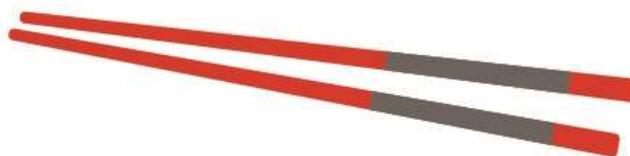




MACAU WINE & DINE FESTIVAL 2013

澳門葡萄酒美食節 2013



23-26 May at Venetian Macao

Presentation to Exhibitors and Sponsors

(version 9 April 2013)

Organizer



澳門洋酒協會
The Wine Society of Macau
Confraria dos Enófilos de Macau

Main Sponsor



Why Participate?



The Macau Wine & Dine Festival will be an innovative yearly festival in the center of the new and hip area of Cotai.

- **Good attendance** – the event takes place at the center of Macau’s Cotai area and will be integrated in the Venetian Carnevale. We expect about 60,000 visitors in four days.
- **Consumer oriented** – It targets the local community and tourists namely from Hong Kong and Guangdong Province (that make more than 60% of the visitors).
- **Sales opportunities!** Importers and distributors can sell their product in bulk, such bottles and packages.
- **Competitive prices of booths** – 8,000HKD

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The Venetian Carnevale 2013



The Wine & Dine Festival is integrated in the 3rd Venetian Carnevale that lasts for four weeks – from April 25 ~ 26 May.

The Venetian Carnevale will be held indoors and outdoors around the Venetian outdoor lagoon celebrating classic Italian festivities, including new experiences, entertainment, art, music and wine.

There are different activities and attractions.
(more information in attachment)



Dates and Schedule

Thursday (23 May)	6-11 pm	Opening Ceremony and Media/VIP presentation (opening dinner TBC)
Friday (24 May)	2-12 pm	Open to Public
Saturday (25 May)	2-12 pm	Open to Public
Sunday (26 May)	2-11 pm	Open to Public

Other relevant dates:

- **Interwine** – Wine Fair in Guangzhou – 30 May/1 June 2013
- **Top Wines** – Wine Fair in Beijing – 4 -6 June 2013



Passes & Voucher System

The system is based on a free entrance to the Festival. To consume visitors exchange vouchers for food, wine and even the wine courses.

Classic Wine Passes include a booklet with promotional offers (such a discount in wine & restaurants) a custom wine glass and wine glass holder.

Passes / Vouchers	Prices	Vouchers
Classic Wine Pass	100 MOP	10 vouchers
Single Wine Voucher	10 MOP	1 voucher



Note: The prices of passes are approximately half the price of the Hong Kong Wine & Dine Festival.

Expected Visitors and Expected Sales



Expected Visitors

The Cotai area is visited by the great majority of Macau visitors / tourists.

The Venetian alone records an average of 120,000 visitors per day on a weekend (and 70,000 on a week day).

The total number of visitors is conservatively estimated at 60,000 people over four days, that is approximately 15% of the Venetian visitors.

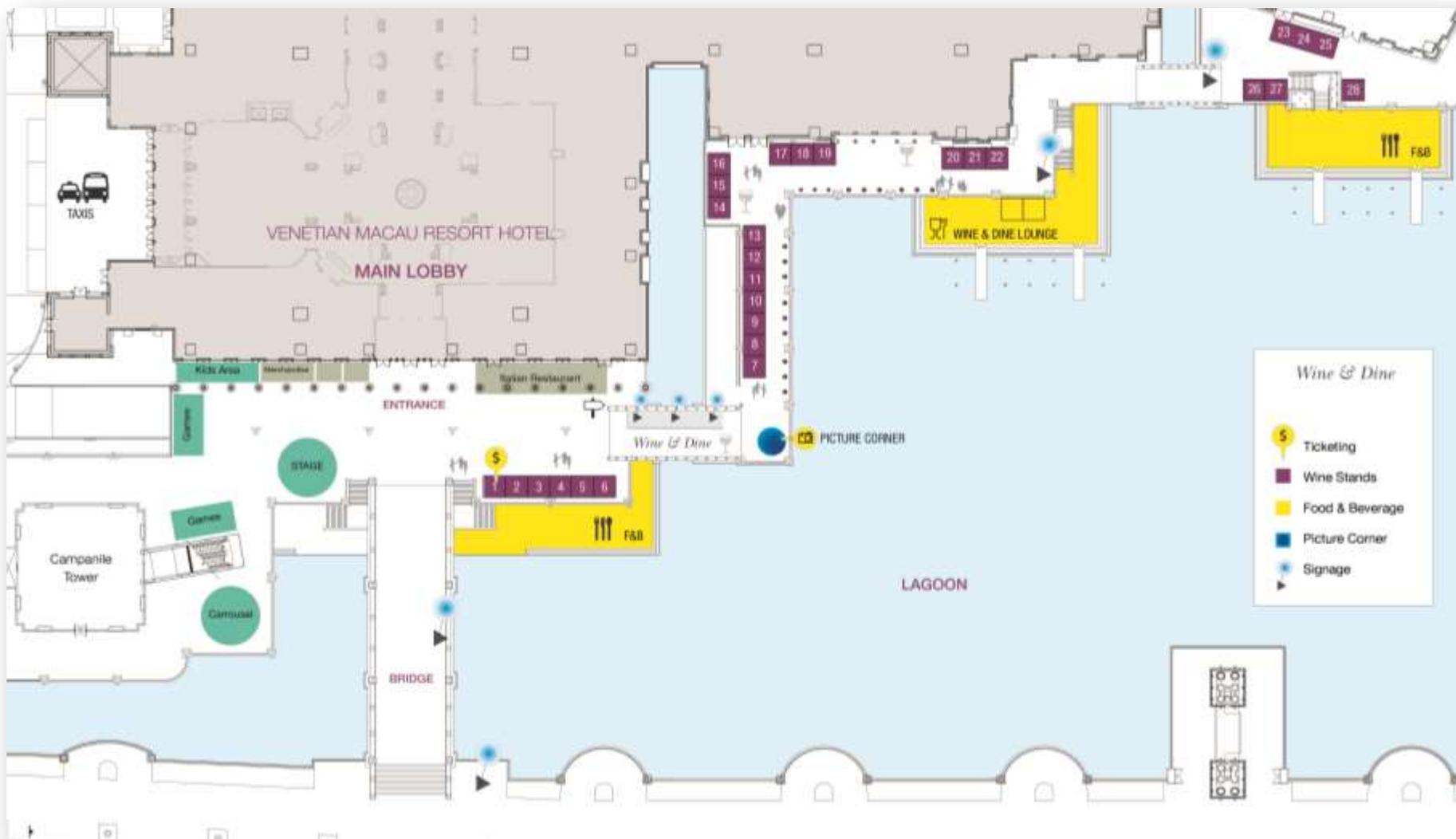
Expected Sales

We estimate the following sales:

- 6,000 passes – One in 10 visitors buys a pass
- 60,000 single vouchers – On average, one voucher is sold to each visitor



Tentative Floor Plan - Outdoors



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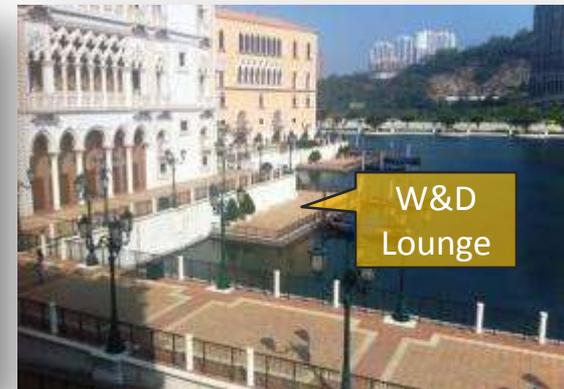
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The Festival Location



The Venetian Lagoon area in the center of Cotai, Macau. Approximately 200m long



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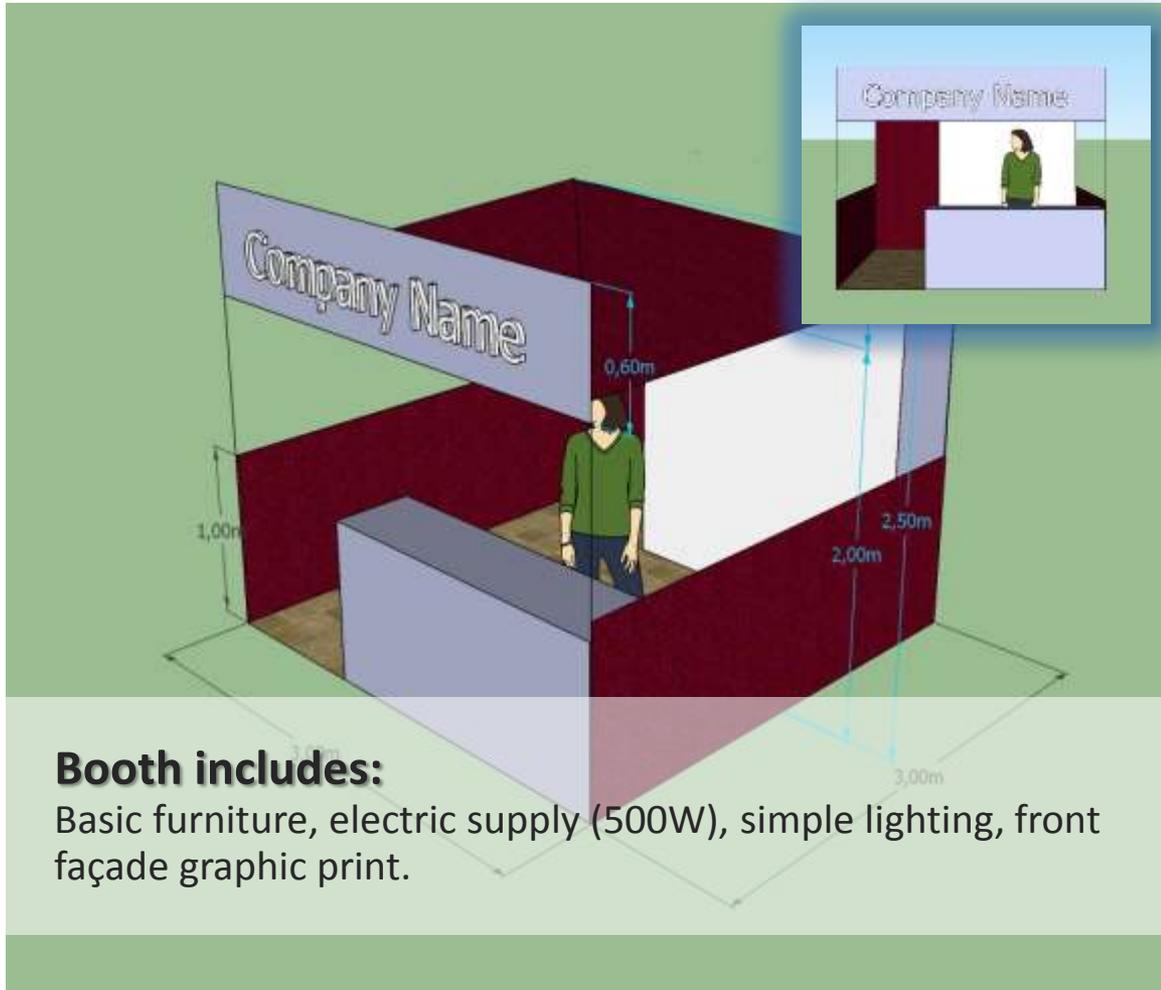


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Booths / Tents



The booths have a fixed dimension of 3x3 meters.

Booking conditions:

- Price: 8,000 HKD
- Early Bird Application (until 23 April): 15% discount
- Special terms for 3 or more booths

Wine & Dine Lounge

The Wine & Dine Lounge is a deck in the Lagoon venue that will be used as a special tasting area with a relaxing atmosphere.

This Lounge allows major supporters of the festival to promote their products and services.

This space will have special tastings and entertainment attractions.

The Wine & Dine Lounge will be the media's lounge too. All media will have special access to this lounge at all times.



Wine School

The Wine School will be in Ballroom inside Venetian, specially designed for this event.

The objectives of the wine school are:

- Give a promotion tool to sponsors (wine regions and others)
- Allow Macau residents without any knowledge of wine to have an introduction about wine types of wine appreciation criteria;
- Provide more advanced knowledge to wine lovers / connoisseurs;

Sponsors will have a major role in the wine school by having branded tasting sessions.



Side Entertainment



A central stage will host a number of local performers. The entertainment will be integrated with the Venetian Carnevale celebrations, to be defined at a later stage.

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Sponsorship opportunities

Wine school – exclusive tastings, special workshops

Wine & Dine Lounge – self promoted events - food pairing, networking opportunities with VIP and Media.

Print – Featured logo in all communication materials such the official Festival Booklet, Glass Holders... (logo presence will NOT be on Carnevale / Venetian marketing materials)

Digital – Different formats at official website; promotion in social media

Onsite – banners and signage on event venue





澳門洋酒協會

The Wine Society of Macau

Confraria dos Enófilos de Macau

Application deadline:

8 May 2013

(Early booking 15% discount – 23 April)

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About The Venetian Macao Carnevale



25 April – 26 May
The Venetian Macao

Organized by



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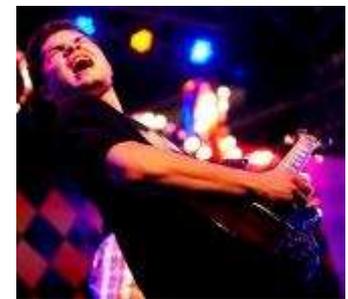




Introduction



- Venetian Carnevale is an **annual signature event** of The Venetian Macao that will be running for the third time
- The first edition of Carnevale in May **2011** celebrated the **Brazilian Carnival**.
- The second edition of Carnevale in **2012** celebrated the **New Orleans Carnival**, by organizing a Jazz & Blues Competition





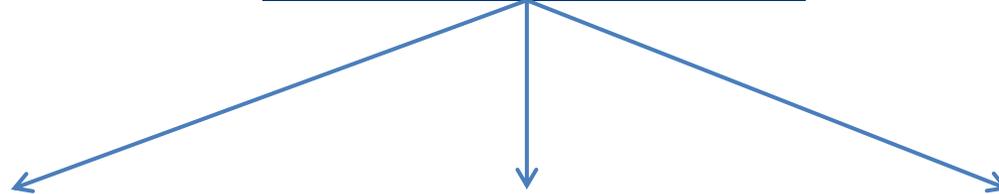
Introduction

- In **2013** the Carnevale will celebrate the **Carnevale of Venice**, and Venetian events is what we do best.
- The third edition of Carnevale is bringing the event to a whole different level, extending it from 3 to **32 days**
- Venetian Carnevale 2013 will be an **integrated resort event** encompassing from Retail, Entertainment, to Food & Beverage, Casino, and others.
- Our aim is to make this Carnevale **Bigger and Better**, therefore we are committed to make substantial investment and mark this as a **must-go event in the region**





Event Summary



Carnevale Extravaganza

25 April - 5 May
(11 Days)



Carnevale Event & 3D Projection

25 April - 26 May
(32 Days)



Macau Wine & Dine Festival

23 May - 26 May
(4 Days)





Cotai Strip

- Asia's ultimate destination
- World-class facilities, services and staff
- 5 international hotels (10,000rooms)
- Heart of Macao's pulsating entertainment and leisure district.



COTAI
STRIP
RESORTS



CONRAD
MACAO-COTAI CENTRAL





The Venetian Macao

- The anchor of the “Cotai Strip” in Macao, China, known as “Asia’s Las Vegas”
- 38m visitors per year; Avg. of 104,000 per day
- 2,905 luxury hotel suites
- 550,000 square feet of gaming space
- 1.2 million square feet of meeting space
- 1 million square feet of designer shopping
- 15,000-seat arena presenting concerts, sporting events
- Ground and sea transportation fleet for guests

