email jamie@nowfe.com).

The New Orleans Wine & Food Experience is a non-profit organization. The Board of the New Orleans Wine & Food Experience donates 100% of the events' profit to support their programs and foundations. Proceeds from the 2011 event benefit the University of New Orleans School of Hotel, Restaurant & Tourism, the Louisiana Restaurant Association Education Foundation's ProStart Program, The Chef John Folse Culinary Institute, Delgado Community College Culinary Arts Program, New Orleans Center for the Creative Arts Culinary Arts Program, For more information please visit www.nowfe.com