

WINETECH

WHERE WINE'S NEXT BIG IDEAS ARE CULTIVATED

Connect with the people,
technology and innovation
shaping the future of wine.

AUSTRALIA'S INTERNATIONAL
WINE INDUSTRY EXPO

AUGUST 1-3, 2028
ADELAIDE
CONVENTION CENTRE

2028

**EXHIBITOR
PROSPECTUS**

winetech.com.au



Presented by:



**Australian
Wine Industry**
Technical Conference
& Trade Exhibition



**EXPERTISE
EVENTS** Est. 1990
experience shows



EVENT OVERVIEW

CONNECTING PEOPLE,
TECHNOLOGY AND
INNOVATION SHAPING
THE FUTURE OF WINE.

VINEYARD TO BOTTLE

WineTech is the premier triennial event for the wine production industry, returning to Adelaide in 2028. Held alongside the Australian Wine Industry Technical Conference (AWITC), Australia's leading wine industry technical conference, WineTech brings together winemakers, grape growers, researchers, suppliers, services providers, buyers and industry decision makers from across Australia and around the globe.

As the industry's leading vineyard to bottle exhibition, WineTech showcases the products, services and technologies shaping the future of wine production. Covering every stage of the value chain, from viticulture and winemaking through to packaging, logistics, sustainability and business operations, the event provides a comprehensive platform for discovery, learning and business engagement.

For Exhibitors, WineTech delivers direct access to a highly targeted audience of decision makers actively seeking solutions to improve efficiency, quality, productivity and profitability. The event creates valuable opportunities to generate qualified leads, launch new products, strengthen customer relationships and build brand visibility within a focussed industry environment.

Supported by the extensive AWITC program, attendees arrive informed, engaged and ready to explore new ideas and technologies, the combination of technical education, industry networking and product discovery makes WineTech a powerful platform for companies looking to grow their presence and do business within Australia's wine sector and beyond.

REAL IMPACT

The WineTech 2025 results confirmed that there is a strong audience demand for in-person connection, innovation, discovery, and practical business outcomes.



**More
than 2/3**

attendees **likely to
purchase from an
exhibitor they met**



1,100+
conference
delegates



2,600+
exhibition only
attendees



83%
of exhibitors said
the event **met or
exceeded** expectations



96%
of visitors rated the
event as **good or
excellent**



84%
of attendees
**discovered new
products**



9/10
exhibitors **would
recommend exhibiting
at WineTech**

THE OPPORTUNITY

FROM VINE TO VALUE

**1.04
BILLION**

litres of wine
produced

**\$5.7
BILLION**

gross value to
wine makers

2,100+ 5,400+

wineries

grape growers

Australia's

FIFTH LARGEST

agricultural export industry

**\$2.55
BILLION**

export value

**649
MILLION**

litres exported

Why this matters?

Thousands of wineries and growers require ongoing investment in vineyard equipment, processing machinery packaging, logistics, water management, laboratory services, software and sustainability solutions.

As an export focussed industry, wineries must continue to improve productivity, quality, traceability and sustainability, driving investment in products and services showcased at WineTech.

<https://www.wineaustralia.com/market-insights/australian-wines-economic-contribution>

TECHNOLOGY
IS DRIVING THE
NEXT CHAPTER OF
AUSTRALIA'S GLOBAL
WINE INDUSTRY.

WHY WINETECH?



NEW IDEAS.
STRONG
CONNECTIONS.
REAL BUSINESS
OUTCOMES.

WHY NOW?

The Australian wine sector continues to navigate supply and demand imbalance, changing consumer behaviour, sustainability pressures, export market shifts, cost inflation, and the need for productivity gains. Industry strategy and reporting point to the importance of innovation, climate response, efficiency, market diversification, and stronger value creation.

WineTech serves as a practical marketplace where suppliers can connect directly with buyers looking for solutions in automation, packaging, vineyard performance, data, compliance, logistics, and commercial growth.

EFFICIENCY & CONTROL

Buyers are actively seeking efficiency, cost control, and risk reduction

SUSTAINABLE SOLUTIONS

The sector is prioritising sustainability, climate adaptation, and circular solutions

EXPORT & GROWTH

Rebuilding export and domestic value requires better tools, insights, and partnerships

FACE TO FACE

Face-to-face engagement remains critical for trust, demonstrations, and high-value purchasing decisions

ONLY EVERY 3 YEARS

A triennial event creates urgency, pent-up demand, and a strong reason to participate

AUDIENCE PROFILE

MEET YOUR MARKET

WineTech attracts a concentrated, trade-focused audience from across the wine sector. Attendees include decision-makers and influencers, and technical evaluators responsible for capital equipment, consumables, production systems, packaging, distribution, and business services.

The exhibition also benefits from running in conjunction with the Australian Wine Industry Technical Conference (AWITC). This provides direct access to a highly engaged audience.

VINEYARD

Owners & managers

WINERY

Winemakers & cellar operations teams

PRODUCTION

Production, engineering & maintenance leaders

SUPPLY CHAIN

Procurement & decision-makers

PACKAGING & LOGISTICS

Packaging, bottling & logistics stakeholders

EXPORT & BRAND

Export, marketing & brand teams

TECHNICAL & RESEARCH

Researchers, consultants & technical advisers

TECHNOLOGY & SERVICES

Industry associations, service providers & emerging technology partners

THE PEOPLE
SHAPING, SPECIFYING
AND INVESTING IN
THE FUTURE OF
AUSTRALIAN WINE.



EXHIBITOR BENEFITS

MEET. SHOW. GROW.

Participating at WineTech 2028 puts your business in a unique opportunity to engage directly with targeted qualified customers, offering you significant influence in their decision-making process, and a platform to showcase your company benefits.

DIRECT ACCESS TO BUYERS

Qualified buyers in one location

ACCELERATE YOUR PIPELINE

Generate qualified commercial leads

MARKET INTELLIGENCE

Hear directly from the industry

DEMONSTRATE YOUR PRODUCT

Show technology in action

GROW RELATIONSHIPS

Deepen customer connections

BUILD AUTHORITY

Strengthen visibility in the market

FEW MARKETING
OPPORTUNITIES
PUT YOU IN FRONT
OF SO MANY
QUALIFIED BUYERS.

What the industry is looking for:

WINEMAKING & PROCESSING

Equipment & production systems

VINEYARD TECHNOLOGY

Machinery, irrigation & precision agriculture

AUTOMATION & DATA

Robotics, sensors, software & platforms

QUALITY & COMPLIANCE

Laboratory, testing & quality systems

PACKAGING & BOTTLING

Closures, labels & sustainable materials

HANDLING & STORAGE

Tanks, barrels, logistics & transport

SUSTAINABILITY

Energy, water, emissions & waste

BUSINESS SERVICES

Finance, insurance & export support

MARKETING & RETAIL

Communications, retail tech & customer engagement

EVENT PROMOTION



HOW WE SHOWCASE YOUR BUSINESS

WineTech 2028 is supported by a comprehensive visitor marketing and exhibitor engagement campaign designed to build awareness, drive qualified attendance and help exhibitors generate measurable business outcomes before, during and after the event.

WINETECH ONLINE
EXHIBITOR DIRECTORY

SOCIAL MEDIA &
DIGITAL ADVERTISING

EMAIL MARKETING

PRINT & RADIO
ADVERTISING

PREVIEW GUIDE:
MAILED & DIGITAL

ONSITE DIRECTORY

EVENT LEAD
SCANNING APP

DIGITAL ASSETS

E-POSTCARDS

STAND PACKAGES

YOUR SPACE. YOUR WAY.

CHOOSE THE FORMAT THAT BEST SUITS HOW YOU WANT TO SHOW UP AT WINETECH:



A SPACE ONLY

Exhibit with your own custom booth.

- Floor space only
- No walling
- Carpet included
- Available for stand sizes 18 sqm or larger
- Custom stand designs must be submitted for approval prior to the event



B MODULAR WITH FASCIA

Package with rail mounted signage.

- Floor space
- Fascia system at front of stand with company name sign
- White walling
- Carpet
- 2 x spotlights on track behind fascia system provided per 9 sqm booked



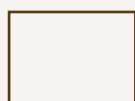
C MODULAR WITH NO FASCIA

Package with signage mounted on back wall.

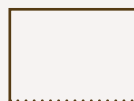
- Floor space
- No fascia system at front of stand
- Company name sign on back wall
- White walling
- Carpet
- 1 x LED light on arm located on back wall provided per 9 sqm booked

STAND TYPES:

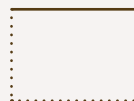
INLINE
1 Open Side



CORNER
2 Open Sides



PENINSULAR
3 Open Sides



ISLAND
4 Open sides*



*Only available to Space only stand bookings

LIGHTING INCLUSIONS (for modular packages):

Square Metres Booked	Modular With Fascia	Modular With No Fascia
Up to 9 sqm	2	1
10–18 sqm	4	2
19–27 sqm	6	3
28–36 sqm	8	4
37+ sqm	10	5



BE AT THE CENTRE OF THE INDUSTRY.

If you are looking for higher visibility, differentiation, and association with innovation and industry leadership, there are sponsorship packages available that provide:

ELEVATED VISIBILITY ACROSS
THE ATTENDEE JOURNEY

BRAND ALIGNMENT WITH EDUCATION,
INNOVATION, & INDUSTRY PROGRESS

ACCESS TO PREMIUM BRAND PLACEMENTS

MORE OPPORTUNITIES TO GENERATE
MEETINGS & QUALIFIED TRAFFIC

IMPROVED RECALL THROUGH REPEATED
MULTI-CHANNEL EXPOSURE

STRONGER STORYTELLING AROUND
LEADERSHIP, SUSTAINABILITY, &
TRANSFORMATION

PLATINUM EXHIBITION SPONSOR \$12,000 (ex GST) 1 AVAILABLE	GOLD EXHIBITION SPONSOR \$8,500 (ex GST) 1 AVAILABLE
SIGNAGE & PRINT	
• Logo on all WineTech exhibition print material and noted as platinum sponsor • 1 x pull up banner at registration area • Logo placement on WineTech 2028 Media Wall • 2 x full page advertisements in exhibitor directory • Included on dedicated sponsor signage at event	• Logo on all WineTech exhibition print material and noted as gold sponsor • Logo placement on WineTech 2028 media wall • 1 x full page advertisement in exhibitor directory • Included on dedicated sponsor signage at event
DIGITAL	
• Web tile on website landing page with link to company website • 2 x pre-event EDM advertising tiles • Logo on all industry/visitor email broadcasts from signing	• Web tile on website landing page with link to company website • 1 x pre-event EDM advertising tile • Logo on all industry/visitor email broadcasts from signing
OTHER	
Floor Talks speaking position available	

EVENT SPONSORSHIP

EVENT BAG SPONSOR \$6,000 (ex GST)	LANYARD SPONSOR \$8,000 (ex GST)	FLOOR TALKS STAGE SPONSOR \$5,000 (ex GST)
INCLUSIONS		
Production of event bag with sponsor logo (sponsor logo will be on one side of the bag and event logo on alternate side)	Sponsor logo included on attendee lanyards	- Naming rights to the Floor Talks area 'Sponsor Name' Floor Talks area - Guaranteed inclusion in Floor Talks program
SIGNAGE & PRINT		
- Included as event bag sponsor in printed exhibitor directory - Dedicated sponsor sign at event bag collection location	- Listed lanyard sponsor in printed exhibitor directory - Dedicated sponsor sign at event registration area.	- Floor Talks program in exhibitor directory will include sponsor logo - Logo on Floor Talks signage at event 1 x pull up banner at Floor Talks area
DIGITAL		
- Logo listed on WineTech event website as event bag sponsor - Logo listed on exhibition registration website and confirmation emails	- Included as lanyard sponsor on WineTech website - Included as lanyard sponsor on exhibition registration website and confirmation emails	Listed on WineTech website as Floor Talks stage sponsor

MORE THAN
VISIBILITY.
BE PART
OF THE
EXPERIENCE.

W:NETECH

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**TO SECURE YOUR
BOOKING, CONTACT
THE EXPERTISE
EVENTS TEAM**



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