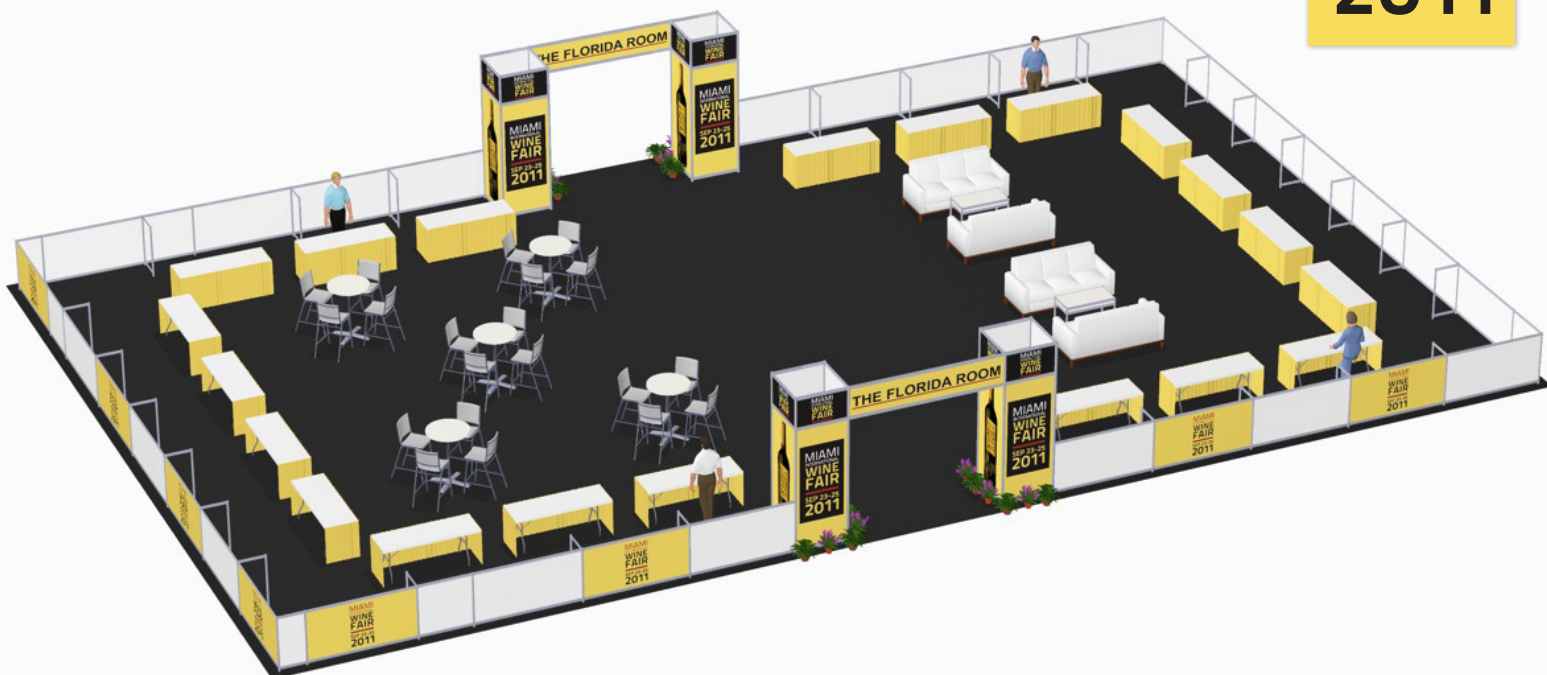


THE FLORIDA ROOM

10th Annual Miami International Wine Fair
September 23-25, 2011 – Miami Beach Convention Center

MIAMI
INTERNATIONAL
WINE
FAIR
SEP 23-25
2011



THE FLORIDA ROOM

The 10th Annual Miami International Wine Fair will feature a 5,000 square foot exhibit area dedicated exclusively to wholesalers, importers and producers with wines currently being sold in the state of Florida. This new addition to the Fair will serve to address the needs of participating Florida-based retailers and restaurants, while also offering local distributors an affordable opportunity to showcase their wines to the local trade just in time for the holiday season.

The Florida Room packages include discounted exhibit space, hotel accommodations, invitations for existing or potential clients to attend the Wine Fair and VIP tickets to the 10th Anniversary Wine Fair Celebration.

This year's Miami International Wine Fair will NOT be open to the general public. Only accredited industry professionals and journalists with an official invitation will be able to attend.

THE 10TH ANNIVERSARY WINE FAIR CELEBRATION

Scheduled for Saturday, September 24th from 7PM until Midnight, the 10th Anniversary Wine Fair Celebration will consist of a wine, spirits and cigars walk-around tasting with an open dinner buffet and live entertainment showcasing products of participating Wine Fair exhibitors with distribution in Florida. Consumer tickets will sell for \$75 a person, including a \$20 credit towards wines purchased that night. Attendees will be given a shopping list at the entrance to keep track of their favorite products. Check-out stations will be set up at the exit for consumers to be able to drop off their purchase orders. Participating retailers will deliver their orders after the event or will make them available for pick up.

CHOOSE YOUR EXHIBITOR PACKAGE & OPTIONS

(Note: Tasting floor will be open only on Sep 24th and 25th)

PACKAGES	EXHIBIT SPACE	WINES*	WINE FAIR INVITATIONS	CELEBRATION TICKETS	ACCOMMODATIONS	PROGRAM LISTING ¹	PRICE	#	SUBTOTAL
STANDARD	1 Table	6	30	6	1 Room (Sat Night)	Standard	\$975		
PREMIUM	2 Tables	14	60	8	2 Rooms (Sat Night)	Deluxe	\$1,850		
DELUXE	3 Tables	24	100	15	3 Rooms (Sat Night)	Deluxe	\$2,600		
CELEBRATION ⁺	1 Table	6	-----	-----	-----	Standard	\$475		
(REQUIRED) Booth Cleaning Services ²							\$75 / Table		
Additional Standard Program Listing ¹							\$100		
Additional or Upgrade for Deluxe Program Listing ¹							\$250		
Glassware ³							\$100		
Electrical Outlet ⁴							\$125		
Cabinet with Lock ⁵							\$250		
SEMINARS (Friday, Sep 23rd)									
What Sells in America							\$125		
The Three Tier System							\$275		
Introducing your Wines to the US Market							\$195		
Opportunities in Latin America & The Caribbean							\$275		
Latest Trends in the U.S. Retail Wine Market							\$275		
SEMINAR PACKAGE (Includes All Friday Seminars)							\$800		
Walk-Around Tasting (Wineries Seeking Importers)							\$475		
SPECIAL EVENTS									
VIP Dinners (Fri, Sep 23rd) ⁶							\$400 / Buyer		
Networking Dinner (Sat, Sep 24th) ⁷							\$150		
TOTAL									

FOOTNOTES

⁺ Tasting table at the Wine Fair celebration. Only Florida Room Exhibitors can participate.

* Number of wines allowed to pour.

¹ A **Standard** program listing includes your company's name, booth number and contact information in the Fair's official program. A **Deluxe** program listing includes the **Standard** listing details plus your company's LOGO, name in bold, and up to 50 words describing your company.

² Includes daily cleaning of your booth and garbage disposal for the duration of the show. The price listed is per 6' table included in your package. e.g., a Premium-level exhibitor would pay \$150 (2 tables X \$75.)

³ 18 Stölzle Grandezza 13oz professional wine tasting glasses from Austria. Yours to keep. Access to washing station provided.

⁴ This rate is per outlet, located at the back of a booth and only applies to Basic & Premium and their deluxe versions. For all Pavilions, custom rates apply.

⁵ 77" w X 39" h X 18" d with sliding doors & lock. Can be used as tasting table. Ideal to keep your wines and personal property safe.

⁶ Dinner sponsored by your organization. Fee includes services to guarantee the presence of a number of buyers pre-selected based on your specifications. Price does not include the cost of dinner.

⁷ Highly recommended. Extraordinary networking opportunity. 100+ VIP buyers in attendance. Includes buffet-style, sit-down dinner with buyers & your wines! Exhibitors may bring 2 wines to the event's open tasting area.

BUYERS PROGRAM

Please include additional information about your wines to help us match you with visitors interested in your products. Meetings or sales are not guaranteed.

Region	Varietal	Suggested Retail Price	Florida Counties where your product IS distributed

If you need additional space, please submit a separate spreadsheet with your complete wine list.

IMPORTANT DISCLAIMER (please read carefully and write your initials at the bottom)

The *Buyers Program* is designed to help every exhibitor meet potential buyers for their products. Participating buyers are required to meet with a minimum of 10 exhibitors during their visit to the Wine Fair. We carefully draft a schedule for every buyer based on their needs and the information you provide about your products, but we can't possibly guarantee that an actual match will occur or that buyers will follow the exact program we prepare for them. To give buyers the freedom they need, their schedules don't have specific meeting times. Please be ready to deal with two or more buyers coming to your booth simultaneously.

Initials:

PAYMENT

TOTAL

Check enclosed

Make check payable to VINTRADE, LLC. EIN: 26-2139767
 Mail check to 8101 Biscayne Blvd. Suite 617, Miami, FL 33138

Wire Transfer

Call our office for details: +1-866-887-WINE (9463)

Charge my credit card in the amount of \$ (enter TOTAL)

VISA MASTERCARD Credit Card Number: Expiration Date: Month Year:

Name on Card:

Billing Address: City:

State/Province: Zip Code: Country:

Signature: Title:

Signature and payment must accompany this application in order to be processed. Once your application is received and approved, your company will be assigned exhibit space based on the package requested, product you intend to exhibit, origin, special requirements and space availability. No exhibit space will be assigned prior to receiving payment. VINTRADE is not responsible for generating any business opportunities for companies exhibiting at the Miami International Wine Fair. Cancellations must be received in writing prior to July 15, 2011 to qualify for a full refund minus a \$200 administrative fee. No refunds will be made after this date. VINTRADE, LLC will not be responsible or liable for any event cancellations due to natural disasters, terrorist attacks or war.