



Exhibition Dates: Saturday 7th & Sunday 8th June

Event Setup from Thursday 5th & Breakdown on Monday 9th June

Exhibition venue:

The Decorium, 22 Western Road, London N22 6UH

CWFexpo 2025

Exhibitor Sales Brochure

Showcase Your Brand, Products & Services, Connect with Thousands of attendees, & Be Part of a Legacy Event Celebrating Wine, Culture & Traditions

www.cwfexpo.co.uk

Connecting Communities Through Business.



Welcome

A Vibrant Celebration of Cyprus' Rich Heritage – Showcasing Wine, Tradition and Culture.

We Welcome You to Join Us!

London's Cypriot Wine Festival & Business Expo is the largest Cypriot cultural event in the world outside of Cyprus.

This three-day festival welcomes approximately 8,000 visitors annually, who come to experience and explore the vibrancy and warmth of Cypriot hospitality through wine, cuisine, music, entertainment, products and services.

Established in 1982 and under the auspices of the Cyprus High Commission in the UK, this year marks a special milestone as we celebrate the **40th event of the Cypriot Wine Festival & Business Expo** – connecting communities through business.

By joining us as an exhibitor, you'll have the opportunity to showcase your offerings to a broad and engaged audience but to also become part of a legacy rich in history and with an ever-growing reputation.



What Exhibitors Say About Us

"It is imperative that we attend CWFexpo 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

"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 exhibiting at CWFexpo has most certainly helped us do so!"

Makkas Winery



"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."

Aroma Patisserie



"Kafe Express made an explosive impact CWFexpo 2019..... We look forward to working with you again."

Kafe Express

"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 also the appeal to the general public... 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."

Cyprus Deputy Ministry of Tourism

"The CWFexpo is always delightful, showcasing Cypriot culture, wine, and commerce. Attendees enjoy diverse wine tastings, insightful business exhibits, and vibrant cultural performances. The event successfully blends tradition and innovation."

Discover Cyprus Wine

"We had an amazing experience exhibiting at CWF and would recommend it to anyone. The CWF team are lovely, welcoming and accommodating, and it's an amazing event full of networking and fun that has been invaluable for our business."

ASIMI Jewellery

Exhibitor Spaces – Business, Market & Catering

Business

All prices listed below cover exhibition space for both event days, (Saturday & Sunday) and exclude a refundable deposit. Full Terms and Conditions can be found in the contract.

1.95 sqm - 1m x 2m (approx)

Includes: 1x 2.5ft trestle table, 1x table linen, 2x chairs

£350+VAT (plus £150 refundable deposit)

Double up to 3.90 sqm for £650 saving £50!

2.7 sqm - 1.4m x 2m (approx)

Includes: 1x 4ft trestle table, 1x table linen, 3x chairs,

£450+VAT (plus £150 refundable deposit)

Double up to 5.4 sqm for £850 saving £50!

What's included:

Shell scheme | Table, tablecloth, chairs | Electricity for low voltage, PAT tested equipment (upgrades may be available based on requirements for an extra cost) | Exhibitor wristbands appropriate to the stand size | Complimentary guest wristbands appropriate to the stand size | Exhibitor and Complimentary guest wristbands are dependent on specific requirements.

Alternative stand sizes may be available on request. Please contact us to discuss your requirements.

Market

All prices listed below cover exhibition space for both event days, (Saturday & Sunday) and exclude a refundable deposit. Full Terms and Conditions can be found in the contract.

1.3 sqm (small) - 1.4m x 1m (approx)

Includes: 1x 2.5ft trestle table, 1x table linen, 1x chair

£175 +VAT (plus £100 refundable deposit)

2.7 sqm (medium) - 1.9m x 1.5m (approx)

Includes 1x 4ft trestle table, 1x table linen, 2x chair

Allowed to display **one** free standing banner

(2m x 0.8m/6.5ft x 2.6ft)

£275+VAT (plus £100 refundable deposit)

Double-up to 5.5sqm for £500 saving £50!

What's included:

Half-height shell scheme, Table, tablecloth, chairs | Electricity for low voltage, PAT tested equipment (upgrades may be available based on requirements for an extra cost) | Exhibitor wristbands appropriate to the stand size | Exhibitor and Complimentary guest wristbands are dependent on specific requirements.

Maximise your Business' Impact & Stand Out with Custom Graphics

We offer a range of promotional, graphics design and print options designed to enhance your presence.

- Shell Scheme Printing
- Business Card Printing
- Marketing Materials (Leaflets, Posters, Stand up banners and more)
- T-shirt design & print

Custom Graphics & Personalisation

Showcase your company's graphics on the stand's panelling - Available for Business Stand Exhibitors Only

Please contact our design team on: info@cwfxpo.co.uk

Catering Stands & Self Catering Vans

Catering Stands

All prices listed below cover exhibition space for both event days, (Saturday & Sunday) and exclude a refundable deposit. *Full information and Terms and Condition can be found in the contract.*

16.5sqm - 3x5.5 metres = £2,000+VAT
(plus £200 refundable deposit)

Courtyard (What's included)

Covered scaffolded area for cooking and serving | Electricity supply suitable for your requirements | Tables, tablecloths, chairs | Exhibitor wristbands appropriate to the stand size | Complimentary guest wristbands appropriate to stand size (can be swapped for extra exhibitor wristbands)

Alternative stand sizes may be available on request. Please contact us to discuss your requirements

Self-Catering Vans – Forecourt

Exhibitor wristbands are dependent on specific requirements.

6 sqm - 3x2 metres space = £750+VAT
(plus £200 refundable deposit)



IMPORTANT INFORMATION FOR ALL EXHIBITORS AND STAND TYPES

Exhibitor Documentation: Exhibitors must complete and submit all forms included in the Exhibitor Welcome Pack for their stand, outlining insurance requirements, detailing all electrical items, products/services being sold or promoted, and banners to be used. Only items declared on the approved forms may be sold or displayed.

Variations: Any changes to the details submitted in the forms must be approved in writing by the CWF team prior to set up.

Wristbands: Exhibitors are required to wear their wristbands at all times for security purposes. The CWF team is not responsible for any lost or stolen wristbands, and replacements will not be issued. Additional exhibitor wristbands can be purchased at £20 per person covering both event days £10 for one event day.

Contract Breaches: Any violation of the Terms & Conditions may result in a deduction from your refundable deposit. This includes missed deadlines as outlined in the contract.

Chargeable Extras: This can include printed graphic panels (available upon request), electricity upgrades (where necessary), and additional exhibitor wristbands.

Exhibition Pricing: The prices listed cover exhibition space for both main event days (Saturday and Sunday), excluding a refundable deposit of £100, £150 or £200, depending on the stand type as outlined in this brochure.

The Schedule

The below schedule is subject to change and is just a guide to how the CWFexpo is expected to run. Final and specific timings for each exhibitor will be shared nearer the time to all confirmed exhibitors.

Thursday 5 June: 07:00 – 23:00 – Setup times

Deliveries and all-day venue setup for organisers and certain exhibitors e.g. caterers.

Friday 6 June:

07:00 – 18:30: Return for continuation of setup. Your specific set up needs and arrival times will be discussed and agreed with you in advance.

18:00 – 18:30: Final preparation for doors opening

19:00 : Event Day 1 Public Open (Note: This is **not** a trading day for exhibitors)

20:00 – 22:30: Main entertainment (22:00 – box office closes)

23:00: Event day 1 ends

23:30 – 00:30: next day preparation

Saturday 7 June:

07:00 – 10:30: Final setup and preparation for event opening for exhibitors not already set up

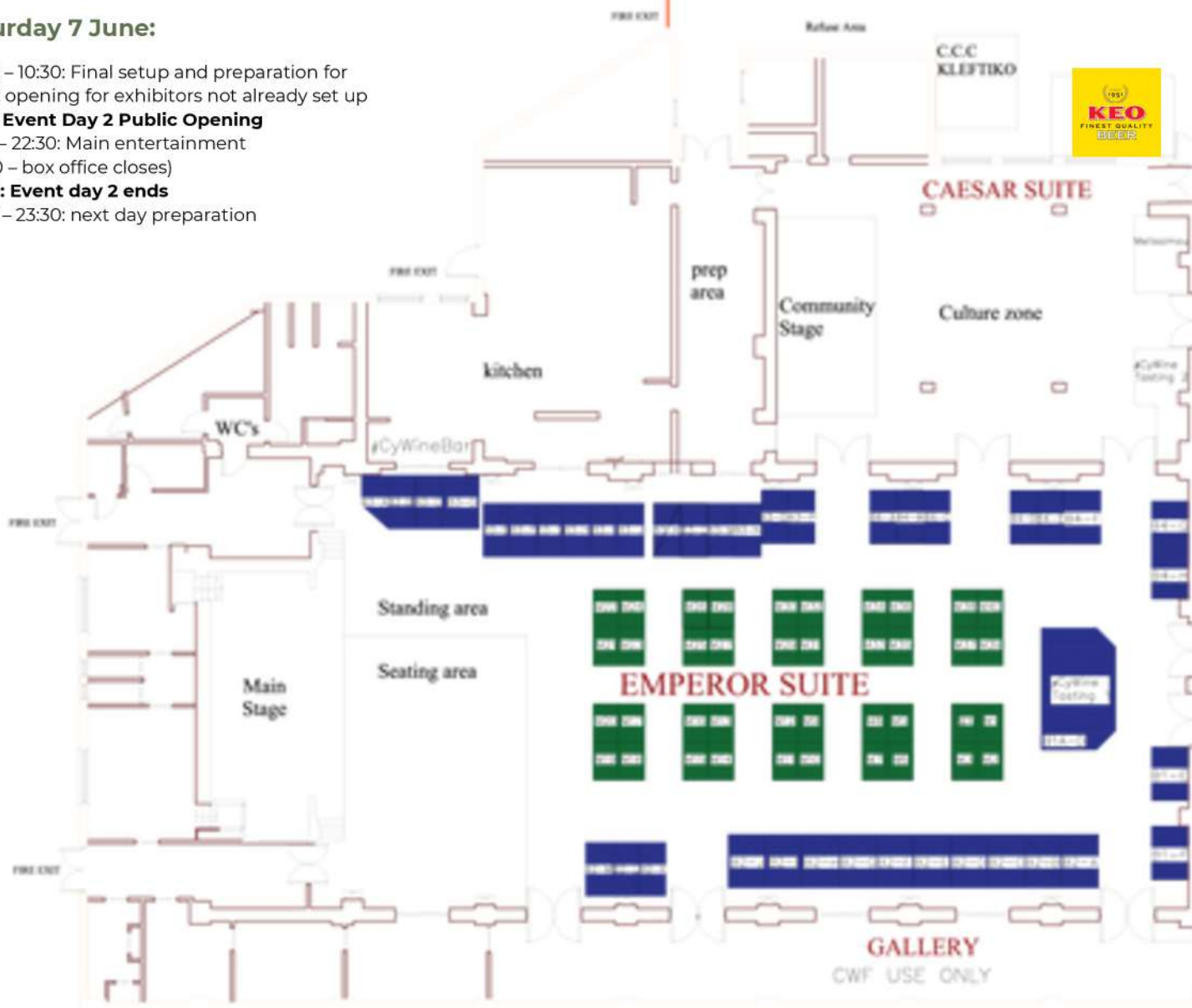
11:00: Event Day 2 Public Opening

19:30 – 22:30: Main entertainment

(22:00 – box office closes)

23:00: Event day 2 ends

23:00 – 23:30: next day preparation



Sunday, 8th June

07:00 – 10:30: Tidy up and preparation for event opening

11:00: Event Day 3 Public Opening

19:30 – 22:30: Main entertainment (22:00 – box office closes)

23:00: Event day 3 ends

23:00 – 23:30: Post event breakdown

Monday, 9th June

10:00 – 15:00: Collections and breakdown of stands by exhibitors

Note: Anything left on stands after 15:00 without prior approval will be disposed of by the Organisers

How to reserve your stand:

01

Choose Your Exhibiting Space

Review the floor plan and select your preferred exhibiting space. Stands are categorised into three main types. **Business, Market Stalls and Catering.** Catering spaces are further divided into a **sheltered catering zone** and **space-only-self-catering vans.**

02

Submit Your Application

Once you've chosen your exhibiting space, carefully read through the contract, complete the declaration form and send it to exhibit@cwfxpo.co.uk.

03

Confirmation & Payment

Once your application has been submitted, a member of the CWFexpo sales team will contact you to confirm stand availability, discuss your requirements and take payment of your selected stand and refundable deposit.

04

Complete Mandatory Exhibitor Forms:

Once payment has been taken, you will receive our **Exhibitors Welcome Pack** which includes all forms that must be completed and returned to the CWF Team. A member of the team will be in touch with any queries.

Note: Completion of these is mandatory and **must** be completed as part of the contract and Terms and Conditions.

Should you have any questions, please contact our sales team on: exhibit@cwfxpo.co.uk or **07904537181**.

Polite Notice:

Exhibitor bookings are NOT guaranteed until deposit has been paid and all conditions outlined in the contract are fulfilled.

Colour Key Stand Guide



B = Business Stands

M = Market Stands

C = Catering Stands

R = Reserved Stand By Company name



Exhibitor Contract & Terms and Conditions

Statement

This contract acts as an agreement between Parikiaki Limited and you the charity, company or group of companies exhibiting at the event.

For the purposes of this contract, you the exhibitor shall be referred to as 'YOU' and this is an agreement between YOU and Parikiaki Limited/CWFexpo, referred to as the Organisers.

Dates and Times

CWFexpo's hire period will be from Thursday 5th June – Monday 9th June 2025. Refer to the schedule outlined in the sales brochure as a guide. These are estimated times. **YOU will be issued with specific set up times which will be outlined in an Exhibitor Pack issued to YOU by the Organisers in advance of the event.**

Payment

1. YOU will be required to give a stand deposit and to pay the fully refundable deposit to secure your booking.
 - Your stand deposit will be refundable up until Friday **4th April 2025**.
 - If YOU wish to change the stand, the deposit sum will be transferable provided there is availability. If the stand value is greater than that originally booked, the balance will need to be paid by the full payment deadline.
 - Stand deposit shall be calculated at 25% of the total cost including any extras requested and VAT.
 - The refundable deposit, taken as security for any breaches to the Contract, needs to be paid in full at the time of booking. VAT is not applicable to this payment.
2. Full payment is due **by Friday 16th May 2025**.
 - YOU will be supplied with an invoice less the deposit paid.
 - Payment must be deposited either in the Organiser's bank account, taken in full by debit/credit card by the Sales team or if settled by cash or cheque, the monies be physically received by the above date.
3. By submitting a completed declaration, YOU are legally bound to this contract, and this forms an agreement with the Organisers.
 - If cancellation is requested by YOU after Friday 16th May 2025 and the contract has been signed, YOU will be required to pay the outstanding amount in FULL. If payment is not received, Organisers withhold the right to retain the refundable deposit.

General Terms & Conditions

1. All staff, volunteers, exhibitors and the general public must be treated with the utmost respect. Physical or verbal abuse of any kind will not be tolerated and the authorities may be called.
2. Your possessions and other assets such as stock will be protected overnight by the event's security team and CCTV coverage provided by The Decorium, however YOU are ultimately responsible for any loss or damage to your own property.
3. YOU must be mindful not to damage any property, stock or any other assets that belong to The Decorium, Organisers or other exhibitors as you will be fully liable for the outstanding costs of either replacing or repairing the damaged items or property.
4. YOU acknowledge and accept that the CWFexpo 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 Organisers and similar products and services may be provided to visitors by other exhibitors.
5. It is your responsibility to ensure your stand is left how you found it and ensure that anything provided by Organisers is returned at the end of the event e.g. tablecloths, chairs etc.
6. YOU accept that any photographs or video footage taken during the event of your business may be used by the Organisers in advertising or promotional material including social media. Any event photographs that YOU wish to use for promoting your business must be credited to @cywinefest and/or @cwfxpo on social media.

Advertising and Decorations

1. Organisers encourage exhibitors to decorate their stands with posters and marketing materials. However:

- Posters/marketing materials must not contain anything that is likely to cause serious or widespread offence to the Organisers, other exhibitors or event visitors.
- Helium balloons, smoke machines, confetti, glitter bombs, fireworks or other flammable combustible, naked flame, dangerous noxious or objectionable items, substance or liquids are not permitted in the venue.
- All advertising/marketing must be contained within the boundaries of your stand, and distribution of leaflets outside of your stand space is prohibited.
- Medium size market stands can have a maximum of one standard (2m x 0.8m/6.5ft x 2.6ft) free standing banner which must be displayed within the stand. Larger market stands may be able to accommodate two free standing banners subject to agreement by the CWF Team in advance of the event. If unsure, please check with Organisers.

2. Provide Organisers with high resolution copies of company logos and that can be used to promote your business through our promotion of the event.

3. We encourage all exhibitors to advertise the CWFexpo and promote their participation, both before and after the event. The Cypriot Wine Festival & Business Expo should be tagged on all images used online and on social media, and where our images are used/shared, these **MUST** be credited to @cywinefest and/or @cwfxpo.

Set up, breakdown and Health & Safety requirements

1. YOU will be issued with a copy of set up and breakdown times as well as a reminder of the Organiser's Health & Safety requirements which are required by law and must be always complied with during the event.

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

- Complete all forms included in your Exhibitor Welcome Pack
- Ensure you have **all applicable insurances** in place for example, public liability insurance, employers' liability insurance and product liability that includes cover for exhibition and for the dates specified in this contract including set up and breakdown days. If unsure of requirements, contact the Organisers. Copies must be provided to Organisers.
- 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 such as allergen reports etc.
- Provide all documentation to the Organisers using the contact details in this brochure at least **28 days prior** to the event (**by Friday 9th May 2025**).
- YOU and your staff must wear your allocated wristbands at all times during event hours for security reasons.

Refuse disposal

It is your responsibility as an exhibitor to ensure that YOU dispose of your rubbish (discarded stock, leaflets, business cards etc.). Boxes must be flat packed for space saving and you must have adequate cleaning equipment and refuse bags prior to entering the grounds. 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 stand. Failure to follow will result in all or part of your deposit being withheld.

Security

The Organisers provide security for the event to protect YOU, invited VIPs and the general public. CCTV coverage is in place at The Decorium and around the grounds. YOU accept that in the event of an incident, footage may be used as evidence.

The Agreement

YOU agree to the terms and conditions set out in this contract and YOU fully understand the content of the contract. Failure to meet the terms and conditions will be considered a breach of contract and may affect your refundable deposit.

Where any extra costs incurred by the Organisers due to non-compliance with any terms of this contract are greater than your refundable deposit, YOU will be liable to pay the remaining damage charges.

Reserve Your Stand

Declaration Form

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

Company Name			
Trading Name (if differs to the above)		Position	
Address		Email	
		Contact Name	
		Telephone	

Booking Options

Exhibitor: I would like to book (please tick): Business ☐ Market ☐ Catering ☐

Stand No.		Size(sqm)	
Extras required			
Net cost GBP £		+ 20% VAT =	
Refundable Deposit GBP £			

I, the Exhibitor, 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 _____

Getting There & parking info



THE VENUE:
The Decorium
22 Western Road, Wood
Green, London N22 6UH

The Decorium is conveniently located in between **Alexandra Palace Station** and **Wood Green Underground station**.

A regular train service with Great Northern runs direct from **Moorgate**, through **Highbury & Islington**. There is also a service direct to/from **King's Cross**.



Celebrating 40 years of The Cypriot Wine Festival & Business Expo



Location and Access

Important Notice

Parking is **NOT** permitted within the grounds of The Decorium at any time. Exhibitors are prohibited from parking on double yellow lines outside of The Decorium due to the proximity of a police station.

Any vehicles found in violation may be towed

Exhibitor Set Up (Loading & Unloading)

Due to limited parking availability at the venue, exhibitors will be assigned a specific time frame and location for loading and unloading during setup and breakdown.

Parking Space Availability

Parking at The Mall West Car Park is subject to space availability. To guarantee a parking spot, we recommend arriving early or within the allocated time frame.

Timely Vehicle Collection:

Vehicles must be collected before 00.00am on each event day to avoid additional charges. We recommend that all exhibitors plan accordingly to ensure ample time to return to the car park and retrieve their vehicles.

Important Reminder:

Please note that The Mall West Car Park is independently managed and not operated by CWFexpo or The Decorium. Failure to comply with the parking regulations may result in fines imposed by The Mall.

Exhibitor Parking

Complimentary parking is available at The Mall West Car Park, located on Level 5, accessible via Caxton Road, N22 6TB. Pedestrian access for vehicle collection is location on the High Road, N22 6YQ, opposite Argos.

License Plate Registration

It is the responsibility of the exhibitor to register their vehicles license plate details upon arrival using the tablet provided in the foyer area. Please ask a CWFexpo volunteer for assistance to ensure correct registration. CWFexpo cannot take responsibility for any parking fines or tickets issued due to failure to register your vehicle.



CONTACT US

Get involved and join us in a celebration of all things Cypriot!
Further information about exhibiting at the 2025 CWV Fexpo can be found at
www.cwvexpo.co.uk or email exhibit@cwvexpo.co.uk - info@cwvexpo.co.uk



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