

Boston Wine Expo

EXHIBITOR AND SPONSOR GUIDE

March 25-26, 2023

11AM-12:30PM VIP Tasting

1PM-3PM Grand Tasting

4PM-6PM Grand Tasting

BOSTON
PARK PLAZA

EST. 1927



The Wine

Get ready to swirl, sip and savour at the 2023 Boston Wine Expo. Showcasing over 100+ wineries this year, we've got something for everyone! Whether you're a wine enthusiast or you work in the industry, the Boston Wine Expo is the perfect place to learn about your favorite wines or discover your new favorites.

**100+ WINERIES TO
SAMPLE FROM**



Class & Seminars

We have curated classes and seminars to amplify one's knowledge and understanding of wine. From beginners to sommeliers we would like to welcome you to explore with us everything that is wine.

New England's Premier Wine Show

As an exhibitor of the Boston Wine Expo you will have unparalleled access to **4,000** affluent attendees (65.5% have household income over \$100,000 and over half of those have \$150,000) with plenty of disposable income. The typical expo goer is 38 years old and is an active, social, wine and-food savvy professional. Patrons spend an average of \$523 per month (\$6,275 annually) on wine and dining out with wine.

Gender breakdown is **54** percent women, **46** percent men. About **79** percent of expo-goers are from the Greater Boston area. The rest make up an area spread out throughout New England.

DEMOGRAPHICS BREAKDOWN

AGES - Average age 38

- 19 to 24 - 2 %
- 25 to 34 - 22 %
- 35 to 44 - 21.5 %
- 45 to 54 - 24.5 %
- 55 to 64 - 21 %
- 65+ - 9 %

HOUSEHOLD INCOME

- \$200,000+ - 18.5 %
- \$151,000 to \$200,000 - 16.9 %
- \$100,000 to \$150,000 - 30.1 %
- \$76,000 to \$100,000 - 16 %
- \$51,000 to \$75,000 - 14.5 %
- \$50,000 and under - 4.7 %

TRADE ADVANTAGES

- Ticket discounts for Industry professionals.
- Ability to participate in panel discussions and seminars.
- Lead Retrieval Software Opportunity - Scan attendees badges to communicate post event.
- Participate/host in workshops and dinners.



Exhibitor Overview



AN EXHIBIT IN THE TASTING ROOM ALLOWS YOU TO INTERACT WITH NEARLY 4,000 ATTENDEES. TOP SPONSORS RECEIVE PRIORITY PLACEMENT.

Venue

The Boston Park Plaza is a luxury hotel in Boston, Ma. The cherished Boston landmark hotel has been fully restored and reimagined through a recent \$100 million renovation. The Grand Ball Room is expected to feature ~100 wineries from 14-16 countries, plus tasting stations. A very limited number of non-winery booths are available for exhibitors and premium food suppliers. All beverage vendors must adhere to 1 ounce sampling pours.

Date and Location

Boston Park Plaza
34 Columbus Avenue
Boston, MA 02116
March 25-26, 2023.

Hours of Operation

Both Event Days
11AM-12:30PM VIP Tasting
12:30-1PM Break between sessions
1PM-3PM Grand Tasting
3PM-4PM Break between sessions
4PM-6PM Grand Tasting

Venue Benefits

- Discounted Hotel Rates
- Opportunity for private dinners at select hotel restaurants
- Opportunity for use of private meeting spaces

Marketing Benefits:

- Logo listed on website
- Name listed on mobile app
- Access to post event expo demographics
- Sampling Opportunities (All beverage vendors must adhere to 1 ounce sampling pours)

Early Breakdown/ Vacant Booth

Any exhibitor that dismantles or vacates their booth space prior to 6:00pm, or any booth space that is not occupied before 11:00AM on either day of the show, will not be allowed to participate in the event the following year. Boston Wine Expo can opt to reassign the booth space at their sole discretion.

Booth Information & Pricing

- 6'x6' Standard booth spaces- \$1,000
- 6'x6' Corner booth spaces- \$1,350
- End-cap booth spaces- \$1,800

Includes:

Traditional Pipe & Drape with 8' backdrop
(1) 6' Table w/ Linen
(2) Chairs
(1) Small Garbage Can
(1) Company Sign
(3) Employee Booth Staff Passes per booth
Mobile App Listing & Web Site Listing
WiFi Internet Access
Power strip +\$40
Does not include power, audio visual equipment, and furniture rental. These items can be arranged by the Expo at the exhibitor's expense. Exhibitors are required to operate their booths during all six tasting sessions.

Cancellation / Refund Policy

No refunds will be made for cancellations made within 60 days of the Expo. Boston Wine Expo is not responsible for notices that are not received. Submit cancellations in writing to:
info@boswineexpo.com
or Boston Wine Expo 107 Porter Street, Boston MA 02128



Sponsorship Overview

TAILORING OUR SPONSOR PACKAGES TO SUIT YOUR NEEDS

We tailor our sponsorship packages to suit the objectives and budgets of our sponsors. And we knock ourselves out to help make your sponsorship work for you. We want our sponsors to profit from their association with the expo. Let's discuss what you want your sponsorship to achieve and we'll suggest dynamic opportunities for your consideration. We love to start the conversation with, "As an expo partner, if you could have anything (i.e. sponsor benefit) you wanted, what is it?"
Prices range from \$500 to \$50,000+

Your suite of benefits might include:

- Experiential marketing, display and sampling opportunities
- Sponsorship of seminars, events and dinners
- Brand recognition
- Logo and/or editorial recognition in our 12-week marketing campaign
- Promotional and editorial opportunities via our social media channels

IN ADDITION TO THE SPONSOR OPPORTUNITIES OFFERED ON THE FOLLOWING PAGE, BOSTON WINE EXPO OFFERS CUSTOM SPONSORSHIP OPPORTUNITIES FOR SEMINARS, CLASSES AND PRIVATE DINNERS. PLEASE EMAIL [INFO@BOSWINEEXPO.COM](mailto:info@boswineexpo.com) FOR MORE INFORMATION



FOR MORE INFORMATION PLEASE CONTACT
 Raffaele Scalzi , Development Officer
info@boswinexpo.com

2023 BOSTON WINE EXPO® SPONSORSHIP OPPORTUNITIES

Lead Retrieval - Scan attendee badges	\$350	Available for all booths
Expo Floor Retractable Banner (33"x81")	\$1,250	25 Available
Main Entrance Retractable Banner (33"x81")	\$1,750	4 Available
Social Media Package - Custom Social Media Posts & 1 Day Social Media Takeover	\$1,000	10 Available
Mobile App Sponsor - Complete branding and push notifications ensures all attendees see your branding when they log in and interact within the application.	\$8,000	1 Available
Website Registration Page - Complete branding of the online registration page. Be the first company attendees see when purchasing tickets	\$8,000	1 Available
Expo Badge Sponsor - Complete branding, full-color, double-sided.	\$10,000	1 Available
Check-in Kiosk Sponsor - Greet attendees with a premier full screen take over of a check-in kiosk.	\$2,500	5 Kiosks Available
Full Tech Buyout - Website, Mobile App, Badge & Check-in Kiosk	\$30,000	1 Available
Expo Tasting Glass Sponsor - Company logo featured on reusable, stackable, fully shatterproof, 100% recyclable glass that will be distributed to every attendee	\$12,000	1 Available
Tote Bag Sponsor - Company logo prominently placed on every tote bag. Attendees will receive their tote bags upon check-in.	\$8,500	1 Available
Tote Bag Promotional Inserts- Your promotional piece will be included in the tote bags given out to every attendee at registration.	\$500	10 Available
Lanyard Sponsor - Double-sided high-quality lanyards are screen-printed with your logo and distributed to every attendee, and exhibitor, upon check-in.	\$10,000	1 Available
Post Card Promotional Mailers (4"x6") - Feature your brand on the FRONT of a targeted postcard as a must-visit booth at the expo	\$3,200	5 Available
Tasting Class Sponsor - Exclusivity on a seminar or class featuring your portfolio	\$3,500	10 Available
Presenting Sponsor - Tech buyout, Lanyard & Glassware	\$50,000	1 Available

Sponsor a Tasting Class

Opportunity

Sponsoring a Tasting Class provides an opportunity to showcase your portfolio of wines in an exclusive and informative way. Partner with our team in a classroom setting in one of 10 available Tasting Class time slots. Tasting Classes will be available from Friday March 24th, 2023 - Sunday March 26th, 2023.

SHOWCASE YOUR PORTFOLIO



Guidelines

- Sponsorship of \$3,500
- Donation of Wine
- Ability to utilize our team of educators or bring in your own staff
- BWE to supply all glassware, spittoons, spit cups and napkins
- Sponsor provides tasting sheets, placements and all other materials

For more information and details please contact info@boswineexpo.com