



DRINKING WINE GIVES YOU LIFE /  
PINNE KRASIN NA'SHEIS ZOIN

# CYPRUS WINE FESTIVAL & BUSINESS EXHIBITION

THE GREEK & CYPRIOT  
PARIKIA OF LONDON  
IS WAITING FOR  
YOUR COMPANY

6<sup>TH</sup> AND 7<sup>TH</sup> OF JUNE 2020  
LONDON/LEE VALLEY ATHLETICS CENTRE

LONDON  
PARIKIA  
MEDIA SHOP

[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100

Cypriot Wine Festival  
& Business Expo 2018  
Lee Valley Athletics Centre  
61 Meridian Way  
London N9 0AR

# #PINNEKRASINASHEISZOIN

**T**HE CYPRIOT WINE FESTIVAL & BUSINESS EXPO WELCOMES YOU TO THIS EXCEPTIONAL EVENT, CELEBRATING THE ACHIEVEMENTS OF CYPRIOTS OF LONDON AND BEYOND. NOW IN ITS 36TH YEAR, THE FESTIVAL BRINGS CYPRIOT CULTURE FROM THE MEDITERRANEAN TO THE HEART OF THE CAPITAL!

What makes us unique is that we provide a festival atmosphere whilst delivering a business expo.

We proudly provide a relaxed and diverse dynamic to the event which combines a fun environment and encourages entrepreneurship. From financial services and a kids' zone, to wine tasting and food, as well as headline acts bringing the life and soul of the Cypriot and Greek music scene to London, CyWineFest has it all.

The event will be hosted at the state-of-the-art facility of Lee Valley Athletics Centre on Sunday 27th and Monday 28th May 2018. Spanning over three decades, the legacy of this fine event is testament to the progressive nature of the Cypriot community who desire to celebrate and share 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 principles the festival was built upon, marking the celebration of our culture.

So, welcome to the festivities! As they say in Cyprus **'Pinne krasin na'sheis zoin!'**, loosely translated, **'Drinking wine gives you life!'**

Yours sincerely,

**CyWineFest Team**

**LONDON  
PARIKIA**  
MEDIA SHOP

[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100

**LONDON  
PARIKIA**  
MEDIA SHOP

[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100



Over the past 37 years, Parikiaki Newspaper has organised the insurmountable Cypriot Wine Festival & Business Expo, offering visitors of all ages the fantastic opportunity to come and experience the vibrant, warm and welcoming spirit of Cypriots in the UK.

The Cypriot Wine Festival & Business Expo, frequently known as CyWineFest is the largest Cypriot event outside of Cyprus. Under the auspices of the Cyprus High Commission, the 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 performing live at centre stage of this grand event. The entertainment programme provides exhilarating performances, bringing the bouzoukia scene direct to our main stage!

CyWineFest will once again be hosted at the Lee Valley Athletics Centre. We believe that as the venue caters for both indoor and outdoor facilities, it gives us and our exhibitors the flexibility to fully showcase the extensive product ranges proudly displayed and provide a better overall visitor experience. A true representation of Cypriot culture would not be complete without the access to the outdoors. As a result of our event, many of the most successful and well-established businesses within our Cypriot community have developed into household names. In recent years we have seen a growing demand from companies in Cyprus and from around the UK participating and showcasing their products and services.

Celebrating 'Cypriot Britishness', this highly anticipated event attracts 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 highlighting the many great advantages that participating in this well-established event holds for your business, and details of how you can book your place. We hope that this will entice you to join us in this long-standing and successful event.

Yours sincerely,

 **PARIKIAKI**

# WHAT THEY SAID

## **AROMA PATISSERIE**

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 event every year, we are certainly going to give the festival our Aroma!

## **CYPRUS TOURISM ORGANISATION**

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!

## **CYPRUS TRADE CENTRE**

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.

## **EVICTIION AID**

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.

## **MAKKAS WINERY**

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!

## **ANGEL CELEBRATIONS**

We have never exhibited at CyWineFest before, so we had no prior experience of the Cypriot Wine Festival to compare this year's event. All we can say is that we were pleasantly surprised! Coming from Cyprus, it was very exciting to see such an amazing event and we're definitely coming back next year! We have even got another Cypriot business interested in coming over!

**LONDON  
PARIKIA**  
MEDIA SHOP

[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100

# #CYWINEFEST



# HOW TO RESERVE YOUR STAND

## 1

Simply select the area you want to hire by looking at the plan on pages 10 and 11. Please note that stand price lists have been divided into business stands on page 6, market stalls on page 7 and catering stands on pages 8 and 9. These sections are not segregated areas but outlined in different colours on the plan and catering stands refers to stands in the external patio area. 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 14 and that's it! Once completed send your form to: [info@parikia.com](mailto:info@parikia.com)

## 3

On receipt of your completed booking form and signed declaration, a member of the CyWineFest Team will be in touch to confirm your details and arrange for payment of the deposit. This guarantees your booking (subject to conditions outlined in the contract).

If you have any questions, please feel free to contact a member of our marketing and sales team on:  
**+357 22 51 11 00**

Yours sincerely,

**CyWineFest  
Marketing and Sales Team**



[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100

# BUSINESS STAND PRICE LIST

LONDON  
PARIKIA  
MEDIA SHOP

Prices are inclusive of BOTH days for each individual company

AREA	PRICE
<b>6m<sup>2</sup> Stand</b> (3mx2m) includes:  Shell scheme Electrical point 2 tables 2 table cloths 2 chairs 8 wristbands (4 per day) 4 complimentary tickets (2 per day) 1 waste basket 2 parking passes	<b>€1000</b>
<b>10m<sup>2</sup> Stand</b> (2.5mx4m) includes:  Shell scheme Electrical point 3 tables 3 table cloths 3 chairs 10 wristbands (5 per day) 8 complimentary tickets (4 per day) 1 waste basket 2 parking passes	<b>€1200</b>
<b>20m<sup>2</sup> Stand</b> (5mx4m) includes:  Shell scheme Electrical point 6 tables 6 table cloths 6 chairs 14 wristbands (7 per day) 10 complimentary tickets (5 per day) 2 waste baskets 3 parking passes	<b>€2000</b>
<b>Extras</b>	
Sink basin and installation	€380 + VAT
Wristbands (per person covers both days)	€13

## PLEASE NOTE

Exhibitors are required to wear their wristbands at all times for security reasons.  
It is the liability of exhibitors to return all items provided by the CyWineFest Team at the end of the event, failure to do will incur extra charges.  
Helium balloons are not permitted in the hall.

# MARKET STALL PRICE LIST



Prices are inclusive of BOTH days for each individual company

AREA	PRICE
<b>6m<sup>2</sup> Stand</b> (3mx2m) includes:	<b>€400</b>
2 tables 2 table cloths 2 chairs 8 wristbands (4 per day) 2 parking passes	
<b>10m<sup>2</sup> Stand</b> (5mx2m) includes:	<b>€700</b>
3 tables 3 table cloths 3 chairs 8 wristbands (4 per day) 2 parking passes	
<b>Extras</b>	
Electric point	<b>€75 + VAT (per unit)</b>
Wristbands (per person covers both days)	<b>€13</b>

## PLEASE NOTE

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

Exhibitors are required to wear their wristbands at all times for security reasons.

It is the liability of exhibitors to return all items provided by the CyWineFest Team at the end of the event, failure to do will incur extra charges.

Helium balloons are not permitted in the hall.

It is the responsibility of all exhibitors/caterers to ensure that any ingredients and equipment used is compliant with food hygiene, Health & Safety standards, and making sure that electrical appliances are PAT tested and that the relevant documentation is provided at least 21 days prior to the event.

**Any extra costs incurred by the CyWineFest Team due to non-compliance will be cross charged back to your business.**



[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100

# CATERING STAND PRICE LIST

Prices are inclusive of BOTH days for each individual company and includes canopy, electricity and water supply including installation of x1 sink basin.

The depth of the all catering stands is 6m. The minimum catering stand is 3mx6m. You will receive x4 tables (60cmx1.8m) and linen cloths as well as x4 folding chairs. Each size up increases the number of tables x2 and chairs x1.

AREA*	WRISTBANDS / COMPLIMENTARY TICKETS**	PRICE
18m <sup>2</sup> (3x6m)	8 / 4 per day	€1400
24m <sup>2</sup> (4x6m)	10 / 5 per day	€1900
30m <sup>2</sup> (5x6m)	12 / 6 per day	€2300
36m <sup>2</sup> (6x6m)	14 / 7 per day	€2800
42m <sup>2</sup> (7x6m)	16 / 8 per day	€3200
48m <sup>2</sup> (8x6m)	18 / 9 per day	€3500
60m <sup>2</sup> (10x6m)	20 / 10 per day	€4300
72m <sup>2</sup> (12x6m)	22 / 11 per day	€4700
90m <sup>2</sup> (15x6m)	24 / 12 per day	€5950

\* Subject to availability

\*\* If complimentary tickets are not required, these can be substituted for more wristbands.

## Extras

Sink basin and installation	€380 (per unit + VAT)
Tables	€13 (per unit + VAT)
Chairs	€7 (per unit + VAT)
Wristbands (per person)	€13

## PLEASE NOTE

Exhibitors are required to wear their wristbands at all times for security reasons. It is the liability of exhibitors to return all items provided by the CyWineFest Team at the end of the event, failure to do will incur extra charges.

Helium balloons are not permitted in the hall.

It is the responsibility of all exhibitors/ caterers to ensure that any ingredients and equipment used is compliant with food hygiene, Health & Safety standards, and making sure that electrical appliances are PAT tested and/or Gas safe certified and that the relevant documentation is provided at least 21 days.

**Any extra costs incurred by the CyWineFest Team due to non-compliance will be cross charged back to your business.**



[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100



# SPACE ONLY SELF- CATERING VANS



Prices are inclusive of BOTH days for each individual company

AREA	PRICE
<b>9m<sup>2</sup> Stand</b> (3mx3m) includes:  4 wristbands (2 per day) 4 complimentary tickets (2 per day) 1 parking pass	<b>€690</b>
<b>12m<sup>2</sup> Stand</b> (3mx4m) includes:  6 wristbands (3 per day) 6 complimentary tickets (3 per day) 2 parking passes	<b>€990</b>
<b>Extras</b>	
Wristbands (per person)	<b>€13</b>

## PLEASE NOTE

Exhibitors are required to wear their wristbands at all times for security reasons. It is the liability of exhibitors to return all items provided by the CyWineFest Team at the end of the event, failure to do will incur extra charges.

Helium balloons are not permitted in the hall.

It is the responsibility of all exhibitors/ caterers to ensure that any ingredients and equipment used is compliant with food hygiene, Health & Safety standards, and making sure that electrical appliances are PAT tested and/or Gas safe certified and that the relevant documentation is provided at least 21 days prior to the event.

**Any extra costs incurred by the CyWineFest Team due to non-compliance will be cross charged back to your business.**



[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100

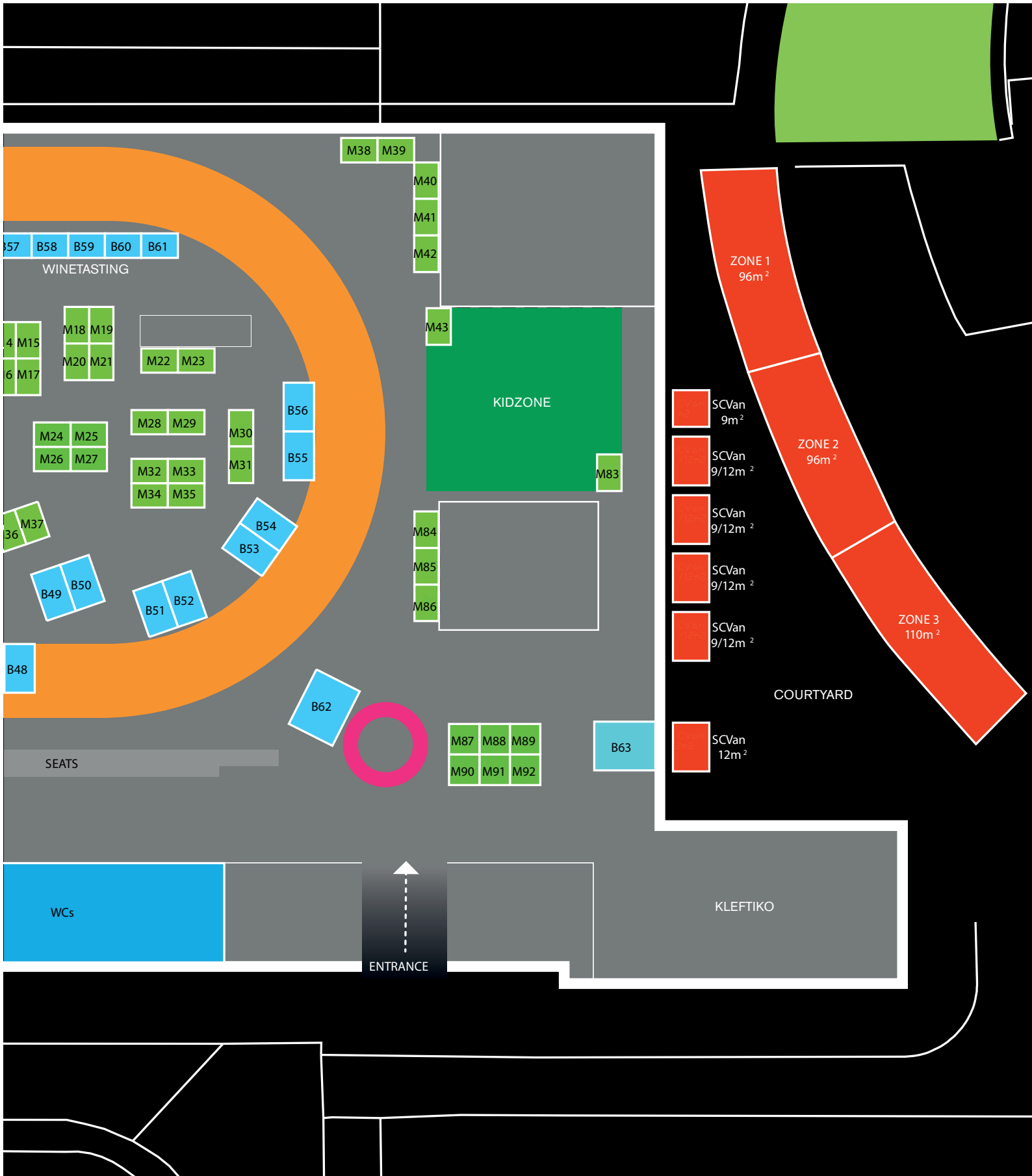


# FLOOR PLAN



[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100

- BUSINESS STAND
- MARKET STALL
- CATERING STAND



- B5 - B8 Reserved for CyWineFest wine tasting tables/Goodie bag collection point
- B9 - B11 Reserved for KEO bar and Coffee Bar
- B18 - B29 Reserved for Made In Cyprus Expo
- B39 - B42 Reserved for LOEL / Marathon Foods
- B47 Reserved for Tas Records

- B57 - B61 Reserved for CyWineFest winetasting tables
- M84 - M86 Reserved for Karpasis Food Importers
- M87-M92 Reserved for KLN Zesta 'Frangiolakia' (Cypriot sandwiches and coffee bar)
- B63 Reserved for KEO beer bar

# CONTRACT



[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100

## 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, 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 Limited 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 6th June – Sunday 7th June 2020**

**Friday 5th June** – YOU will set up from 14:00 – 19:00

**Saturday 6th June**– YOU will have 1 hour and 30 minutes to set up, from 10:00 – 11:30 (doors will open to the public at 12:00).

**Sunday 7th June** – YOU will have 1 hour to set up, from 10:00 – 11:00 (doors will open to the public at 11.30).

**Monday 8th June** – YOU will have access to the premises from 09:00 – 14:00 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 2nd April 2020, 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 25% of the total cost including any extras requested.

Exactly 1 month later, by Tuesday 1st May 2020, 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 the 1st May.

Once a contract has been signed it is legally binding between Parikiaki, CWF+BE and YOU. If cancellation is requested by YOU after Monday 2nd 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 less the deposit paid, 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 of the booking shall be invalid until the necessary funds have been successfully paid.

## **TERMS AND CONDITIONS**

Your possessions and other assets will be protected overnight by the CWF+BE security team and some CCTV coverage provided by LV, 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.

Tablecloths are to be returned at the end of the Expo. Failure to do so will incur an extra charge of £35 per tablecloth. It is your liability to return any other items provided to YOU as part of having a stand at the CWF+BE at the end of the event. Failure to do so may also incur extra charges

Helium balloons are not permitted in the hall.

YOU accept that any photographs or video footage taken during the event of your business may be used by the CWF+BE in advertising or promotional material including social media.

**Any extra costs incurred by the CWF+BE due to non-compliance with any of the terms of this contract will be charged back to YOU and your business.**

## **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 complied with at all times during the event. YOU and your staff are required to wear your allocated wristbands at all times for security reasons.

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

- Complete an Induction Form
- Ensure you have public liability insurance valid for exhibitions for the dates specified in this contract.
- Complete all necessary Risk Assessments

It is the responsibility of YOU as an exhibitor to ensure that electrical appliances/equipment used are PAT tested and/or Gas safe certified and that if applicable any ingredients and equipment used in catering are compliant with food hygiene, Health & Safety standards. Relevant documentation must be provided to the CWF+BE using the contact details in this booklet at least 21 days prior to the 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 your company's discarded stock, leaflets etc. 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 oversee the overall security of the venue and their team works in conjunction with any other security firms that Parikiaki/CWF+BE employs to protect YOU, invited VIPs, celebrities and the general public.

LV has some CCTV coverage in and around the grounds. You accept that in the event of an incident, footage (where available) 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



www.parikia.com  
Tel: +357 22 511 100



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 \_\_\_\_\_

Social media tags \_\_\_\_\_

(used to promote your business)

## Booking options

I/We would like to book the following (please tick): Business Stand \_\_\_\_\_ Market stall \_\_\_\_\_ Catering stand \_\_\_\_\_

Stand or Zone (where catering) N.O/'s \_\_\_\_\_ Size(m<sup>2</sup>) \_\_\_\_\_

Extras required \_\_\_\_\_

Net cost EUROS € \_\_\_\_\_ + 19% 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 \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_



**LONDON  
PARIKIA**  
MEDIA SHOP

[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100

# WHY EXHIBIT

LONDON  
PARIKIA  
MEDIA SHOP

[www.parikia.com](http://www.parikia.com)  
Tel: +357 22 511 100



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 varied 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, and has led the way in helping many successful businesses that have and continue to exhibit at our annual event.

We welcome around 10,000 visitors every year from not only the UK Cypriot community, but also non-Cypriot visitors who may be familiar with Cyprus from their holidays, or those who simply see it as a nice day out! Our business to business visitors are 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. Therefore, the CyWineFest is a great opportunity to expand your business by developing your professional network as well as the opportunity of marketing and selling your products to the public.

To contact the team for more details about exhibiting at or sponsoring CyWineFest 2020, please email [info@parikia.com](mailto:info@parikia.com) or call us on +22 511 100