

WINE IMMERSION BOOTCAMP EXHIBIT APPLICATION

See page 2-6
for event details

Company	Contact
Street Address	City/State/Zip
Telephone	Fax
Email	Web
Products (wine exhibitors – please list all featured brands)(5 wines per table / 8 wines per seated course booth) <input type="checkbox"/> We would like to sell product	
PAYMENT METHOD	
All Applications must include payment in full <input type="checkbox"/> Check <input type="checkbox"/> Credit Card <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> American Express Credit Card # _____ Expiration ____/____ Security Code _____	
Please make checks payable to Wine Bootcamp	
<p style="text-align: center; color: red; font-weight: bold;">April 20 – Northern VA</p> <p style="text-align: center; font-weight: bold;">Exhibit Fees - Every wine table/booth will be a training station - Please put # of stations you'd like in the box</p>	I agree to abide by all rules and exhibit notes governing the event. No full refunds will be given after application is submitted. Partial refunds will be given based on number of days before the opening day of the show written cancellation notice is received: <div style="display: flex; justify-content: space-between;"> 150 days or more notice - 80% 120-149 days notice - 60% </div> <div style="display: flex; justify-content: space-between;"> 90-119 days notice - 40% 60-89 days notice - 20% </div> <div style="display: flex; justify-content: space-between;"> 30-59 days notice - 10% under 30 days notice - 0 </div> <p>Set-up must be completed the morning of the event before 9:30am. Dismantling of the booth prior to close of the show will result in a \$1000 penalty fee. Any property damages incurred by an exhibitor will be directly charged to the exhibitor. In the event of litigation relating to this Agreement, the non-prevailing party shall reimburse the prevailing party for all reasonable attorney fees and costs relating to that litigation.</p> <p>Booth fees are non-refundable for any reason, including booth location, conflicts with neighboring exhibitors, less than desirable sales, fewer than anticipated guests, cancellation of the event due to weather or any other unforeseen act of nature or circumstance.</p>
WINERY <input type="checkbox"/> table \$500 <input type="checkbox"/> seated seminar booth \$750	
FANCY FOOD EXHIBITOR <input type="checkbox"/> table \$200	
*Table exhibitors will have 1- 8 FOOT skirted table provided. *Booth exhibitors will have 1- 8 FOOT skirted table PLUS SEMINAR SEATING FOR 30 people provided.	
TOTAL \$	
I agree to hold event producers, venues, sponsors, beneficiaries and their officers, agents, employees and volunteers harmless for any resulting loss or damage to any person or property for any reason.	
Signature:	Date:



WineImmersion **BOOTCAMP**

Wine BootCamp is

A BETTER KIND OF WINE EVENT

Wine Education ... not merely wine tasting

"Thanks so much for doing this - it's the best wine event I've ever been to & I've been to a lot!"

"OMG I had no idea ... I've been sampling wines wrong in restaurants for the past 7 years"

Edutainment works - Become part of a new and exciting wine education event. Wine BootCamp is the first event of its kind ... **all learning, all the time, all over the hall.**

Guests come to BootCamp for a wine immersion experience, expecting to spend time with you and walk out of the adventure as a more confident wine drinker and buyer.

The Bootcamp is modeled after our most successful event - an award winning wine event in the Washington DC region - Virginia Wine Showcase. The Showcase typically gets 8,000 - 10,000 guests. Bootcamp narrows in on those 1500-2000 attendees

who are serious connoisseurs looking to learn and discover the world's best wines.

We're adding an educational environment to Bootcamp that places your brand in a much more enjoyable atmosphere than a traditional walk-around tasting event. By concentrating on education, we eliminate tasters who simply move from one booth to the next holding out their glass, not caring to learn what they are tasting, and, therefore, not knowing what to buy.

Every "exhibit" at Wine BootCamp is a wine tutorial. As an exhibiting instructor (**Thrill Instructor**) you will choose to feature either a 3-5 minute standup Vinoflash class (a mini lesson about wine such as different corks) or a 20 minute sitdown Crash Course on something about wine. This allows you to hold the audience while you show off your products, have some fun and make your product interaction memorable! Guests will not get to grab a taste and move on.



PROMOTE YOUR BRAND & GROW YOUR MARKET....

Whether your objectives are to create name recognition; increase brand awareness; generate leads; sell product or get feedback from consumers, this experiential marketing event can help you accomplish your marketing goals.

Experienced Wine Event Producer

Over the past 9 years of producing wine events we have found the “**edutainment**” element to be extremely successful at shows we’ve produced, including: Virginia Wine Showcase, Virginia Wine Festival, Wine Festival at The Plains, Holiday Wine Mall, Connecticut Wine Festival, Illinois Wine Festival, pilot Bootcamp and other events.

People want to learn about wine.

Bootcamp is hosted in several key demographic centers in the Washington DC national capital region and around Virginia. The events are limited to 30 “training” stations giving you a more exclusive venue for product marketing. Exhibitors may represent any wine related business, from small, local wineries to major, international brands or distributors.

This is a SALES Event

Exhibitors at this event will be able to sell the wines featured. Virginia Wineries will sell under their remote ABC license. Distributors will be able to promote their brands and sell to consumers through Little Washington Winery’s e-commerce wine shop at every bootcamp event.

Seeing your products will prompt guests to purchase favorites they have tasted at the show. Selling in the event will immediately satisfy customer product interests, solidifying their enthusiasm for your products. Each guest will leave with a vino app that has been marked with their favorite wines in the event and a list of where they can continue to find the wines they like after the show.

We don’t waste your time or your product

Unlike the typical walk-around wine festivals that are a waste of time and product, BootCamp provides focused time for you to interact with visitors and deliver your message to a sophisticated, eager to learn, key demographic.



BootCamp SPECIFICS

- **One-day event.** Tickets are limited to facility capacity, which, in our smallest venue is 2100 people per day.
- **BootCamp hours:** Open 10:00am – close 5:00pm. with flexible hours depending on venue.
- **30 wine tutorial stations featured** Additional non-wine exhibitors (like chocolatiers, cheese purveyors, chefs, Riedel reps) will be added to venues with capacity to host additional exhibits.

Each Exhibitor will have an opportunity to host a training session at the event.

Examples of Vinoflash classes and crash courses to be conducted include:

Wine 101: Swirl, Sniff, Sip	Corked Simulator	3 blind Bordeauxs – Guess the Price
How to Order in a Restaurant	What are Legs?	Virginia Versus The World™
Cheeseology	Chocolate Pairing	Tiny Bubbles vs Big bubbles
Geography of Wine	Home WineMaking	Cooking with Wine
Molecular pairing	The Versatile Riesling	Wine Geek Quiz
Achieving perfect Aeration	Rioja vs Tempranillo	Little known Wine Regions
Composition of Wine	Aroma Therapy	What can we learn from Corks
Does Shape Really Matter?	Malbec Diversity	Tasting Room Etiquette
Senses of Taste	Looking for Flaws	Temperature Sensitive
Establish a Baseline	Winemaker Lingo	your specific idea

We can choose a scripted tutorial of your choice or bring your own great idea that relates specifically to your product line.

The Guest Experience ...

As guests arrive they receive a glass, a map of the tutorials, an order sheet and a vinoapp loaded with all wines on the show floor. Then they are unleashed on the floor to attend whatever tutorials interest them.

- **VinoFlash classes** are standing tutorials that last 3-5 minutes.
- **Mini Crash Courses** are seated courses that last 20 minutes.
- **lag time between tutorials allows for walk-up tastings.**



We tell the world about

Wine Immersion BootCamp

We reach thousands of wine consumers with organized and coordinated multi channel marketing programs. Marketing campaigns in each market include:

- 40,000 wine lover email database of those who have purchased or participated in one or more of our previous wine events.
- Tens of thousands of unique website visitors
- Public Appearances in major markets
- Millions of Facebook impressions, including paid advertising

POWERFUL E-MAIL MARKETING

Over the past 8 years, we have built an email list that contains past attendees of the Virginia Wine Showcase, the Wine Festival at The Plains and the Virginia Wine Festival.

These are wine lovers ... making this list a very potent marketing tool. The members of the list look forward to our event updates and announcements.

FACEBOOK SELLS

The majority of our marketing dollars are dedicated to Facebook Ads. These ads will educate our audience in a manner that is similar to the BootCamp Experience.

PR PULLS

There is nothing quite as powerful as a public relations story about BootCamp. An effective PR campaign results in third party endorsements of the event that reach all of our target audiences. We target a variety of web-based, print and on-air publications.

SOCIAL MEDIA SHARES

When a guest has a good experience, they share that experience through a variety of social Media outlets. It is our job to make sure we have a strong and vibrant presence in the Social Media World. This, in turn, makes Sharing the experience much easier and therefore more powerful ... Social Media works. There is nothing more powerful than a shared photo from your friends.

SPONSORSHIPS

Key partner sponsors are those who seek to reach this same audience. An effective sponsorship program leverages our existing resources and adds to the success of the event.

INFORMATIVE WEBSITE

Wine BootCamp is a different kind of event. Wine Education is the priority, not merely wine tasting. Our web site visitors will experience the essence of the BootCamp thru a variety of pages that both educate and entice the visitor to attend BootCamp.

TWO OPPORTUNITY PACKAGES to Engage our guests & promote your brand

There are two levels to participate in this revolutionary wine education event:

- **VINOFLASH CLASS WINE TABLE** (featuring a 3-5 minute standing flash class)
- **CRASH COURSE TRAINING BOOTH** (featuring a 20 minute seated crash course)

This is your opportunity to lift your brand with an audience eager to learn more about wine in general and your wines in particular. Each element of BootCamp features a wine tutorial. **“THRILL INSTRUCTORS”** feature a vinoflash class that can be done in 3 minutes or a mini crash course (10 minutes 4 times per hour) with their wine tasting.

You will be able to hold the audience while you engage them. You will choose from our list of topics or propose your own idea for a tutorial that fits with your brand.

BRING BRANDING ELEMENTS ...

You want guests to remember you when it comes time to buy wine. Bring Coupons, Decorative elements, table top displays, floral décor, a fun theme/look to your tabletop, handouts, and of course, wines to learn about through tasting. **Make it memorable!**

FLASH CLASS WINE TABLE - \$500:

- 8' x 3' ft draped table for conducting a standing 3-5 minute flash class
- Branded signage
- All of your featured wines Listed in our Mobile App and website
- Two badges for staff
- Present no more than 5 wines per table

CRASH COURSE TRAINING BOOTH - \$750:

- 10'x15' booth for seated 20 minute Crash Courses
- Captive audience for 20 minutes at a time
- A more personal relationship between our guests and your brand
- All of your wines are listed in our mobile app and website
- Larger booth size with seating and priority placement
- Online promotion gets your brand in front of tens of thousands
- Branded signage
- Four badges for staff
- Present 8 wines per booth

