

EXHIBITOR EDUCATION ESSENTIALS

VINEXPO NEW YORK



PLANNING FOR THE SHOW: A BLUEPRINT FOR SUCCESS AT VINEXPO NEW YORK

Much of the work in crafting a fine wine or spirit happens in the vineyard or distillery, well before the final product is released. Exhibiting at Vinexpo New York is no different. Much of your success as an exhibitor is in the pre-planning for your participation. We offer this timeline and advice shared with us from previous exhibitors, buyers who attend the show and other US industry experts.

PRE-SHOW PLANNING CHECKLIST

GOAL SETTING

Set tangible, measurable goals for your time and money spent exhibiting. They can be as broad as “find a new importer in Chicago” or very specific such as “find a retailer from New Jersey to take one pallet of my wine.”

Write your goals down and keep them near you so you can be reminded of why you are at the show.

Your goals and your target audience will guide your thinking about what marketing materials you will need.

Take advantage of One to Wine Meetings—a complimentary business matchmaking service offered by Vinexpo.

Educate yourself about the US market. See the Additional Information section at the end of this document.

MARKETING YOUR STORY

Your ultimate business goal after exhibiting at the show may be to sell your product, but while you are there, your challenge is to sell your entire story to potential customers.

Finalize the marketing materials you plan to bring to the show.

Video is always great for telling your story and is eye catching to attendees as they pass by your stand. If your budget does not allow for professional video production, take some video of your production process and your property with your smartphone and show it in a loop on a computer at the show.

Other important materials to have on hand are brochures that tell your story, accurate fact sheets about your products and, if applicable, a list of awards or scores for your products.

Have materials professionally translated into English for the US market.

Well-prepared marketing materials communicate to your potential partners and customers that you are ready and committed to the US market.

PRODUCT READINESS

Set a game plan to prepare your product for the show.

Make a note of all deadlines found in your stand confirmation letter (available in November) but especially the samples shipping details found in the Shipping Manual.

Exhibitors at Vinexpo New York who take advantage of the services (detailed in the Shipping Manual provided by W&S Logistics) will have the COLA waiver completed as part of their service. (See the Tools for Wine Label Approval education sheet for an explanation of a COLA waiver.) It is strongly advised that exhibitors use W&S Logistics to ship wines destined for Vinexpo New York as they are extremely proficient in all aspects of getting your wines to the event.

PRICING IS IMPORTANT

Don't set prices without doing the following:

Do consider your desired pricing margins but also the desired margins of your partners and customers too.

Do work backwards from retail price. This is also called Manufacturer's Suggested Retail Price—MSRP or just SRP.

For an explanation of margins (and mark-up) and MSRP, see the brief glossary of pricing terms in the Price Setting Worksheet. Do conduct research on your desired geographic market(s) to learn what price points sell best in those areas. You can do a quick comparison of pricing in different states by using Wine Searcher, an online search engine. While all prices reported on the internet need to be taken with caution, we recommend you disregard the lowest and the highest prices to compile a relatively accurate picture of where your product(s) may fit into the US landscape.

Do your homework on the US market: watch the Vinexpo Exhibitor Education Video Series.

- ✓ The Pricing Calculator Demo video offers a step by step guide on setting prices—before coming to the show, watch this video, and be sure to consult the Price Setting Worksheet.
- ✓ If you are new to the US market, be sure to watch Episodes 1, 2 and 3.



Wine Business Institute
School of Business and Economics

<http://sbe.sonoma.edu/winebiz>



AT THE SHOW

MAXIMIZE YOUR OPPORTUNITIES

Keep your eyes on the crowd. Make eye contact with the people who pass by your stand. Don't hide behind the table/counter etc. Step forward and be "friendly aggressive."

Put your phone away, or at least put it on silent so you can engage with potential customers. You have two days to make the most of your investment. Don't waste your time (and investment) on the phone.

Can you tell your "story" in less than 1 minute? In the Exhibitor Education Video Series, Episode 3: Brand Readiness, covers Marketing Plans and Sales Goals. The advice in this video will help you craft your message as you practice what you will say to attendees as they pass by.

Tips on learning how to connect with the right partners.

- When talking to potential US buyers, find out if they are an importer, wholesaler (distributor), control-state buyer, retail/restaurant buyer or a chain buyer.
- The Exhibitor Education Video Series, Episode 2: US Import & Distribution Landscape: Understanding the Playing Field, covers different import and distribution models at work in the US market. Use this video to match up your market entry goals to the right model.
- Ask what state(s) the buyer operates in; know whether it is an open or a control state. Open states generally use the pricing model outlined in the Price Setting Worksheet; control states set prices differently than open states and each control state may set prices differently than the next. A list of control states, along with their regulations can be found [here](#) on the National Alcohol and Beverage Control Association's website.
- Use the Price Setting Worksheet to calculate different pricing models for different markets and different buying models; this will tell you how to target your presentation, which key product attributes to emphasize and where to focus your price discussion.



Be ready to pour your product and know how you will send samples if requested.

Make sure you ask for business cards from prospective buyers who expressed a genuine interest in your products.

To learn about success stories and show preparation strategies from exhibitors at the Vinexpo New York 2019 show, be sure to consult the Success Stories Case Studies.

AFTER THE SHOW

ONLY ONE SUGGESTION

Follow Up!

As an exhibitor you will receive important logistical information from the Vinexpo Customer Service Team. Be sure to read the "Pre-Planning Guide" as well as the other valuable tips contained in their letters.

ADDITIONAL INFORMATION

For anyone wanting to read more in-depth books on success strategies for entering the US market or see a list of current wine & spirits industry newsletters where you can access US market data, please consult the Resources Directory found [here](#).

Confirmed Vinexpo New York exhibitors will gain access to the resources referenced above.



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