

A Chicagoland First!

WineStyles®
Major Retail Sponsor

*A Full-Scale Consumer and Trade Wine-Tasting Expo
for this Top Wine Market!*



*Chicago & Midwest
Wine Show*

In cooperation with the Illinois Grape Growers & Vintners Association and the Zinfandel Advocates & Producers



September 27 – 29, 2008
Rosemont, Illinois

www.ChicagoMidwestWineShow.com

Why Participate in This Event?

For the first time, you can showcase your product to members of the affluent, vast and growing population of wine lovers in the Chicagoland and Midwest markets. Wine shows have been highly successful in other areas, and the Midwest—a thriving market—has been “underserved.” This population is eager to learn more about what you have to offer.

Who Should Exhibit?

Businesses and organizations that will benefit from having a presence at the Chicago & Midwest Wine Show include, but are not limited to:

Wineries & Vineyards

Wineries
Vineyards
Importers
Distributors

Other

Wine preservation
Fresh foods
Specialty foods
Wine classes & schools
Cooking schools
Tour & travel
Financial services
Jewelry & gift items

Lifestyle Products & Services

Wine accessories
Refrigeration & wine racks
Stemware & decanters
Wine art

How We Attract Attendees

Here's how we will draw qualified attendees and offer exhibitors and sponsors the best possible return on their marketing investment.

Publicity

A six-month publicity campaign, targeting the trade and consumer press, is already in full swing.

Advertising

Several local and regional print publications, catering to an upscale demographic, carry ads and publicity promoting the Wine Show.

Radio spots hit the airways promoting the Wine Show beginning in early September and running through the Wine Show dates.

E-Marketing and Email Campaigns

The Chicago & Midwest Wine Show works with all exhibitors, sponsors and participating organizations to utilize their websites, print and electronic newsletters, and other means to promote the show.

Emails are sent monthly to members of the trade, highlighting the latest news regarding the Show.

Retail Program

Retailers, restaurants, and private clubs throughout the Midwest sell tickets to the Wine Show and will display Point-of-purchase materials.

Exhibit Opportunities

The Chicago & Midwest Wine Show offers the following ways for you to draw attendance to your exhibit, showcase your products and educate existing and potential customers.

Wine-Tasting Table

6-foot draped table located on carpet area
Identification sign
Water and rinse bucket
Listing in official show program with company website
Listing on official show website with link
Exhibitor badges for two representatives
Participation fee: \$750

Exhibit Booth

10-foot by 10-foot exhibit space
located on carpet area
8-foot table
Identification sign
Water and rinse bucket
Listing in official show program
Listing on official show website with link
Exhibitor badge for two representatives
Participation fee: \$1250

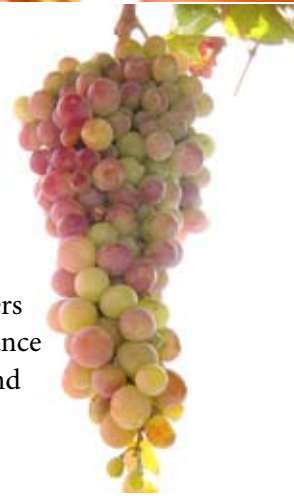
Exhibitor Staff Badges

Exhibitors receive two free badges for every wine-tasting table or exhibit booth rented. Each exhibitor badge beyond the allocated number is available at \$100 per badge.

WineStyles[®] Major Retail Sponsor

WineStyles[®] is a national chain of 150 stores demystifying the wine shopping experience by organizing its wine by color and style, instead of by varietals or regions. Each store features up to 150 unique and hard-to-find wines from around the world. Two dozen stores are located in the Midwest. For more information, visit www.winestyles.net

SPONSORS: Zinfandel Advocates & Producers, Fresh 105.9 Radio, Journal & Topics Newspapers, Chicago Suburban Woman and Quarterly Review of Wine.



Sponsorship Opportunities: Exciting Ways to Build Traffic and Awareness

If you find that the sponsorship packages listed below do not fit your marketing objectives or budget, please contact us to discuss a custom package that will meet your needs.

Show Sponsor — \$10,000

Benefits:

- Prime acknowledgement on printed materials
- Advertising position on home page of official event website with link to your company's website
- Prominent on-site signage
- Complimentary booth or table location or discount on VIP Exhibit Room
- Four show badges
- Use of show sponsor lounge
- Discount on tickets for resale or use
- Complimentary VIP tickets for management
- Inclusion in pre-event publicity
- Logo on front cover of official show guide
- Expanded listing in official show guide

Participating Sponsors — \$5,000

Benefits:

- Logo on print materials
- 10-foot by 10-foot exhibit space
- Prominent placement on on-site signage
- Four show badges
- Discount on tickets for resale or use
- Inclusion in pre-event publicity
- Prominent listing with logo in official show guide
- Logo in official show website with link to your company's website

Participating Sponsors — \$2,500

Benefits:

- Small logo on print materials
- 6-foot draped table
- On-site signage
- Two show badges
- Discount on tickets for resale or use
- Inclusion in pre-event publicity
- Listing in official show guide
- Small logo in official show website

Participating Sponsors — \$1,000

Benefits:

- On-site signage
- Two show badges
- Discount on tickets for resale or use
- Listing in official show guide
- Logo in official show website with link to your company's website

Restaurant Sponsors

Restaurant sponsorships are commitments for Saturday-Sunday with minimum 1,500 food tastings per day.

Benefits:

- Complimentary location with table for tastings
- On-site signage
- Acknowledgment in print materials
- Logo on official event website with link to your restaurant's website and other benefits listed on our website.

VIP Rooms for Exhibitors and Sponsors

VIP meeting rooms are conveniently located near the main exhibit floor and offer the privacy and elegance you need to meet with important clients, prospects or colleagues. For further details or assistance, see our website or contact Dick Barton at 847.698.5069.

Promotional Opportunities*

The Chicago & Midwest Wine Show offers three prime opportunities to reach key consumers and decision-makers in companies that sell wine and hold liquor licenses.

Website Advertising

<u>Premium Home Page Placement</u>	<u>Other Placements</u>
For show exhibitors \$1,000	\$ 500
For non-exhibitors \$1,500	\$ 750

Show Guide Advertising

Advertisers in the Chicago & Midwest Wine Show program guide will reach a wide audience before and during the show. The guide is distributed to 120,000 readers of the Journal & Topics newspapers throughout the northwest suburbs of

Chicago. It also is distributed on-site during the show. Ad rates are:

½ page: \$800 ¼ page: \$450 Business card size: \$250

Placement of exhibitor's logo or boldface listings are available at \$100 each or \$150 for both.

All print ads must be received in electronic PDF formats and only in black-and-white. Creative assistance is available for an additional charge. Call 847.698.5069 for details.

*All placements are subject to availability. The show organizers reserve the right to refuse advertising of any kind.

The Midwest Market

September is Illinois Wine Month, and wine enthusiasts throughout the state will be celebrating the harvest season at wine tastings and other events. Exhibitors are invited to get a taste of the Chicagoland wine market—the nation's third largest and still growing.

One obvious reason for Chicago's status as a top metropolitan market is that it has more consumers. According to *Wine Business Monthly*, top metro markets lend themselves to high

wine consumption because of the demographics and lifestyle features in those markets.

Chicagoland consumers tend to be more optimistic on personal finances than the rest of the nation, according to a report last year by the Rasmussen Consumer Index for Chicagoland. This is consistent with the economic stability of the region.

Consumer spending patterns in the Chicago-Gary-Kenosha, Illinois-Indiana-Wisconsin metropolitan areas are, on average, 22.3 percent more than the

typical household in the United States, according to a recent report issued by the Bureau of Labor Statistics.

Chicago area households spent 4.8 percent of their budget on entertainment, similar to the 5.1 percent share allocated nationally, and similar to the average in Los Angeles (4.9 percent) and Detroit (5.1 percent). In New York, households spent a significantly smaller share of their budget on entertainment (4.3 percent) compared to the national norm.

Attendee Profile

Consumers* (attending Saturday and Sunday tastings)

Wine is enjoying a popularity revival, partially due to news linking moderate wine consumption to positive health outcomes. Recent gains can also be credited to the adoption of wine in adulthood among the millennial generation. Born between 1978 and 1990, this population of nearly 70 million offers the wine industry a growth potential comparable to that of the baby boomer generation.

From the millennial generation to baby boomers and beyond, the Chicago & Midwest Wine Show is aimed at your most sought-after consumers—those who know and love fine wines.

Members of this demographic:

- Have thriving careers
- Earn high personal and household incomes
- Own one or more homes
- Drive late-model or luxury cars or SUVs
- Spend money on high-end luxury items
- Attend museums and live-entertainment venues
- Are well-educated
- Use the internet for personal and work purposes
- Are well-traveled
- Dine out often

*Compiled from various industry resources

Trade (attending Saturday and Sunday tastings, and have exclusive access on Monday)

Members of the trade are pre-qualified for admission. The Chicago & Midwest Wine Show requires that they hold decision-making positions in businesses that sell wine and hold state liquor licenses. Trade members include:

Business

- Bar/tavern
- Internet retailer
- Winery
- Caterer
- Restaurant
- Supermarket
- Distributor
- Specialty store
- Wine/liquor store
- Hotel with food/beverage responsibilities

Profession/Position

- President/owner
- General manager
- Beverage manager
- Category manager
- Chef
- Director of catering
- Food & beverage director
- Purchasing manager
- Restaurant/Bar Manager
- Sales & marketing
- Sommelier
- Wine buyer

Special Ticketing for the Trade

To draw increased trade attendance to your exhibit, we offer trade members complimentary admission. Trade members are invited to attend all three days of the show, and Monday is reserved exclusively for the trade. Take advantage of this opportunity to meet one-on-one with these decision makers to discuss your products.

Here are just a few of the wineries, importers, and distributors which are expected at our wine show. For the growing list of the participants, please check our website www.chicagomidwestwineshow.com on a regular basis. Exhibitors will include Zinfandel Advocates & Producers, DeVine Distributors, Quintessential Wines, Midwest WineStyles stores, Michigan producers such as Tabor Hill and St. Julian, Heritage Wine Cellars, Dominick's Kitchen, Wines of France, Gallo Wines, Renewal by Anderson, Wines of Spain, and many others including a variety of vintages from Illinois, Wisconsin, Indiana, and Iowa. Plus, there will be a variety of accessory manufacturers.

For more information contact:

Prospect Expositions, LLC
981 Busse Road
Elk Grove Village, IL 60007
Main Phone: 847.759.6900
FAX: 847.297.8428
Email: info@chicagomidwestwineshow.com
Website: www.chicagomidwestwineshow.com

National Sales:

Dick Barton and Alexander Barton
Direct: 847.698.5069
dick@chicagomidwestwineshow.com