



Drinks International Wine Tourism Awards 2012

Entry Form

With tourism expanding in most of the world's major wine regions, Drinks International is proud to launch the WINE TOURISM AWARDS 2012

Making a vineyard and/or winery into a tourist destination is a long-term process which calls for much planning and investment. The aim of our awards is to recognise such innovation and excellence among wine producers, winemakers and associated businesses. Our awards categories reflect the strategy, proposition and innovation shown by these groups.

Entries are welcome from all involved in wine tourism, whether they be generic bodies, major producers or individual vineyards. If they have created an offering in the past 12 months they are eligible to apply for an award. Each entry should include a brief written description on a single A4 sheet, following the guidelines for each category. Entrants may wish to include supplementary material such as photos, brochures and tasting packs to support their submission.

2012 CATEGORIES

Most Innovative Vineyard or Cellar Tour

This award celebrates the success of innovative activities that offer visitors unique tour options in vineyards, cellars, education centres and museums. These may include additional activities built into the visitors' itinerary.

Best Wine Event

This award celebrates the success of creative wine events, festivals and fairs that attract visitors to the region, whether onsite or as a result of wineries partnering with other companies to develop a wine programme or event.

Best Wine Tourism Website

Websites are often the starting point for many tourists' holiday planning. We are looking for the most creative and interactive websites that promote the beauty of a given wine region and educate the user.

Best Generic Wine Body

Awarded to the generic body for its commitment and excellence in boosting wine tourism for a specific region. International marketing examples, promotions, brochures and statistics are welcome to support the entries.

Best Major Wine Producer

This award seeks to reward a leading wine producer who has implemented successful tourism initiatives.

Best Independent Wine Producer

This celebrates the small, independent winery which has successfully implemented an attraction or visitor experience.

Deadline for entries: Friday 6th January 2012

DRINKS INTERNATIONAL WINE TOURISM AWARDS 2012

FAX TO JO MORLEY +44 (0) 1293 474010

ENTRY DETAILS

Please photocopy this form for each product entered

Entry ☐ of ☐ products entered

Name of company entering the awards

Address:

Country

Contact name:

Job title:

Phone number:

Email:

Product entered:

Brand owner:

Please tick the category(ies) you wish to enter this product into:

☐ Most Innovative Vineyard or Cellar Tour

☐ Best Wine Event

☐ Best Wine Tourism Website

☐ Best Generic Wine Body

☐ Best Major Wine Producer

☐ Best Independent Wine Producer

HOW TO ENTER

- Complete the entry form (overleaf) in capital letters in black ink using the appropriate accents where applicable. All details will be reproduced for results and certificates. **Drinks International takes no responsibility for corrections of errors or illegible text made by the entrant.**
- Clearly indicate the name of the company entering.
- Fax or post your entry form to Jo Morley – Drinks International – Wine Tourism Awards, Agile Media Ltd, Zurich House, Crawley, West Sussex RH10 6AS, UK. Fax: +44 (0) 1293 474010.**
- Entries should be supported by a supporting statement of up to 250 words per entry as well as photographs, campaign images or illustrations.
- Entry forms and supporting information must be received by 6th January 2012.**
- Images should be in colour with both high resolution and low resolution jpg files supplied. Please do not send more than 3 images per product/campaign and ensure email size does not exceed 5MB providing zipped files where appropriate. Please do not provide bound documents or CD-Roms.

IMPORTANT NOTES

- The Drinks International Wine Tourism Awards are organised by Agile Media Ltd, publishers of Drinks International under licence from William Reed Business Media Ltd. The company address is Agile Media Ltd, Zurich House, Crawley, West Sussex RH10 6AS, UK. Registered number 6646125. VAT number: 938 4452 95.
- Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid entry. Proof of posting is not proof of delivery.
- The awards will be judged by an expert and independent panel selected by the organiser. The judges may decline to make an award for a certain category if they decide there are insufficient entries of a winning standard. The organisers reserve the right to alter the judging panel and categories without prior notice to entrants. In all respects, the judging decision is final.
- A list of winners will appear in the February issue of Drinks International and on our website www.drinksint.com. Images may also be used. Participants consent to their names and photographs to be used in any competition publicity.
- Winners may publicise their award provided the year in which it was won is stated. Those awarded are granted a non-exclusive, non-transferable license to use the Wine Tourism Awards logo in connection with its own award for a period of 3 years from the date of the award.

PAYMENT

- Cost per entry is £200 + VAT per category entered. Three entries cost £500 (+VAT) and thereafter each category costs £150 (+VAT) each.
- Orders totalling less than £500 (excluding VAT) must be paid by cheque or credit card. Orders exceeding £500 (excluding VAT) may request an invoice.
- VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU.

Competition	Quantity	Net price	VAT @ 20%	Amount
Wine Tourism Awards				

VAT number:

Currency

We wish to pay in: ☐ £ Sterling ☐ € Euros ☐ \$US dollars

The relevant exchange rate will be calculated as at date of processing.

Payment options

- Payment by credit card ☐

Please charge £_____ to my credit card (please include VAT amount, if applicable)

VISA ☐ Mastercard ☐ AMEX ☐

Card number:

Expiry date: Security code:

Name on card:

Cardholders address:

Signature:

- Payment by cheque ☐ Please make cheques payable to **Agile Media Ltd**

- Please send an invoice to the address overleaf (or provide a different address here). Invoices can only be issued for orders exceeding £500 (excluding VAT)

☐ We confirm that we have read and understood the rules and instructions set out overleaf.

Signature:

Print name:

Date:

Data Protection We will use this data for the purposes of administering your entry into the Drinks International Wine Tourism Awards and to contact you with any queries.

We may also use it to contact you about other competitions or products on behalf of Drinks International or Agile Media, Drinks International Wine Tourism Awards sponsors or carefully selected third parties.

If you do not wish to be contacted by any of the following please tick the relevant box:

Mail Telephone Email Fax Text

Drinks International ☐ ☐ ☐ ☐ ☐
Agile Media ☐ ☐ ☐ ☐ ☐
Sponsors ☐ ☐ ☐ ☐ ☐
Third Parties ☐ ☐ ☐ ☐ ☐

For office use only

Date received: _____
Account number: _____
Product Number: _____

For further information please call
Jo Morley on +44 (0)1293 590044
or email jo.morley@drinksint.com