



BE PART OF THE FESTIVITIES

LEE VALLEY ATHLETICS CENTRE, LONDON

28TH - 29TH MAY 2017





“Pine krasi
na’sheis
zoin”

The Cypriot Wine Festival & Business Expo welcomes you to this exceptional event, celebrating the achievements of Cypriots of London and beyond. Now in its 35th year, the festival brings Cypriot culture from the Mediterranean to the public from the beating heart of the capital!

What makes us unique is that not only do we provide a festival atmosphere whilst delivering a business expo, but we proudly represent a forward-thinking dynamic in keeping a fun environment and real business acumen under one roof, from financial services to kid zones, to Hellenic-orientated festival headline acts bringing the life and soul of the Cypriot and Greek music scene to the ears and hearts of Londoners.

For the first time the event will be hosted at the state of the art facility that is Lee Valley Athletics Centre on Sunday 28th and Monday 29th May 2017. Spanning over three decades, the legacy of this fine event is testament to the progressive people of the Cypriot community who desired to celebrate their identity with the people of London.

That famous Cypriot hospitality, which mixes business and pleasure in such an organic way, is what makes our event such a success. Our team works very hard to uphold the values and principals the festival was built upon, marking the celebration of our culture.

So, welcome to the festivities! As they say in Cyprus, ‘*Pine krasi na’sheis zoin*’, loosely translated, ‘Drink Wine and Life Will be Fine. Of course, the saying is not meant to be taken too literally!

Yours sincerely,

CyWineFest team



Over the past 34 years, Parikiaki Newspaper has organised the Cypriot Wine Festival & Business Expo, offering visitors of all ages the fantastic opportunity to come and experience the vibrant, warm and welcoming spirit of the Cypriots in the UK.

The Cypriot Wine Festival & Business Expo, frequently known as CyWineFest is the largest Cypriot event outside of Cyprus. This annual event is an exciting TWO-DAY celebration of all things Cypriot, showcasing companies from around the UK. Homegrown community acts as well as musicians from Cyprus and Greece will be performing live at centre stage of this grand event. We are extremely delighted to announce that Yiannis Ploutarchos will be headlining this year's event! It will no doubt be an exhilarating performance, a show straight from the mpouzoukia of Athens to our main stage in London!

CyWineFest will be hosted at the Lee Valley Athletics Centre, catering for both indoor and outdoor facilities, encouraging exhibitors to celebrate their extensive product range. Many of the most successful and well-established businesses within our Cypriot community, which have developed into household names. Additionally, we are also extremely keen to welcome more businesses from Cyprus and the wider UK to participate.

Celebrating Cypriot Britishness, this highly anticipated event continues to attract around 10,000 visitors each year, eager to be part of the grandest and most celebrated Cypriot festival outside of Cyprus.

It is my pleasure to present this booklet showcasing the highlights and details of the many great advantages that this well-established event holds for your business. Undoubtedly this will entice you to participate in this long-standing and successful event.

B. Charalambous
Managing Director



What they said

"We have been going to the festival for over a decade and look forward to it every year. The amount of custom it has brought us is unprecedented. As soon as people enter the event, they look for our famous loukoumades and siamissi. The event is always firmly booked in our calendar every year and is almost like the annual presentation of our product range; so, we get a sense of the popularity of the foods on offer - there are thousands of people choosing one thing over another and this helps us to prepare for what the people want. We look forward to the 2017 event, we are certainly going to give the festival our Aroma!"

Aroma Patisserie

"I have been running the bar for decades, stocking the best in Cypriot beer. I've always experienced increased beer sales but it is not our main priority at this event. We have become a household name, new and returning visitors can see the atmosphere we create and they keep coming back every year to catch up. I love that social aspect of the festival, every year is like a big reunion, I love the way in which we Cypriots conduct our business. People feel comfortable by the warm atmosphere and we welcome more people to join our 'family!'"

Vasos, KEO Bar

"It is a testament to Cyprus and year in year out we attract thousands of people to our beautiful island and we truly believe that this fantastic event plays a major role in this process, providing a strong link between the homeland and ex-pats but we also appeal to the general public; people enter because they are genuinely interested in Cyprus. They explore what's on offer and want to get the whole experience and that generally translates to an increased number of tourists. It is an imperative part of our annual programme and we will continue to exhibit at this event. We are proud to be at CyWineFest and look forward to seeing you all again next year!"

Cypriot Tourism Organisation

"It is imperative that we attend the Cypriot Wine Festival & Business Expo as every year we see a benefit from it! We have been both supporters and exhibitors and are extremely happy with the work being done to promote trade with Cyprus."

Cyprus Trade Centre

"We were apprehensive at first as we only had a small inkling about the event but having exhibited for the first time 2 years ago, I can honestly say it was the most successful event we have ever attended. Even specific property orientated exhibitions have not even come close to the contacts we have obtained from exhibiting at this event."

Eviction Aid Ltd

"It has been a real eye-opening experience exhibiting at CyWineFest, for the past couple years! I never expected that so many people would come through the doors and show genuine interest in our range of wines. We have built our name in the community and we intend to grow our brand and exhibiting here has most certainly helped us do so!"

Makkas Winery

How to reserve your stand



1 Simply select the area you want to hire by looking at the plan on page 8. Please note that stand price lists have been divided into Business Stands on page 6 and Market Stalls on page 7, however these sections are not segregated areas but outlined in different colours on the plan. Please also be aware that named stands have already been either reserved from the previous year or have now been purchased.

2 Once happy with your choice, please read through the booking contract, fill in just a few details and sign the declaration on page 10 and that's it! Once completed send your form to:

**Cypriot Wine Festival & Business Expo,
140 Falkland Road,
London N8 ONP**

Alternatively, please send your completed form by email to **info@cypriotwinefestival.com** or **andy@cypriotwinefestival.com**

If you have any questions, please feel free to contact me or a member of our marketing and sales team on:
+44 (0)20 8341 5853 / +44 (0)7387 265 019

Yours sincerely,

A. Constantinou
Head of Marketing and Sales



www.facebook.com/cywinefest



[@cywinefest](https://twitter.com/cywinefest)



[@CyWineFest](https://www.instagram.com/CyWineFest)

Business stand price list



Shell scheme and electricity are included in the price

AREA

PRICE

12m² Stand (3m x 4m)

£850

includes:

- 4 tables
- 4 table cloths
- 4 chairs
- 8 wristbands
- 8 complimentary tickets (4 per day)
- 2 parking passes

24m² Stand (3m x 8m)

£1,600

includes:

- 6 tables
- 6 table cloths
- 6 chairs
- 12 wristbands
- 12 complimentary tickets (6 per day)
- 4 parking passes

Extras

Wristbands
(per person covers both days)

£10

PLEASE NOTE

Wristbands are durable and exhibitors are required to wear theirs at all times throughout the duration of the event. Complimentary tickets will be designated for each day of the event and are non-transferable. Any additional furniture or company logo prints are available upon request at an additional charge. All tablecloths are to be returned at the end of the Expo. Failure to do so will incur an extra charge of £35 per tablecloth. Helium balloons are not permitted in the hall.

Market stall price list



Shell scheme and electricity are included in the price

AREA	PRICE
6.25m² (2.5 x 2.5m) stall includes:	£275
3 tables 3 table cloths 3 chairs 4 wristbands 2 parking passes	
12m² stall includes:	£450
4 tables 4 table cloths 4 chairs 6 wristbands 3 parking passes	
Extras	
Electric point*	£60
Wristbands (per person covers both days)	£10

PLEASE NOTE

Wristbands are durable and exhibitors are required to wear theirs at all times throughout the duration of the event.
All tablecloths are to be returned at the end of the Expo. Failure to do so will incur an extra charge of £35 per tablecloth.
Helium balloons are not permitted in the hall.

*Electricity will be supplied if floor duct access point can be safely aligned at chosen market stalls.

[illegible]

LOADING
ENTRANCE
EXIT

Contract

Statement

This contract acts as an agreement between Parikiaki Limited and you the exhibitor, charity, company or group of companies exhibiting at the event. Lee Valley Athletic Centre staff and Parikiaki staff and volunteers as well as other exhibitors must be treated with the utmost respect. Violence of any kind will not be tolerated. The building itself is otherwise used as an athletics centre and must ALWAYS be treated with respect; any damage or vandalism shall be treated very seriously and the authorities will be called.

Terminology

For the purposes of this document, you the exhibitor shall be referred to as 'YOU' as this is an agreement between YOU and the organisers Parikiaki Limited. Lee Valley Athletics Centre shall be referred to as LV.

Hereafter the Cypriot Wine Festival & Business Expo shall be referred to as the CWF+BE.

The area YOU as an exhibitor are hiring from Parikiaki Ltd shall be referred to as your pitch.

Parikiaki Limited shall be referred to as Parikiaki.

Dates and Times

The CWF+BE will be from Saturday 27th May – Tuesday 30th May 2017

Saturday 27th May – YOU will set up from 14:00 – 19:00

Sunday 28th May – YOU will have 2hours to set up, from 10:00 – 12:00 (doors will open to the public at 12:30).

Monday 29th May – YOU will have 2hours to set up, from 10:00 – 12:00 (doors will open to the public at 12:30).

Tuesday 30th May – YOU will have access to the premises from 09:00 – 17:00 to collect any of your property.

Payment

Once your interest has been registered and a pitch selected, YOU will be required to give a deposit to secure it, which will be refundable up until Monday 3rd April 2017, thereafter your deposits will be non-refundable. However, if exhibitors wish to change the pitch, the deposit sum will be transferable provided your required pitch is not occupied.

The required deposit shall be calculated at 20% of the total fee.

Exactly 1 month later, by Tuesday 2nd May 2017, full payment is due and the funds must be deposited either in the Parikiaki bank account or if settled by cash or cheque, make sure the monies have been received by Parikiaki by the above date. YOU will be given written notice as a reminder of payment and it must be supplied by the closing of business at 17:00 on that day.

Once a contract has been signed it is legally binding between Parikiaki and CWF+BE and YOU. If cancellation is requested by YOU after Monday 3rd April and the contract has been signed, YOU will be required to pay the outstanding amount in FULL.

YOU will be supplied with an invoice which you may pay by cash, card or by cheque payable to Parikiaki Limited. If cheques bounce or card transactions are declined for whatever reason, this will count as non-payment and your securement shall be invalid until the necessary funds have been successfully paid.

Terms and Conditions

Although your possessions and other assets will be protected overnight by LV CCTV security, you are ultimately responsible for any loss or damage to your own property. YOU must be mindful not to damage any property, stocks or any other assets that belong to LV as you will be fully liable for the outstanding costs of either replacing or repairing the damaged items or property.

YOU acknowledge and accept that the CWF+BE provides a platform for trade between YOU and members of the public as well as between other vendors.

YOU accept that free and fair competition is encouraged by the CWF+BE and exhibitors may encounter similar products and services being provided to visitors.

Set up, breakdown and Health & Safety requirements

YOU will be issued with a hard copy of set up and breakdown times as well as a reminder of LV and Parikiaki – CWF+BE health & Safety policies, which must be abided by at all times.

To exhibit at our event, YOU will be required to complete:

- a) An Induction Form
- b) Public liability insurance valid for exhibitions
- c) Complete all necessary Risk Assessments
- d) If you are dealing with food and certain drinks you will be required to supply up to date hygiene certificates recognised by the appropriate bodies. YOU will also need to complete a Food Allergy report, outlining all the ingredients in any products you produce or supply, which LV requires 14 days before the start of event.

Refuse disposal

It is your job as exhibitor to ensure that YOU have adequate cleaning equipment necessary and refuse bags prior to entering the grounds. Although LV provide a cleaning service they are not responsible for YOU or your company's discarded stocks, pamphlets and leaflets. If you are dealing with perishable goods you must ensure that they are disposed of hygienically and any organic matter does not leave any stains in and around your pitch.

Security

LV are in charge of the overall security and their team works in correlation with any other security firms that Parikiaki/CWF+BE employs to protect YOU, the VIPs, invited guests and celebrities.

The grounds in and around LV are monitored by CCTV. You accept that the event will be covered by LV security cameras and in the event of an incident, footage will be used as evidence.

The Agreement

YOU agree to the terms and conditions set out in this document, YOU are fully aware of the content of the agreement and the consequences, should you be found to be in breach of any of the terms and conditions.

Declaration



I, the Exhibitor, accept the terms and conditions outlined in this document.

Please complete the booking procedure by filling in the details below in **BLOCK CAPITALS** with **BLACK INK** and sign at the bottom of the page.

Company name.....

Trading name (if differs to the above).....

Address.....

Contact name..... Position.....

Telephone..... Email.....

Booking Options

I/We would like to book the following (please tick): Business Stand ___ Market stall ___

Stand Nos _____ Size(m²) _____ Net cost GBP £_____ + 20% VAT

I/We hereby accept all terms and conditions outlined in this document and agree to pay the agreed amounts signed in this declaration according to the schedule specified.

Name (please print)

Position held

Signed Date



Why exhibit?

Exhibiting at London's Cypriot Wine Festival & Business Expo is the way to put your company's products in front of a diverse consumer group with a variety of Cypriot wineries and catering professionals as well as a diverse selection of businesses from Cyprus, Greece and within the UK.

There is an intertwined oenological history between Cyprus and the UK, stretching back centuries; this partnership has been fundamental in both the brewing and wine making history of the island. CyWineFest enhances this progressive Anglo-Cypriot relationship which has led the way to so many successful businesses whom have and continue to exhibit at our annual event.

We welcome around 10,000 visitors every year from a variety of different fields. Our visitor audience is drawn from the restaurant, catering and bar trade, independent retailers and wholesalers. Local MPs, Cypriot politicians and press have always been in attendance and of course importers of wine and other products from the Mediterranean.

To contact the team for more details about exhibiting at or sponsoring CyWineFest2017 please email info@cypriotwinefestival.com or call **+44(0)20 8341 5853** or **+44 (0) 7387 265 019**.



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