

Eastern Winery

EXPOSITION + CONFERENCE

MARCH 12-14, 2024 | SYRACUSE, NY

Time-Proven Ways to Boost Sales

EXHIBITOR BOOTHS

DIAMOND SPONSOR

CONFERENCE SPONSOR

CELEBRATION INDUSTRY
DINNER SPONSOR

HOSTED RECEPTION AT BOOTH

COFFEE SPONSOR

REGISTRATION AREA SPONSOR

NOTE PAD SPONSOR

BADGE LANYARD SPONSOR

ENTRANCE TO EXHIBIT HALL

FLOOR AISLE SIGNS

SEMINAR SPONSORSHIPS

PROGRAM GUIDE ADVERTISING



Exhibitor Booths

Exhibit Floor Hours:

Wednesday March 13: 11:00 am to 5:45 pm

Thursday March 14 9:15 am to 2:30 pm

Booth Package:

Booth rental includes skirted 6-ft table, pipe, and drape, and two chairs

2024 Pricing:

10x10 Booth: \$2,280

10x8 Booth: \$2,110

- Exhibitors renting more than 151 square feet of space receive a 10% discount
- *Each company pays \$115.00 for the free exhibitor-sponsored walk around lunch in the exhibit hall on Thursday, March 14
- To submit your 2024 booth selection, please [click this link](#) for online booth registration
- Payment: A minimum deposit of 50% must accompany your contract registration. Final balance is due on or before December 15, 2023

Diamond Sponsor | \$10,000 (Exclusive Opportunity)

- Logo with hyperlink located prominently on the website home page and sponsor's page as Official Host
- Logo included in promotional emails November 2023 – March 2024
- Logo in the January *Wine Business Monthly* preview section and Onsite Program Guide
- Welcome Letter in the Onsite Program Guide
- Signage and recognition throughout the event
- Four (4) complimentary tickets to the annual EWE Celebration Industry Dinner with the opportunity to give welcome remarks
- Complimentary meeting room Wednesday and Thursday

Conference Sponsor | \$3,800 (Exclusive Opportunity)

- Full-page color ad on the inside cover of the Onsite Program Guide and full-page ad in preview section of the January *Wine Business Monthly*
- Logo/Name noted in all correspondence
- Logo/Name in the January *Wine Business Monthly* preview section and Onsite Program Guide
- Hyperlink with logo on website
- Signage and recognition throughout the conference, including large sign near the exhibit hall
- Signage at each podium
- Three (3) complimentary tickets to the annual EWE Celebration Industry Dinner
- Logo on projection screen during the annual EWE Industry Celebration Dinner

Celebration Industry Dinner Sponsors | \$2,500 (3 Available)

- Hosted table at the annual EWE Industry Celebration Dinner on Wednesday, March 13th for your team and important clients (10 tickets total)
- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Advance and Onsite Program Guide
- Signage in registration area and at the Celebration Industry Dinner
- Acknowledgment of sponsorship noted at the Celebration Industry Dinner by the master of ceremonies and your logo at the podium.
- Full-page color ad in both the Advance and Onsite Program Guide

To contract for your 2024 sponsorship, please click [here](#) to register online.

Coffee Sponsor | \$1,950 (Exclusive Opportunity)

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Advance and Onsite Program Guide
- Signage in registration area and at the coffee break location
- Opportunity to provide coffee cups with your logo

Registration Area Sponsor | \$1,850 (Exclusive Opportunity)

- Acknowledgment of sponsorship on all sponsor signage
- Logo on registration area signage
- Brochures at all registration counters
- Brochures on table near show entrance
- Logo with link on EWE website with other associate sponsors
- Sponsorship noted in Advance and Onsite Program Guide

Hosted Reception at Booth | \$1,500 (Exclusive Opportunity)

- Reception in your booth on Wednesday, March 13, 5:00-6:30 pm
- Reception included in schedule on website, Advance and Onsite Program Guide
- (1) Meter sign at booth
- Food and beverage to be ordered directly from Syracuse OnCenter by Sponsor

Badge Lanyard Sponsor | \$1,500 (Exclusive Opportunity)

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Advance and Onsite Program Guide
- Signage in registration area
- Logo on lanyards (all attendee badges)
- Lanyards provided by sponsor

Entrance to Exhibit Hall Sponsor | \$1,200 (Exclusive Opportunity)

- Acknowledgment of sponsorship with your logo and website link on EWE website and noted in the Advance and Onsite Program Guide
- Signage in the registration area
- Have your logo at the feet of every attendee walking in or out of the trade show floor with your logo or graphic placed on a carpet square near the show entrance
- Opportunity to add additional carpet square signs for \$250 each
- Carpet square is 48"x48"

To contract for your 2024 sponsorship, please click [here](#) to register online.

Note Pad Sponsor | \$1,140 (Exclusive Opportunity)

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Advance and Onsite Program Guide
- Note pad will be provided to all conference attendees and speakers
- Note pad to be supplied by sponsor; logo with a tag line and web address can be prominently placed on the pad
- Quantity: 400; minimum size: 6" x 4", 50 sheets, lined or blank

Floor Aisle Signs | \$750 each (3 Available)

- Have your logo at the feet of every attendee walking the trade show floor. Your logo or graphic will be placed on a carpet square in one of three aisle junctions
- Carpet size is 48"x48"
- Acknowledgement of company logo in Onsite Program Guide

Seminar Sponsorships | \$850 (Many Available)

- Acknowledgement of sponsorship on EWE website with your logo and link, as well as in the Advance and Onsite Program Guide
- Logo displayed next to sponsored session on the website and in the Program Guide
- Sponsor-branded signage during presentation and in registration area
- Opportunity to place a banner stand inside the seminar room during your sponsored session, as well as have a brochure or flyer placed on a table in the back of the room during sessions

Program Guide Advertising

- Advance Program Guide to be inserted in the January, February, and March issues of *Wine Business Monthly* and sent to Eastern subscribers
- Onsite Program Guide will be available to all attendees at registration
- Advertise in both and receive a 25% discount
- Rates depending on the size and color of your ad



For custom sponsorships, or any questions on your 2024 exhibit space, please contact our sales manager:

Laura Lemos

Exhibit, Sponsorship & Advertising Sales

Phone: 973-668-2449 | Email: laura@boja.com

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