

OREGON WINE



SYMPOSIUM
LIVE!

2022 SPONSORSHIP OVERVIEW

March 8-9, 2022 | Tradeshow Experience
Oregon Convention Center

Oregon Wine Symposium *LIVE!*

Thank you for your continuing support of our community's showcase event! The Oregon Winegrowers Association will be hosting an IN-PERSON event at the Oregon Convention Center, March 8-9, 2022.

We are excited to be back to a LIVE event and are looking forward to learning, sharing and connecting face-to-face with all of our friends and colleagues. The OWA is taking the opportunity to reimagine what a live event experience can offer. We are pleased to announce the in-person event will include:

- Practical, actionable programming focused on climate, business and workforce resiliency including 6 main sessions, breakout seminars and workshops
- Trade show featuring our valued industry partners
- Short presentations about new and exciting products and services at the Innovation Stage
- Technical tasting of smoke impacted wines and methods of mitigation
- Continuing education and certification opportunities
- Networking and socializing including a reimagined Soiree featuring Oregon's diverse winegrowing regions
- ...and so much more!

This sponsorship overview will provide details for those seeking opportunities to further connect with key decision-makers in the wine industry. While there are some sponsorship package options that are standard, we also welcome the opportunity to custom design a package that meets your marketing and budget goals.

Please reach out with any questions as we welcome you all back to the Oregon Wine Symposium LIVE!

The 2022 Oregon Wine Symposium educational programming, presented by the Oregon Wine Board, will be hosted as a virtual event February 15-17. This three-day virtual event will deliver the latest industry research, business practices and education to wine and wine grape industry professionals. For more information on sponsoring and participating please contact Savannah Mallo at savannah@socialenterprises.net or 503-226-2377.

Why Exhibit?

From returning exhibitors:

"To showcase our service to everyone involved in the wine industry and make new connections to key decision-makers in the industry."

"To meet with existing and new customers at one convenient location where the focus is wine business. Also to meet with industry partners and new potential suppliers."

"To learn about new trends in the industry and how my business can utilize this information to better reach and serve the industry."

Value in Participating



Industry attendees from across the Northwest, representing over 800 wineries and 1,100 vineyards



82% of exhibitors found the opportunities for business networking successful



Designated Trade Show and Lunch breaks

TOP-TIER SPONSOR BENEFITS

Branding: Logo feature in emails, website, signage, sponsor slideshow and Symposium program | **Live Engagement:** Trade Show Booth with Premium location in Exhibit Hall | **Product Placement:** Option to provide special offer or promotional product to all Symposium attendees (approved by Oregon Wine Symposium) | **Amplification:** Social media announcement and re-tweeting of relevant news | **Lead Generation:** Opt-In attendee list (by request) | **Participation:** Unlimited trade show only passes to staff booth | **Meals:** Includes access to Soirée and 2 box lunches per booth for Day 2 | **Guest Passes:** Vouchers available to sponsors for clients visiting the trade show floor

PRESENTING SPONSOR | \$12,000

- Sponsor leader to speak during kickoff at opening segment
- 50-word organizational bio on Symposium website
- Logo and additional signage where applicable
- Full-page ad in Symposium printed program
- Banner placement in lounge (provided by sponsor)
- 2 booths included, maximum 10x20 with premium location in exhibit hall
- Up to 10 full access symposium passes that include access to the full program and the Soiree

PLATINUM SPONSOR | \$8,000

- Recognition of Platinum sponsorship by Symposium emcee on main stage
- Home page Oregon Wine Symposium LIVE website ad
- 1/2-page ad in Symposium printed program
- Sponsor signage featured in coffee service area
- Banner placement in lounge (provided by Sponsor)
- Option to provide branded napkins/cups (provided by Sponsor, approved by OWS)
- 10x10 exhibit space with premium location in Exhibit Hall
- Up to 8 full access symposium passes that include access to the full program and the Soiree

SOIREE PRESENTING SPONSOR | \$7,000

- Recognition of sponsorship during Soiree by Symposium Emcee
- 1/2-page ad in Symposium printed program
- Banner placement in the trade show lounge (provided by sponsor)
- Opportunity to provide branded napkins (provided by sponsor)
- 10x10 exhibit space with premium location in Exhibit Hall
- Up to 5 full access symposium passes that include access to the full program and the Soiree
- 8 additional Soiree passes

*Become a member
and save!*

*Service Members get
\$300 off Sponsorship*



MID-TIER SPONSOR BENEFITS

Branding: Logo feature in emails, website, signage, sponsor slideshow and Symposium program | **Live Engagement:** 10x10 exhibit space with premium location in Exhibit Hall | **Lead Generation:** Opt-In attendee list (by request) | **Participation:** Unlimited trade show only passes to staff booth | **Meals:** Includes access to Soirée and 2 box lunches per booth for Day 2 | **Guest Passes:** Vouchers available to sponsors for clients visiting the trade show floor

TECHNICAL TASTING SPONSOR | \$6,000 (Smoke Impacts; Cans vs. Bottles)

- Sponsor logo on glassware or other promotional item during tasting (provided by sponsor)
- Opportunity to display materials on designated table near the tasting
- Logo on signage, and next to technical tasting listing in program
- Up to 4 full access symposium passes that include access to the full program, and the Soiree

WIFI SPONSOR | \$6,000 (exclusive)

- Sponsor is the official sponsor of Symposium WIFI with branded credentials
- Banner placement in foyer (provided by Sponsor)
- 1/4-page ad in Symposium printed program
- Up to 4 full access symposium passes that include access to the full program and the Soiree

PROMOTIONAL SPONSOR | \$6,000 Examples: Bag, Lanyard, T-Shirt, Restroom, Mask

- Co-branded logo on specified sponsored product (bags/lanyards designed by OWS)
- Up to 4 full access symposium passes that include access to the full program and the Soiree

REGISTRATION SPONSOR | \$5,500 (exclusive)

- Banner ad featured on event registration page
- Option to provide special thank you to attendees in registration confirmation email
- Option to provide special offer to all Symposium attendees (approved by Oregon Wine Symposium)
- Thank you to Sponsor from Emcee during Opening Remarks
- 1/4-page ad in Symposium printed program
- Sponsor signage featured in registration area (provided by Sponsor)
- Up to 4 full access symposium passes that include access to the full program and the Soiree

RESILIENCY SESSION SPONSOR | \$5,000 (2 available)

- 3 minute introduction by leader for select session
- Sponsor logo on Main Stage screen during presentation
- Option to provide handout to attendees
- 1/2-page ad in Symposium printed program
- Up to 5 full access symposium passes that include access to the full program and the Soiree



BASE-TIER SPONSOR BENEFITS

Branding: Logo feature in emails, website, signage, sponsor slideshow and Symposium program | **Live Engagement:** 10x10 exhibit space with premium location in Exhibit Hall | **Lead Generation:** Opt-In attendee list (by request) | **Participation:** Unlimited trade show only passes to staff booth | **Meals:** Includes access to Soirée and 2 box lunches per booth for Day 2 | **Guest Passes:** Vouchers available to sponsors for clients visiting the trade show floor

TRADE SHOW SEMINAR SPONSOR | \$4,000

TTB Labeling, Mechanization, Crop Insurance, Wine Bottle Recycling

- 2 minute introduction by Sponsor
- Sponsor logo feature in Conference Program
- Table with sponsor provided materials within the seminar area
- Up to 4 full access symposium passes that include access to the full program and the Soiree

INNOVATION THEATER SPONSOR | \$3,500 (subject to approval)

- 15 minute presentation during select break on tradeshow floor
- Sponsor logo feature next to presentation in theater
- Up to 4 full access symposium passes that include access to the full program and the Soiree

BREAK SPONSOR | \$1,000 (available)

- Dedicated signage featured near food & beverage station
- Sponsor thank you in closing remarks
- Sponsor logo feature next to break in Conference Program
- Up to 2 full access symposium passes that include access to the full program and the Soiree

EVENT SPONSOR | \$2,500

- Up to 2 full access symposium passes that include access to the full program and the Soiree





OREGON
WINEGROWERS
ASSOCIATION

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