



## WINES & SPIRITS PRINT CAMPAIGN US'17

**REGISTRATION DEADLINE: APRIL 21st, 2017**

### General Information

In compliance with the 2017 promotion plan to the US market, ViniPortugal provides the exclusive opportunity to producers with wines distributed in USA market to acquire advertising space in Wine & Spirits magazine, with co-financed prices.

The campaign main goal is to promote the quality and diversity of Portuguese wine brands, already distributed in USA market, therefore each company can acquire a one page advertisement (1 wine in exclusivity) or, alternatively, to acquire smaller page sections, sharing space with other wine brands. Therefore, please consult the available possibilities and respective prices below.

ViniPortugal will guaranty the artworks production, taking into account that each EA is responsible for sending the high resolution bottle shots and the English text to include in the advertising.

**We are counting with your participation!**

### Participation Conditions

- Registration open to the wines with distribution guaranteed in the American market;
- To provide a high resolution photo of the bottle;
- To provide a text in English with the company and wine's presentation, with a maximum of:
  - Full page: 443 characters;
  - Half Page: 360 characters per registered wine;
  - Third of a page: 230 characters per registered wine;
  - A quarter of a page: 120 characters per registered wine;



- Validation of final advertising piece to be published which was developed by ViniPortugal, based on the materials sent by the EA.
- Subject to the “General Conditions of Participation in ViniPortugal’s Events”, not spearing the document reading.
- Program financed by the program OCM.

#### Participation costs

WINE & SPIRITS		
Format	#Wines/ page	Cost for the EA per wine* *Value presented included a discount higher than 90% on negotiated.
Full Page	1	900 EUR
1/2 Page	2	500 EUR
1/3 Page	3	350 EUR
1/4 Page	4	300 EUR

\*To the presented cost will be added the VAT tax.

\*For the EA that present Port, Madeira or Azores Wines (wine that is not subject of promotional tax - D.L. n.º94/2012 of 20 of April, regulated by ordinance n.º 426/2012 of 28th of December) increases 33% to the base cost of registration, **in the proportion of the number of Port/Madeira/Azores wines signed up for the event.**

#### Payment, Financial Conditions and Penalties

- **1<sup>st</sup> Payment**» **50% payment** and registration should be done until the limit date of registration: **April 21st, 2017** (payment after this date has a penalty of 25%);
- **2<sup>nd</sup> Payment**» **50% remaining** payment should be done **until 3 months prior to the publication** (payment after deadline has a penalty of 25%);
- Payments may be done by bank transfer to IBAN: PT50.0033.0000.00017405837.22 or by Check payable to ViniPortugal.

The EA is considered registered in the event from the moment of registration on the ViniPortugal platform. However, **the registration is only effective, for the purpose of space allocation, after the payment of first instalment.**

#### Services included in the Participation Costs

Economical Agents benefit from:

- Magazine advertising space mentioned above in the chosen proportion;
- Final artwork provided according to above examples. EAs must send to ViniPortugal the necessary elements (text respecting the characters limit in English and a bottle shot in high resolution);
- 1 Magazine copy.

#### Participation Steps

- **Step1:** Registration in the online platform until **April 21st**;
- **Step 2:** Send the payment proof until April 21st to: [saf@viniportugal.pt](mailto:saf@viniportugal.pt). In case of payment by Check, send to ViniPortugal to the care of “Serviços Administrativos e Financeiros”;
- **Step 3:** Viniportugal will confirm the registration.

- **Step 4:** Send payment proof of the remaining payment, until 3 months prior to the publication date to: [saf@viniportugal.pt](mailto:saf@viniportugal.pt). In case of payment by Check, send to ViniPortugal to the care of “Serviços Administrativos e Financeiros”;
- **Step 5:** Send text in English (considering mentioned limits) and bottle photo in high resolution to ViniPortugal, to the contact and date to be confirmed later.

### Space Allocation Criteria:

The online registration is not guarantee of space allocation. In case of overbooking, and if the requirements are fulfilled and if there's not overdue debts and not paid, priority will be given to EA by the following order:

- Highest history of participations in ViniPortugal events in USA in the previous civil year;
- Highest history of participations in ViniPortugal events all over the world in previous civil year.

Considering that the participation history is calculated based in weighted average (50% - 50%) between the number of participations and the total investment.

In case there aren't enough wines registered for the different shared page sizes (1/2 page, 1/3 page or 1/4 page), Viniportugal will give the possibility of reconvert the registration into a size that makes the participation possible in the communication campaign.

### Cancellation of Registration

The cancellation of the EA registration, on its own initiative, is possible during the registration period. This cancellation is entitled to refund the registration fee if ViniPortugal is able to cancel all the commitments already made with its suppliers in the context of that registration. Otherwise, the reservation cancellation is made without the right to refund the registration fee.

After the registration period, ViniPortugal reserves the right not to make any return of the registration fee. In cases where an invoice generated has not yet been settled, ViniPortugal reserves the right not to issue a credit note on an invoice generated, maintaining the amount owed.

### Clarifications

**Event: Filipa Anunciação** | [filipa.anunciacao@viniportugal.pt](mailto:filipa.anunciacao@viniportugal.pt) | +351 21 356 98 98

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