

VENDOR INFORMATION PACKAGE

EVENT *Details*

Wedding & Wine Festival is proudly presented by Hunter Events Group and each year, we strive to captivate both attendees and exhibitors with fresh ideas, exciting new features, and to make our next event better than the last.

Designed to connect local wedding vendors with **ready-to-book couples**, Wedding & Wine Festival also offers brides and grooms a fun, inspiring and stress-free way to dive into the wedding spirit and planning process. Each year the event takes place at an iconic wedding destination with the added necessity of local Hunter Valley wines.

With our strong connection of eight years in the wedding industry as professional wedding and event planners, this festival not only allows us to connect with couples in need of wedding planning services but also help us grow our network of trusted vendors to recommend to our clients.

Our goal is to provide exhibitors with a variety of benefits through

- Meeting **face-to-face** with potential couples
- Increasing brand awareness
- Boosting **enquiries & bookings**
- Networking with other industry professionals
- Locking in **on-the-spot** bookings
- Complimentary **event advertising** and vendor highlights
- Opportunities to become an **Event Sponsor or Partner**
- Optional inclusion in our yearly Wedding & Wine Festival **Magazine**
- Opportunities to become a recommended supplier for **Hunter Event NSW**





EVENT *Details*

Our eighth annual Wedding & Wine Festival 2027 will take place at Ben Ean Winery on the 21st February from 10am - 2pm.

Guests can get into the wedding spirit by meeting their future vendors, participating in a wedding workshop, enjoy a glass of wine, cocktail or beer and some canapes or meals in the garden.

Our festival's highlight is our wedding runway show following our lucky door prize where vendors have the opportunity to raffle away a discounted offering to one or more lucky couples!

EVENT FEATURES

- Wedding Runway Show
- **Lucky Door Prize** Draw
- Wedding **Displays**
- Interactive **Workshops**
- **Live Music**
- Live **Demonstrations**
- Wine from Ben Ean
- **Wine Tastings** from Ben Ean
- **Cocktails, Beer & Coffee**
- Fresh **Food & Canapes**
- Meet an **Alpaca**
- **Horse & Cart** Tours
- **Welcome Bag** incl. the 27' Event **Magazine** and more!

ADULT TICKET ENTRY - $10 + BOOKING FEE

Our aim is to deliver a **high-quality event** for the local community while showcasing and supporting local vendors. The entry fee helps cover the costs associated with logistical costs of organising, planning and coordinating. This ensures we can provide a well-organised, enjoyable experience for all attendees.






Photos




cktails







MEET THE TEAM



Louise Peachman

Founder, Director & MC
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Amber Bonomini

Event Coordinator & Marketing Assistant
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Brooke Boysell

Marketing & Event Coordinator
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Host Venue

BEN EAN WINERY & VINEYARD

Ben Ean represents a treasured part of Hunter Valley history and serves as an exceptional venue choice for weddings. Each event is treated as a unique celebration, with tailored packages available to suit individual needs and preferences.

Ben Ean Winery & Vineyard offers exclusive access to its picturesque grounds, providing countless opportunities for stunning photography.

With its perfect blend of rustic charm and romantic elegance, Ben Ean sets the stage for an unforgettable wedding celebration. Guests can enjoy a menu crafted by the head chef from the renowned Baumé restaurant, paired with a carefully curated wine selection that showcases the true essence of the Hunter Valley.

Located at 119 McDonalds Rd, Pokolbin NSW 2320












Sidekick








VH-MLX
R44



EVENT *Marketing*

EVENT MARKETING

- Extensive paid local Hunter Region social media marketing campaigns with 200k+ impressions and a reach of 100k+
- Regular event posts with over 16k+ followers across @weddingandwinefestival, @huntereventsgroup and @huntereventsnsw socials
- Regular targeted Facebook group posts
- External marketing campaigns through trusted local event publications
- Direct venue promotions on website & socials
- Event showcase on a range of local event platforms (incl. council and community event directories)
- Oztix (ticketing partner) exposure including targeted EDMs
- Monthly newsletters, EDMs & Media Releases to our growing database of 12k+ subscribers
- Promotion through exhibitor social media platforms (incl. in Vendor Ts & Cs)
- Pre-event signage around the Hunter Valley
- Extensive SEO company website marketing

EXHIBITOR MARKETING

- Event website exhibitor listing (your logo with click-through to your website)
- Exhibitor feature social media posts on @weddingandwinefestival socials
- Exhibitor feature post in Facebook event discussion
- Event Partners & Sponsors will recieve a mention in our Media Release & event specific EDMs.
- Lucky Door Prizes will be showcased in event EDM
- Optional event program advertisements (available to purchase upon application)



EXHIBITOR *Info*

If you're a wedding florist, boutique winery or candle maker, our Wedding & Wine Festival is an the perfect place to showcase your business to future wedding couples spending a beautiful day out in the heart of the Hunter Valley.

Our talented marketing team helps bring our festival to life and ensures that this highly anticipated event is seen across mutliple marketing avenues to gain the maximum amount of interest and for the best possible outcome for everyone involved in our Wedding & Wine Festival.

As event organisers we want to ensure participating in this event is as lucrative as possible, thus our commitment to you:

- We are offing a strictly limited number of places in each category for the services and/or products you sell, on a first-in-first-dressed basis (at the event organisers discretion).
- Vendors will receive a social media post on our socials and Facebook event. Content will be sourced from your social feed or images provided through application
- We will endeavour to support our local community and local businesses to push exposure for our region.

Interested in becoming an event partner or event sponsor by offering our event a service (flower workshops, cocktail workshops, ceramic workshops, runway bouquets, styling arrangements, demonstration, live music, etc.), reach out to our team to learn more about the benefits and enquire through events@huntereventsgroup.com.au.






HUNTER EVENTS
Planning, Styling, Design & MC
Producing, Consulting, Coordinating & Management











STALL *Prices*

PROFESSIONAL & WEDDING EXHIBITORS (INTERNAL)

(Internal & Veranda covered spaces)
2m x 2m area - $600 + GST
2m x 3m area - $700 + GST
2m x 4m area - $800 + GST
2m x 6m area - $900 + GST

PROFESSIONAL & WEDDING EXHIBITORS (EXTERNAL)

(External no cover - Marquee Required)
2m x 2m area - $400 + GST
2m x 3m area - $500 + GST
2m x 4m area - $600 + GST
2m x 6m area - $700 + GST

FOOD & BEVERAGE STALLS

(External no cover) Trucks or Marquee
3m x 3m area - $150 + GST
3m x 6m area - $200 + GST
3m x 9m area - $250 + GST

ALCOHOL TASTINGS & SALES STALLS (EXCL. WINE)

2m x 2m area - $200 + GST
2m x 3m area - $250 + GST
2m x 4m area - $300 + GST

MARKET STALLS

(External no cover - Marquee Required)
3m x 3m area - $50 + GST
3m x 6m area - $100 + GST
3m x 9m area - $150 + GST

ADDITIONAL HIRE

Table Hire x 1 - $10 + GST (Must bring own linen)
Table Hire x 2 - $20 + GST (Must bring own linen)
Power 1 x 10amp - $20 + GST
Power 2 x 10amp - $30 + GST

*Only one brand per stall.
*Bigger sizes are available on application, subject to approval.
*Upon submission of your application, you will be asked to pay 25%, 50% or 100% of your exhibitor fees. Your application will be accepted or rejected within 48 hours. If rejected based on your category type being full, a full refund will be innitiated and will arrive back in your bank account within 5-10 business days.

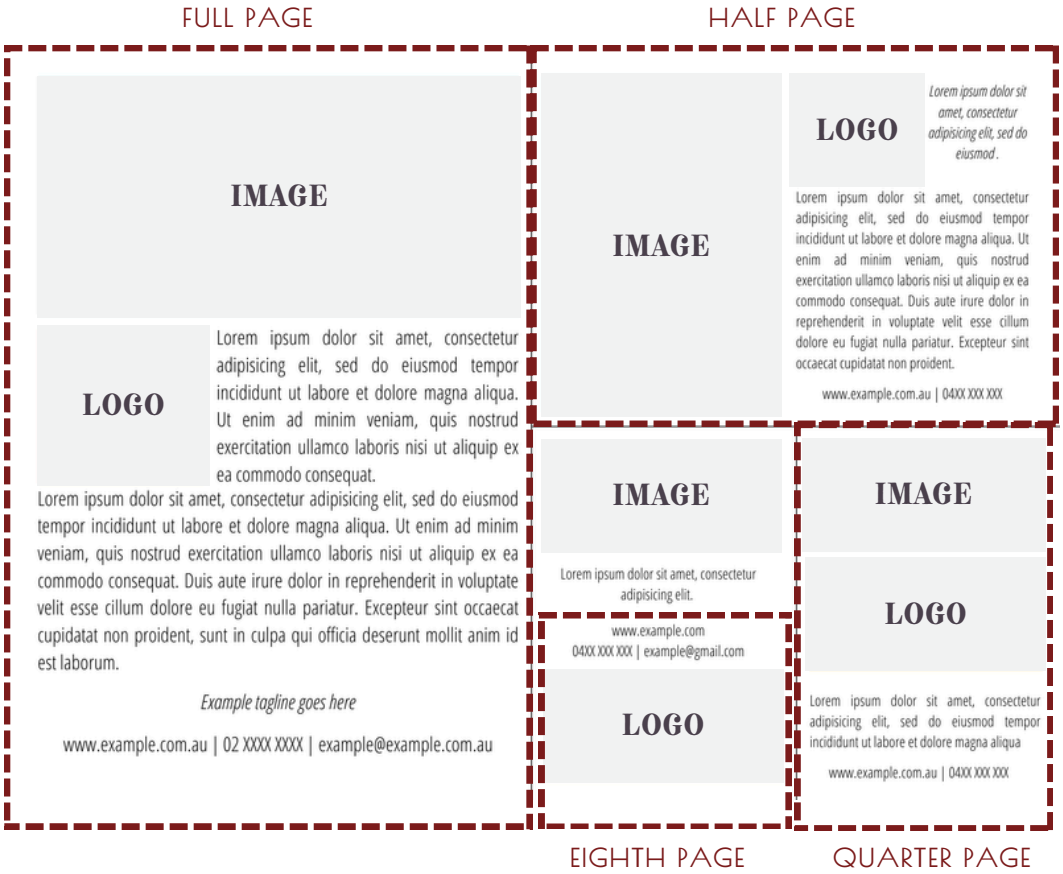
EVENT *Magazine*

Want to be included in our 2027 Event Magazine? Choose from a full page, half page, quarter page or even an eighth page ad and let us feature your business with a designed ad or supply your own ready to go artwork.

Our professional, in-house designed Event Magazine is a standout keepsake gifted in our welcome bags to the first 200 couples entering the festival. These programs are a go to resource for couples to learn more about you while at the event and for them to locate you after the event.

EVENT MAGAZINE COSTS

Full A4 Page $150 + GST
Half A4 Page $100 + GST
Quarter A4 Page $80 + GST
Eighth of an A4 Page $50 + GST



DEADLINE FOR PRINT IS JANUARY 30TH

TERMS & CONDITIONS

1. Rules / Requirements
1.1 Exhibitors are to be present at the event and at their stall from 10am – 2pm
1.2 There are no dividing walls to separate exhibits.
1.3 This is an all-weather event and will proceed unless conditions are deemed unsafe for any event stakeholders, as determined at the organiser's discretion.
1.4 If the organiser chooses to postpone the event for any reason, or if a governing body (local, state, or federal) requires the event to be postponed for reasons beyond the organiser's control, the event will be postponed, not cancelled and re-booked for a new date. Your exhibitor commitment will automatically transfer to the new event date. Refunds will not be applicable, as outlined in clause 2.15.
1.5 You will be given exhibitor wristbands or passes for your stand which you must wear for the entirety of the event for identification.
1.6 Public liability insurance is required
1.7 Your stand needs to comply with risk management and WH&S under the direction of the event organiser.
1.8 All fees paid to Hunter Events Wedding & Wine Festival are non-refundable.
1.9 We love our Vendors to promote this event as much as possible via social media & share the Facebook event to your followers tagging @Wedding & Wine Festival on Facebook or @weddingandwinefestival on Instagram in the lead up, every marketing action helps.
1.10 Bump in and out procedures will be issued leading up to the event and must be complied with. Should you require more information on these procedure before becoming a sponsor please advise. Bump in may be possible on Friday with restricted times & Early Sunday morning. Times to be confirmed.
1.11 Tables are available at this venue only if they are booked prior to the day.

2. If Exhibiting Terms and Conditions
2.1 Upon signing this contract and further making payment of your fees the business accepts the terms and conditions set by the event organisers.
2.2 Payment will be required within 7 days of the invoice being issued unless a payment plan was agreed upon.
2.3 Power and water supply is available to exhibitors, provided they have informed us of their requirements prior to the event.
2.4 All exhibitor electrical items, chords and equipment must be Safety Test Tagged. All cords must be taped down securely.
2.5 The event organiser will not be held liable for any loss or damage or harm as a result of:
a)An act of god
b)War or terrorism
c)Civil or military actions
d)Natural disaster
e)Strikes
f)Utility supply and equipment failure
g)Insufficient exhibitors or patron non-attendance
h)Exhibitor sales at the event
i)Any causes beyond the control of the event organiser

TERMS & CONDITIONS

2.6 The event organiser will not be held responsible or liable for damages to an exhibit caused by fire, water, storms, strikes, riots, or any other circumstances. As an exhibitor, you understand and accept that you take full responsibility for your stand, belongings and costs that may arise from your participation in this event.
2.7 The event organiser is not responsible for the security, loss or damage to any of the exhibitor's items and belongings left unattended during the day or overnight. This also includes damage and loss to said items in an emergency situation. Exhibitors need to have their own property and business insurance and provide a valid copy with your application.
2.8 Except as stated herein, the event organiser makes no representations, conditions, or warranties in relation to the event. Under no circumstances shall the organiser be liable in contract or otherwise for any injury or death of any person, damage to property, economic loss or any indirect, special or consequential damages caused by or arising out of the exhibition or cancellation/postponement of the event. The exhibitor shall indemnify and keep indemnified the event organiser against all costs, damages, claims or proceedings in respect thereof. In particular, the exhibitor hereby confirms that the Public Liability Insurance policy held by them covers risks associated with display of merchandise at this event by the exhibitor, this policy must be received by the event organiser.

3. Food & Beverage Stall Tastings & Sales
3.1 Any business providing sample food and beverages will require all relevant food certificate / safe handling of food.
3.3 Items to be sampled must be directly related to the exhibitor's core business.
3.3 Alcohol guidelines must be adhered to.

4. Cancellation Policy
4.1 Any cancellation by exhibitors and stall holders must be advised to the event organiser in writing. Assessment of cancellation penalties will be done on the day that the written advice of cancellation is received by the event organiser in line with the cancellation policy. The event organiser reserves the right to re-sell the cancelled site.
Cancellation penalties are:
a) If you have paid for an event and advise us after the final invoice due date that you are no longer able to attend, all payments are non-refundable and cannot be transferred to another event. Your stall type is held exclusively for you, which limits us from offering it to other suitable applicants within your category. However, if we are able to fill your place with an identical stall type, a credit may be applied to your account.

ALCOHOL GUIDELINES

Below are the alcohol tasting guidelines that you will need to follow throughout Hunter Events Wedding and Wine Festival.

In respect to the size of tastings the following sizes must apply:
Wine, Beer & Cider products - not to exceed 30ml
Spirits/liqueurs/fortified wines - not to exceed 15ml

In respect to all sales you have three guideline options to consider for your stall:

- Sell by the glass for on day consumption only. (4 drink limit per person per trip to the bar applies)
- No bottle sales of any alcohol for on day consumption
- Sell bulk purchases onsite and give customers a voucher/token/receipt to pick up the products from your cellar door/shop.
- Sell bulk purchases on-day and post products to their home / work address. Offer patrons the option to post purchase directly to them the week post event.

Liquor and Gaming sign 1L must be displayed at your stall and a copy of your NSW issued RSA qualifications be sent to the event organiser on application.

Tastings
You are welcome to charge for tastings at your discretion for your products or offer complimentary tastings if you wish.

Drinking Water Station
A 10-litre water bottle with dispenser must be provided by each alcohol stall to meet RSA tasting requirements. Each stall to provide plastic cups for water usage and replacement water dispenser when required.
Please note that if any stalls are found deterring from these guidelines it may result in police or security shutting your stall down. Breach of these guidelines could also jeopardise the operation of other alcohol stall owners so we'd apricate your corporation.
If you are interested in showcasing your wines with a wine and cheese pairing or wine and chocolate pairing demonstration, please advise we'd love to support your business.

Group or any of it's representatives/employees except in accordance with these Terms and Conditions. Any use by you inconsistent with these Terms and Conditions may constitute a breach of Hunter Events Group's rights, including its rights under the Copyright Act 1968, resulting in legal action and your removal from the event.



APPLICATIONS NOW OPEN