

World-Spirits 2008: "Summit meeting" of the world's finest spirits & distillates at the GAST trade fair in Klagenfurt

Never change a winning team! This is reason enough for Wolfram Ortner to organise the "World-Spirits 2008" and the "World-Spirits Award" once more as a separate event during the GAST trade fair in Klagenfurt. From 9th to 12th March restaurateurs, merchants and connoisseurs of fine spirits will be expecting the best distilleries and distillates from the world of spirits at the biggest Hotel and Catering Fair in the Alpen-Adria Region.

"Simply the best in Spirits!"

Wolfram Ortner had numerous reasons to move his "World Spirits Festival" to the Carinthian state capital: First of all, "Kärntner Messen" is a strong partner with an extensive infrastructure and a perfect marketing system. Secondly, the central position in Europe makes it easily accessible by road or plane on AUA and HLX. These synergies will benefit not just the organisers but also the exhibitors and visiting trade professionals.

The epitome of unparalleled pleasure: "World-Spirits", coffee and wine under one roof

For the first time, GAST visitors have the opportunity to experience the products of three different segments of the beverage industry within one single exhibition, which is located in halls 7 and 9 and is furthermore rounded off by an attractive programme of supporting events.

Competition is the key to success

The international tasting session for the "World Spirits Award" 2008 will be held in the preliminary stages of the event with a panel of perfectly trained judges. Distilleries from all over the world are classified and compete for medals and the coveted awards "Spirits of the Year" and "Distillery of the Year". The highlight for all participants in the award competition is the presentation of the fine spirits in the context of the festival.

Meeting high standards

The "World Spirits Festival" will not only meet the high standards of visitors from the gourmet and beverage industries, but also those of interested members of the general public and the international press. The core of the exhibition is made up of distillates and "Spirits of the Year", the award ceremony for the spirits and the classifying of the distilleries and, last but not least, the informative and enjoyable supporting programme. Over 20,000 visitors are expected at this four-day festival at the GAST!



Experiencing and understanding spirits – a creative way to improve sales

A new additional feature will be again the so-called "Spirit-Thek" – a gigantic "perfume store" where visitors can learn more about fine spirits and test their quality in a hands-on environment. "Experiencing and understanding spirits – a creative way to improve sales" is the motto. A great number of spirits from all over the world can be "sniffed" and pure "distillates" can be compared directly with "spirits".

The harmony of coffee, rum and cigar distillates

New trends in the world of consumable pleasures will also be covered. The best varieties of coffee, enriched with coffee distillates, along with seductive pralines and gourmet chocolates will be available for tasting. A special highlight for aficionados will be – besides the "classics" such as rum or whisky – the best cigar distillates of the "World Spirits Award 2008".

Information on "World Spirits 2008":

World-Spirits . Wolfram Ortner . A-9546 Bad Kleinkirchheim . Untertschner Weg 3

Phone: 0043-4240-760 . Fax: 0043-4240-760-50 . www.world-spirits.com

E-mail: office@world-spirits.com

Information on GAST KLAGENFURT at "Kärntner Messen", phone: 0043-463-56800-0* or on the web at www.kaerntnermessen.at

5th World Spirits Festival

9th to March 12th, 2008

Klagenfurt/Carinthia/Austria

As an organiser and marketing partner "World Spirits" offers opportunities to spirits manufacturers as well as producers of related gourmet commodities (coffee, cigars, chocolate enriched with spirits, pralines, truffles, and producers of distilleries and distilling equipment etc.) not only to present their products to the international press but also to develop business contacts. After all, we are in an attractive, quality-orientated market-place here, where business contacts from the widest variety of fields are to be found under the same roof, so to speak – the "World Spirits Festival:" – buyers from the hotel and catering trade at the point of sale, as well as lovers of fine spirits, gourmands and connoisseurs of the good life.

The stars of the festival should be the products – quite puristic, but with the highest pretensions. No catwalk of vanities, no competition between expensively laid-out stands but a dignified table-based presentation in gracious surroundings – and above all sufficient time to communicate with the visitors, so as to convince them of the quality of the products. The focus of the "World Spirits Festival" in 2008 is on top-class fruit brandies (100% distillate, no added sugar, alcohol or flavouring agents).

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Buying is a matter of trust: „World Spirits“ offers visitors the unique opportunity to be won over by the wide variety of tastes and the quality of the world of spirits and their environment, to get to know the people who produce them and their philosophy – from small manufacturers or farming businesses to enterprises operating on a global scale.

... and let us not lose sight of the additional benefits for exhibitors: with this concept the organiser can offer a flexible and inexpensive form of exhibition, as the linking of a place at the Festival with automatic participation in the “World Spirits Awards”, does not involve any additional costs but is based on reasons of marketing techniques.

Contact / Information:

World Spirits - Barbara Ortner
Ticket reservations and organisation: Wolfram Ortner
Untertscherner Weg 3, A-9546 Bad Kleinkirchheim
Phone: 04240-760, Fax 04240-760-50
E-mail: office@world-spirits.com, www.world-spirits.com

GAST KLAGENFURT - “Kärntner Messen”,
Phone: 0043-463-56800-0* or on the web at www.kaerntnermessen.at

Festival details

Date / location:

Festival: 9th to March 12th, 2008 in Klagenfurt (GAST trade fair)
World Spirits Award Gala: March 9th, 6.00 pm, GAST Hall 7

Opening times: 11.00 am to 6.00 pm.

Exhibiting venue: GAST, Hall 7

Contact / Information: Barbara Ortner

Room reservations, tourist information etc.: Klagenfurt Tourismus

Neuer Platz 1
A-9010 Klagenfurt
Phone: 0043-463-537 2223
Fax: 0043-463-537 6218
E-mail: tourismus@klagenfurt.at

Organisation: Wolfram Ortner
Untertscherner Weg 3, A-9546 Bad Kleinkirchheim
Phone: 04240-760, Fax 04240-760-50

E-mail: office@world-spirits.com, www.world-spirits.com

Objectives of the exhibition

1. Tasting and sale of products (direct as well as orders)
2. Increasing awareness and image of the products
3. Improving the quality and diversity of the products
4. Acquiring private customers
5. Making contacts with the hotel and catering trade
6. Presenting products to the international press
7. Strengthening self-confidence and self-image within the branch
8. Financial benefits for the individual producers or merchants
9. Boosting the image of high-quality spirits
10. "Interest trigger" for the consumer – smell, experience and understand fine spirits to become a collector

Exhibitors can be

1. producers
2. importers
3. merchants

Exhibitor tickets

Every exhibitor will receive two admission tickets and one parking ticket for the entire duration of the festival.

Information for exhibitors

Set-up period: March 8th, 08.00 am to 18.00 pm, March 9th, 08.00 am to 11.00 am.

Tear-down period: March 12th, 06.15 pm to 09.00 pm and March 13th, 08.00 am to 09.00 pm.

Table presentation: Each exhibitor will be allocated a table of approx. 200 cm x 70 cm, which must be covered with a white table-cloth. This is to be changed each day.

Net prices

Exhibiting area or table presentation (200 cm x 70 cm.) including one chair and registry on the index of exhibitors: Euro 500.00

(is already included in the participating fee for those participating in the Award)

Hostess for table supervision:

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World-Spirits glass hire:

Exhibitors have the opportunity to hire 18“World-Spirits glasses” at the flat-rate of Euro 69.00, or to buy them at the net price of Euro 89.00.

Glass washer:

In the exhibiting area a glass washer is available for use free of charge.

Electricity: On request, we would be very happy to submit a quotation, in line with wattage, for installing and maintaining an electricity supply.

NB. It is not allowed to set up electrical appliances, light fixtures etc. or to make use of plug sockets present in the room. The existing lighting in the room must suffice.

PR and publicity work

2. Press releases from September 2007.
3. Press conferences from September/October 2007.
4. Editorial visits from September to December 2007.
4. Partnerships with associations and institutions.
5. Internet mailings
6. Print mailings
7. Co-operation with the fair

Co-operation

1. Daily newspapers
2. Magazines/specialist publications
3. Radio/TV
4. Internet
5. Fairs
6. Spirits federations, institutions, associations

Information for visitors

One-day ticket: Euro 18.00 incl. VAT

The entry fee includes the exhibition catalogue for visiting trade professionals.



Registration form

5th World Spirits Festival
 9th to March 12th, 2008
Klagenfurt/Carinthia/Austria

Send to:
 World Spirits Festival . Barbara Ortner
 A-9546 Bad Kleinkirchheim . Untertschnerer Weg 3 . Fax: 04240-760-50
 E-mail: office@world-spirits.com, www.world-spirits.com

Exhibition – World-Spirits Festival

Hostess table supervision for all 4 days – only on days marked: SUN, MON, TUES, WED

World-Spirits glass hire flat-rate **World-Spirits glass purchase**

Participant's Data/Invoice Address	
Exact company name:	
Type of company	<input type="checkbox"/> Distillery <input type="checkbox"/> Merchant <input type="checkbox"/> Bottling trade <input type="checkbox"/> Importer <input type="checkbox"/> Other
Contact person:	
Street:	
Postal Code/ZIP Code, City:	
Phone:	
Fax:	
Mobile phone number:	
E-Mail:	
Website:	
VAT identification number:	
We exclusively and irrevocably accept the conditions of entry, fully consent to its contents, and are informed regarding the general terms and conditions (World Spirits & Kärntner Messen). Prices are stated exclusive of 20% VAT. Place of jurisdiction: Spittal/Drau	
Place, Date:	Stamp, Legally Binding Signature:

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Products to be exhibited at the

World Spirits Festival
9th to March 12th, 2008

Please mark with a cross the categories, under which your products can be grouped:

The Categories:

- 1. Fruit brandies (brandies made from wine, cultivated or wild fruits, grain ...100% distillate, with no added sugar, alcohol or flavouring agents)
2. Fruit spirits/brandies (blended spirits/brandies made from wine, cultivated or wild fruits, grain ...with added alcohol and/or sugar and/or flavouring agents). In general, this covers all products not included under category 1.
3. Armagnac
4. Brandy and other grape brandies
5. Calvados
6. Cognac
7. Exotic (sake ...)
8. Gin
9. Grappa
10. Grain brandy and other grain products
11. Herb spirits (ouzo, pastis, absinthe, bitters ...)
12. Liqueurs
13. Marc
14. Rum
15. Tequila
16. Vodka
17. Whiskey - Bourbon
18. Whiskey - Ireland
19. Whisky - Scotch
20. Whisky - rest of the world

Special exhibition

- 20. Cigars
21. Coffee
22. Chocolate, pralines, truffles, etc. (filled with spirits)
23. Distillery-Equipment

We wish to exhibit the following products and provide them for tasting free of charge:

Dotted lines for product listing

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General Terms and Conditions for the World Spirits Festival 2008

Purpose of the exhibition: The festival is an exhibition to offer information, advice and products for sale and is intended to provide the visitor with details as regards the products on show at the fair. The exhibitors' presentation should conform to this purpose.

Registration and table reservations: For the exhibitors, ordering a table is binding and irrevocable. For the organisation, registration becomes legally binding on the rendering of the account and the receipt of the registration form serves as acknowledgement of the exhibiting conditions.

Amendments, subsidiary agreements: All addenda, deletions, provisos to the registration will not be recognised. Amendments to the registration and subsidiary agreements must be in legally binding written form.

Refusal of the registration: The organiser reserves the right to refuse registrations without providing a reason. Even after a place has been allocated, the organiser is entitled to cancel the registration of an exhibitor if the invoice has not been paid in full, if liquidation or bankruptcy proceedings are threatened or have been opened against the exhibitor or demands for payment are unsettled. In such cases, the organiser will only accept a cash payment or presentation of the paying-in slip confirmed by the financial institution. A further reason for refusal is if the goods to be presented do not fall in line with the theme of the event or do not correspond to the categories listed on the registration form.

General regulations: Every form of advertising is forbidden as well as making use of the area outside the exhibiting area or table, in particular the distribution of catalogues, price-lists, advertising material or acoustic or visual advertising. The organiser assumes no liability for objects left in the exhibiting area after the tear-down period. The exhibitor undertakes to exclusively exhibit goods and to offer the same free of charge to the visitors for tasting which correspond to the general statutory regulations and are provided with appropriate labelling stating the prices.

Exhibiting places and occupation of the stand: The allocation of the exhibiting place or the selection of the venue is left to the discretion of the organiser. The latter shall also have the right, if necessary, to provide the exhibitor with an alternative exhibiting place according to the confirmation, if so required for purposes of the event.

The exhibitor undertakes to keep the exhibiting place occupied for the duration of the entire festival, and to take responsibility for its tidy appearance and cleaning. The setting-up of stands, partitions etc. as well as the installing of electric cables etc. is forbidden. In addition, it is not permitted to set up the table or to clear it during the festival opening times. Sub-letting of the exhibiting place by the exhibitor is prohibited.

Alterations to venue and dates: If, through causes beyond the organiser's control (force majeure), strikes or political events, the event cannot take place, the organiser is entitled to retain 30% of the sum invoiced as compensation insofar as staging the event would prove to be unreasonable. In this event, the exhibitor has no right to compensation.

Entering the exhibition rooms, entry tickets: Entering the exhibition rooms is only allowed during the set-up and tear-down periods and during the opening times with an exhibitor pass.

Data protection: With registration the exhibitor gives express agreement to allow the data made known to the organiser to be processed and used for private information or advertising purposes. The organiser undertakes not to pass on the data to third parties.

Filming and photography: In the exhibiting rooms the organiser has the right to take photographs or film. In this context, the exhibitors waive any right to object on the grounds of copyright law.

Fire regulations: The general fire regulations and official regulations must be adhered to. The storing of inflammable objects as well as the burning of candles and combustible objects is forbidden. Fire extinguishers are positioned in the corridors.

Lien: The exhibitor shall grant the organiser a lien on all items at the place of the event for all open justified claims, which lien allows the organiser to withhold and store the pledged items at the exhibitor's risk and cost.

Special activities: Musical performances or presentations of sounds and pictures etc, in the exhibiting rooms are in principle not allowed and require the written permission of the organiser.

Cancellation fees: If, after the allocation of the exhibiting area or table, registration is cancelled by the exhibitor, the organiser is entitled to 100% of the cancellation fee – this also applies for a cancellation of the registration up to 8 weeks before the start of the event. In this way, the cancellation fee is defined as flat-rate compensation.

Cleaning: The exhibitor undertakes to take responsibility for the cleaning and cleanliness of the table and stand area, the organiser for the areas between.

Infringement of the exhibiting conditions: Breaches or non-observance of the contract or exhibiting conditions as well as failure to comply with official regulations will lead to the table or exhibiting area being immediately cleared – without any legal action – and will take place at the expense of and with risk to the exhibitor, who undertakes to comply with the instructions of the organiser.

Insurance coverage: The organiser accepts no liability for damage to or loss of objects exhibited or objects of any type in the exhibiting areas. The exhibitor is liable for any damage caused by him or her, his or her employees, appointees or visitors. In any event, the organiser is indemnified and held harmless during the set-up and tear-down periods as well as the duration of the exhibition.

Conditions of payment: Following invoicing full payment must be made into the organiser's account within four weeks – in the case of later registration within four weeks of the start of the event, payment must be made directly on receipt of the invoice. The same conditions apply for additional services such as use of electricity, glasses service etc.



Additional fittings / special requests: Electric installations etc. are only possible in the Kultursaal (Hall of Culture) and will be set up according to the list on offer and the order of the exhibitor. Private installations as well as the gratuitous use of electricity sources are strictly forbidden.

General Terms and Conditions: The General Terms and Conditions of World Spirits and Kärntner Messen shall apply.

Place of jurisdiction: Spittal/Drau

Bad Kleinkirchheim, 1 September 2004