

BOSTON PARK PLAZA

MARCH 2-3 2024

# BOSTON WINE EXPO

Exhibitor and Sponsor Guide



[WWW.BOSWINEEXPO.COM](http://WWW.BOSWINEEXPO.COM)

— *About the event*

# New England's Premiere Wine Show



Following the success of 2023 the 2024 Boston Wine Expo is set to be the premiere event for wine enthusiasts and professionals alike. With over 100 wineries participating from all over the world, attendees will have the opportunity to taste, learn, and explore the world of wine. The event will also feature a major trade component, providing attendees with the opportunity to connect with wine buyers and distributors from around the world.

In addition to tasting wines from around the globe, attendees will also have the opportunity to attend classes and seminars led by wine experts. These classes will cover a wide range of topics, from winemaking to wine tasting to wine pairing. Whether you're a beginner or a seasoned wine pro, you're sure to learn something new at the Boston Wine Expo.





## — *Demographics*

As an exhibitor of the Boston Wine Expo you will have unparalleled access to **thousands** of 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 %

**TASTING CLASSES**

**2023 Breakdown**

- 5 Tasting Classes
- Average Class Size : 32 guests
- Trade/Consumer Split - 70% Trade-30% Consumer
- Average class time: 60 Minutes

## **2023 TRADE BREAKDOWN**

**541** Confirmed On/Off Premise Retailers  
**640** Industry Professionals, Somms,  
 Bartenders, Servers, Hospitality Positions  
**1181** Total Estimated Trade Attendance

**3412** Total Attendees  
 (Consumer and Trade)  
 34.61% Trade Percentage  
 65.39% Consumer Percentage

# — *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 2-3, 2024.

## **Hours of Operation**

Both Event Days  
11AM-12:30PM Trade 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 program book
- 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- \$1,100
- 6'x6' Corner booth spaces- \$1,350
- End-cap booth spaces- \$1,800

## **Includes:**

(1) 6' Table w/ Linen  
(2) Chairs  
(1) Small Garbage Can  
(1) Company Sign  
(3) Employee Booth Staff Passes per booth  
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](mailto:info@boswineexpo.com)

or Boston Wine Expo 107 Porter Street, Boston MA 02128





TAILORING OUR SPONSOR PACKAGES TO SUIT YOUR NEEDS

## — *Sponsorship Overview*

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?"

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

# 2024 BOSTON WINE EXPO® SPONSORSHIP OPPORTUNITIES

01



## Retractable Banners - \$350

10 Available - 2'x5' feet can be strategically located at Main Entrance or throughout the expo floor.

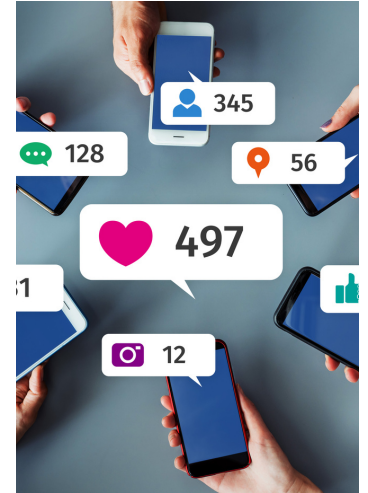
02



## Social Media Package - \$500

Custom Social Media Posts\* & 1 Day Social Media Takeover \*  
Inquire for more information.

03



## Social Giveaway - \$250

Social Media Giveaway Sponsorship- we give away two tickets and a \$50 spend on a boosted ad with your companies information.

04



## Program Book Sponsor

Front Cover - \$2,000  
Full Page - \$1,000  
Half Page - \$500  
Quarter Page - \$250

05



## Post Card Promotionals \$750

Post Card Promotional Mailers  
**B2B ONLY** (4"x6") - Feature your brand on the FRONT of a targeted postcard as a must-visit booth at the expo.

06



## Lanyard Sponsor - \$2k

Lanyard Sponsor - Doublesided high-quality lanyards are screen-printed with your logo and distributed to every attendee, and exhibitor, upon check-in.



# 2024 BOSTON WINE EXPO® SPONSORSHIP OPPORTUNITIES

07



## EXPO BADGE SPONSOR \$2,500

Expo Badge Sponsor - Complete branding, full-color, double-sided.

08



## CHECK-IN SPONSOR- \$750

4 Available - Greet attendees with a premier full screen take over of a check-in kiosk.

09



## WEBSITE REGISTRATION - \$1K

Website Registration Page - Complete branding of the online registration page. Be the first company attendees see when purchasing tickets.

10



## TASTING CLASS - \$2500

12 Available - Exclusivity on a seminar or class featuring your portfolio.

11



## TASTING DINNERS - \*

Custom Packages available please inquire for more information.

12



## Custom Packages \*

Contact us for a custom sponsorship package based on your needs.

# *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 12 available Tasting Class time slots. Tasting Classes will be available from Saturday March 2, 2024 - Sunday March 3, 2024.

## **Guidelines**

- Sponsorship of \$2,500
- 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

## **Available Schedule:**

There are two rooms with projectors that will be available for classes on both days of the expo. Each room is equipped with a projector screen and a projector that can connect to any device. We recommend setting up at least 30 minutes in advance to allow time to connect your devices and get the room ready to your liking.

## **SATURDAY 03/02**

### **ROOM A**

CLASS 1 - 12:00- 1:30PM

CLASS 2 - 2:00- 3:30PM

CLASS 3 - 4:00- 5:40PM

---

### **ROOM B**

CLASS 1 - 12:30- 2:00PM

CLASS 2 - 2:30- 4:00PM

CLASS 3 - 4:30- 6:00PM

---

## **SUNDAY 03/03**

### **ROOM A**

CLASS 1 - 12:00- 1:30PM

CLASS 2 - 2:00- 3:30PM

CLASS 3 - 4:00- 5:40PM

---

### **ROOM B**

CLASS 1 - 12:30- 2:00PM

CLASS 2 - 2:30- 4:00PM

CLASS 3 - 4:30- 6:00PM

---

**[LINK TO CLASS PICTURES](#)**





## LINKS

[LINK TO GALLERY](#)  
[LINK TO WEBSITE](#)  
[SIGN UP AS AN](#)  
[EXHIBITOR/SPONSOR](#)



## CONTACT

Raffaele Scalzi  
617-840-7417  
@boswineexpo  
info@boswineexpo.com  
www.boswineexpo.com