Consistent with Wine Australia's strategic plan, the objective of the China Roadshow 2019 is to increase the demand and the premium paid for all Australian wines. To further this objective, Wine Australia maintains a focus on increasing the appreciation of distinctively Australian fine wines for the benefit of all winemakers and exporters who fund our all promotional activities through compulsory charges and levies.

Accordingly, Wine Australia shall have regard to the non-exclusive criteria below when determining (in its sole discretion) whether a candidate shall be deemed a suitable participant for involvement in the China Roadshow 2019:

whether the candidate contributes to Wine Australia's marketing and promotional activities through payment of the Wine Grape Levy or the Wine Export Charge (however, while importers, retailers, exporter and distributors may support promotional activities, it is not intended that they will be directly promoted);

1. whether Wine Australia is satisfied that the brand (including the label) to be promoted by the candidate has a well-established presence in Australia and/or in other overseas markets;
2. the quality and the reputation for quality of the wines to be displayed by the candidate including, for example whether they have received any 'high ratings' from reputable wine press (such as Wine Advocate, Decanter or James Halliday) whether they have been the recipient any wine press awards (such as a 'Decanter' award), and/or whether they have been the recipients of any silver or gold (or higher) medals at a wine show of an Australian state;
3. whether the candidate plans to actively promote 'buyers own brands' products as part of the China Roadshow 2019 (however, if 'buyers own brand' wines are to be promoted by the candidate, the candidate may not be eligible to participate in the Activity or may be required to promote all their wines (including non-buyers own brand wines);
4. whether the candidate has engaged in any activity that might affect adversely the export trade in wine or Wine Australia's ability to successfully promote Australian wine overseas (for example, whether the candidate has engaged in (or is suspected of engaging in) 'copycat' activity.

In addition, each participant must:

- acknowledge that any brand or wine not deemed eligible by Wine Australia for inclusion in its promotional activities may be removed from the China Roadshow 2019 by Wine Australia at Wine Australia's sole discretion.
- have express permission to exclusively represent a wine, winery or brand of wine at the China Roadshow 2019. Wine Australia may request written evidence confirming such representation. Wine Australia may request such evidence and may reject the participant's right to participate in the China Roadshow 2019 if the written confirmation is not provided and/or within the timeframe required.

- participate in all cities on the China Roadshow 2019, and must showcase the same Australian wine brands, labels (SKUs) and quantities in each city. At least one label from each brand is to be showcased during the China Roadshow 2019.
- be able to supply up to four bottles of each wine SKU (export ready for China) of up to 10 SKUs in total for the Tasting Exhibition.
- acknowledge that Wine Australia will manage shipping logistics for no more than 160 bottles (i.e. 4 bottles per SKU and no more than 10 SKUs in total). The activity fee includes the cost of: overall management of logistics by Wine Australia, and the costs after customs clearance, and from warehouse in China (as appointed by Wine Australia), to all the city venues.
- acknowledge that all other shipping logistics costs are covered by them exclusively. Participant managed costs will be directly invoiced by Hellmann Worldwide Logistics post event. For a formal quote, please contact Hellmann Worldwide Logistics.
- acknowledge that Wine Australia has the right to deal with excess wine if more than the outlined quantity is received by the warehouses in China or Australia, and that Wine Australia has no obligation to return such bottles to the participant.