



THE VIRGINIA WINE SHOWCASE

February 7-8, 2009

The Virginia Wine Showcase is a great way to market your business to thousands of National Capital consumers. This indoor Winter wine & gourmet event attracts an affluent audience with an interest in the finer things in life. We offer exhibit, advertising and sponsorship opportunities in the Washington DC market.

LOCATION/DATES: February 7-8, 2009 at Dulles Expo Center (Washington DC market)

EVENT ACTIVITIES: A grand tasting of Virginia's award-winning wines
Culinary, lifestyle, commercial and fine art/craft exhibitors
Hourly seminars on tasting, pairing and responsible consumption
A cooking Demonstration Stage featuring a great line up of regional chefs

AUDIENCE: Typical audience is age 32-65 with mid to upper level incomes - wine aficionados who look for and enjoy good food, fine art and gourmet products. We are expecting our 2009 event to draw approximately 12,000 guests. Attendees come from the Washington DC metropolitan market. This audience tends to be passionate about epicurean endeavors - fancy food, good wine and the success of the Virginia wine industry.

MARKETING OPPORTUNITIES: Radio and print coverage
Inclusion on marketing fliers to be placed in retail shops and Virginia wineries
Logo on event website
On-site signage
Booth space
Logo on Tasting Glass

Bonus!

Promotion in The 2009 Virginia Winery-Hopping Guide - to be released at this event!

PROMOTION IDEAS: Product Sampling at the event
Database development (register to win)
Product sales
Contest/Promotions
Premium incentives
Couponing/bouncebacks
Cross-promotions/sponsor partnerships

Virginia Wine Showcase sponsors enjoy benefits that you won't find with other sponsorship opportunities. We can tailor a package specifically to meet your corporate objectives. The possibilities are endless.



THE VIRGINIA WINE SHOWCASE

Grow your business and your brand!

Be part of this exciting event in the National Capital region.

The 2009 Virginia Wine Showcase promises to be an exhilarating, action-packed two days with affluent consumers who have a passion for the finer things in life. There are many exciting and cost-effective exhibiting and sponsorship opportunities available. Whether your objectives are to create name recognition; increase brand awareness; generate new leads; sell products to, or get feedback directly from consumers; or create new business alliances, there are many opportunities available.

**Exhibit at the Show
\$900 per 10'x10' booth**

Your business can be one of the featured exhibitors in the Virginia Wine Showcase. We have space available for commercial, gourmet, lifestyle and artisan companies.

**Put Your Logo on our Guest Wristbands
\$1000 Sponsorship Commitment for 10,000 Wristbands**

Your Exclusive Logo on our event wristbands
You'll also get your Logo included on Virginia Wine Showcase website (value: \$800)

**Host a Seminar or Cooking Demonstration
\$500 per 45 minute segment**

Your business can be recognized as one of our leading authorities at the Virginia Wine Showcase. We feature seminars and demonstrations on wine tasting, cooking, wine futures and more at the event. We have space available for commercial, gourmet, lifestyle and artisan companies to run a seminar session.

**Put Your Logo on our Tasting Glasses
\$5000 Sponsorship Commitment for 5000 Glasses**

Your Exclusive Logo on our souvenir Tasting Glass
You'll also get your Logo included on Virginia Wine Showcase website (value: \$800)

**Become an Official Sponsor
\$2500 Sponsorship Commitment**

Your business/organization banner will be in front of each of the guests that walk through the event doors.
You'll also get a Free exhibit Booth where you can sell your wares for the entire 2 day weekend (value: \$1000)
your Logo included on Virginia Wine Showcase website (value: \$800)
10 complimentary tickets to the Virginia Wine Showcase (value: \$1050)

**Become a Marquis Sponsor
\$5000 Sponsorship Commitment**

Your business will be one of three included on all marketing materials as a presenting sponsor (value: \$35000)
Your banner will be in front of each of the guests that walk through the event doors.
You'll also get product exclusive Front/Center Exhibit Space for the entire 2 day weekend (value: \$9000)
your Logo included on Virginia Wine Showcase website (value: \$800)
30 complimentary tickets to the Virginia Wine Showcase (value: \$1750)

CLICK HERE TO EMAIL US: Carl@VAWineShowcase.org

CLICK HERE TO VISIT EVENT WEBSITE - <http://www.vawineshowcase.org>

Contact us to discuss the perfect sponsorship to meet your marketing needs!