



*in  
collaboration  
with*



# INTERNATIONAL WINE EXPO IN COLLABORATION WITH VINITALY

## 2023 PROSPECTUS

*in partnership with:*



CineCity Studios: 2429 W 14th St., Chicago, IL 60608

# About

**International Wine Expo** will make its grand return to Chicago October 22-23, marking its first-ever historic collaboration with **Vinitaly Official**, Vinitaly's debut in the US, which remains the leading market for Italian wine, and providing a dynamic platform for top buyers and authentic Italian wine producers and brands to connect, with its unique lounge-style setting.

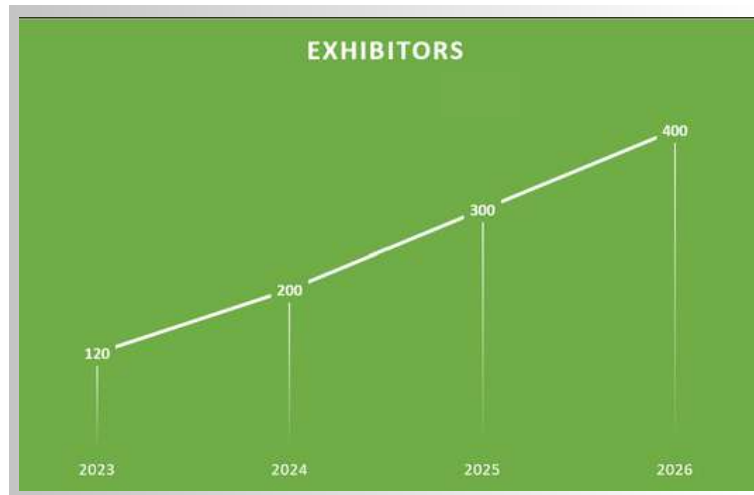
The expo offers on and off-premise buyers access to fine wines, masterclasses, exclusive dinners and business & networking opportunities, with additional "After-Hours" programming and a closing event open to the public. Already gaining international recognition, IWE's meaningful partnerships with Vinitaly, the Italian Chamber of Commerce and London's Real Italian Wine & Food Expo support and promote new commercial relationships while strengthening those already in place.

## Vinitaly

**Vinitaly stands out as the largest wine event in the world.**

- For the 2023 edition (the 55th of its history), Vinitaly hosted **93,000 attendees, including 29,600 international visitors**, coming from 143 countries.
- The **United States** claimed the top spot among the countries of origin, with a **45% increase in attendance**.

# IWE Projections

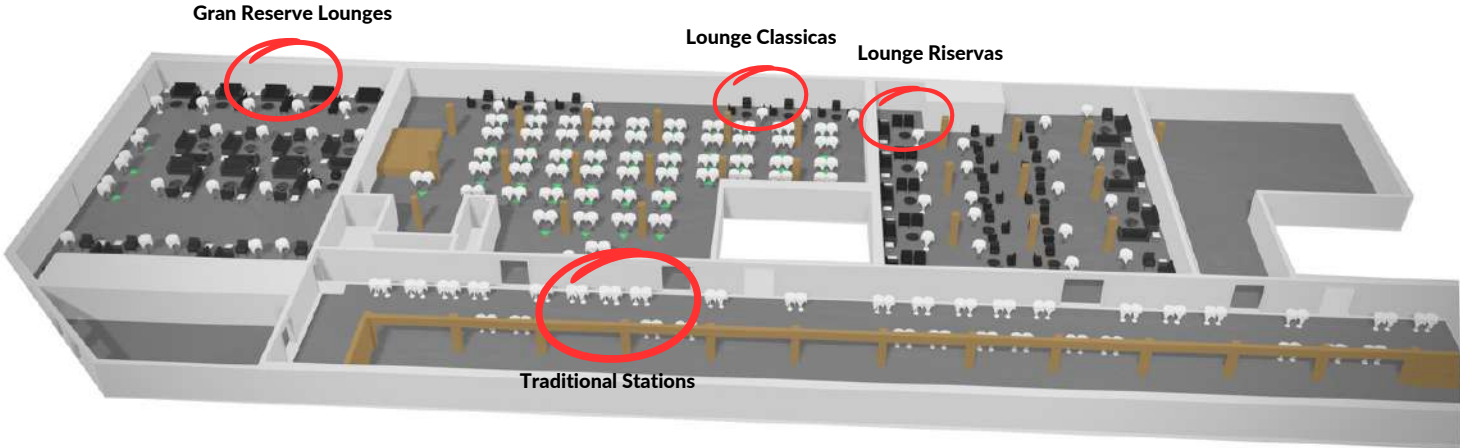


As part of a four-year plan, there are extensive growth prospects, and the event will attain national prominence. IWE in collaboration with Vinitaly is set to become the Largest, Premier Wine Event in the United States, the hub of a network that encapsulates and represents an entire market worth billions of dollars.

# The Space

International Wine Expo is structured unlike any other expo: with much of the space configured in unique, lounge-style settings meant to feel as if you are being welcomed into each exhibitor's Italian home, allowing for intimate, meaningful discussions. The remaining area will be configured to allow smaller producers an opportunity to showcase their products and for buyers to meet and connect in a designated networking location.

*Diagram is for visual reference and does not reflect the final actual layout of the event*



**Gran Reserve Lounge**  
12 sq. meters



**Reserve Lounge**  
9 sq. meters



**Classic Lounge**  
7 sq. meters

**Traditional Station - 2 high-top tables (75cm each)**  
2 sq. meters

# PROGRAM

During International Wine Expo's two-day program and throughout the week through our "After Hours" citywide programming and events, a host of activities are scheduled to foster relationships between exhibitors, buyers and the public. Special attention is taken to coordinate the appropriate individuals for each activity, to ensure maximum participation, engagement and outcomes.

## **B2B MEETINGS LOUNGE:**

The main exhibiting space is designed in a relaxed living room style to allow for more intimate, thoughtful interactions. Ideally configured for effective meetings, buyers are able to meet, taste and learn about producers' products, processes and origins. We create environments where buyers can relax and take time to fully experience what producers have to offer. This ensures more powerful interactions, better retention of information and allows buyers to more effectively promote the products after purchase.

## **WALK-AROUND TASTINGS:**

In addition to the Lounge section, we offer a walk-around tasting to allow more buyers to participate and for exhibitors with smaller budgets or who may not be ready for large-scale buyers, an opportunity to showcase their brands. This also helps maximize Exhibitors' time and budgets who may fly in to attend seminars.

## **SEMINARS & WORKSHOPS FOR EXHIBITORS:**

Seminars include educational presentations, panel discussions and/or workshops hosted by industry professionals, experts, importers, distributors or other related positions in which attendees receive key insights, entry strategies, best-practices, tools, trends and other information/resources regarding Italian product companies emerging in the U.S. market.

Special presentations for businesses already operating in the U.S. market will also be held. These seminars will focus on increasing market knowledge & penetration and presenting new tools to maximize outcomes.

## **SEMINARS & WORKSHOPS FOR BUYERS:**

IWE schedules and facilitates seminars, workshops and fireside chats with distinguished individuals in operations to help buyers grow in their field.

## **WORKSHOPS BY EXHIBITORS:**

Workshops will provide key promotional opportunities for exhibitors to connect with large groups of potential clients and partners.

Exhibitors will be provided the audio-visual aids to efficiently deliver demonstrations, visuals, and interactive presentations in the most engaging format.

# PROGRAM

## **COOKING DEMOS & PAIRINGS:**

Cooking demonstrations are scheduled throughout the trade show, with special beverage pairings.

Renowned chefs will teach attendees how they prepare some of their favorite dishes utilizing exhibitor products, weaving in childhood anecdotes, restaurant stories, attendee assistance and more to keep the demonstrations lively and enjoyable.

## **MASTER SOMMELIER CLASSES:**

Master Classes consists of an expert presentation of selected exhibitor's wines to 30-40 buyers during a 30-45 minute presentation. Master Classes may include a range of wine styles and varietals or offer a Vertical Tasting, showcasing a particular wine's unique characteristics across a range of vintages.

## **REGION &/OR VARIETAL CLASSES:**

These Master Classes consists of an expert presentation of selected exhibitor's wines across a particular region or varietal. These are a great way for buyers to taste several wines side-by-side to better understand and recognize the nuances from one wine to the next.

## **"AFTER HOURS" PROGRAMMING:**

B2C Programming: IWE will host a number of "After-Hours" tastings, dinners and receptions, offering exhibitors an opportunity to showcase their brands and products to the end consumer, at popular Chicagoland locations. This is a great opportunity for exhibitors to test the market and align their brand with well-respected companies and brands in the market.

B2B Programming: Select buyers and exhibitors will be invited to participate in dinners, receptions, wine tastings and other activities throughout the Chicagoland area. These activities are generally more relaxed, allowing attendees greater opportunities to network.

## **ONGOING:**

IWE will continue to facilitate the introduction and development of relationships across industries through meaningful interactions and education.

## **ADDITIONAL SERVICES:**

looking for additional services, consultation, promotions or one-on-one support? We are happy to supply additional support that fits your needs.

# Event Schedule

The expo is open exclusively to trade professionals, including Importers, Distributors, On and Off-Premise buyers, a select number of service providers and Media. The Closing Party and select "After Hours" programming and events will be open to the public.



## Sunday, October 22

9:30 a.m. – 11:00 a.m.: Exhibitor booth set up  
11:15 a.m. – 11:45 a.m.: On-site seminar for exhibitors  
11:45 a.m. – 12:15 p.m.: On-site seminar for buyers  
12:30 p.m.: Doors open to Buyers  
6:00 p.m.: Doors close to Buyers



## Monday, October 23

10:00 a.m. – 12:00 p.m.: Seminar for buyers & exhibitors  
12:30 p.m.: Doors open to Buyers  
6:00 pm: Exhibition area closes  
7:00 p.m.: IWE Closing Party



## After Hours

"After Hours" Programming throughout the city, including receptions, dinners and tastings. Locations & Times TBD



# Who Attends: Buyers

We carefully review each application to ensure all registrants meet strict criteria for buyers.  
2023 projects 500 qualified buyers.



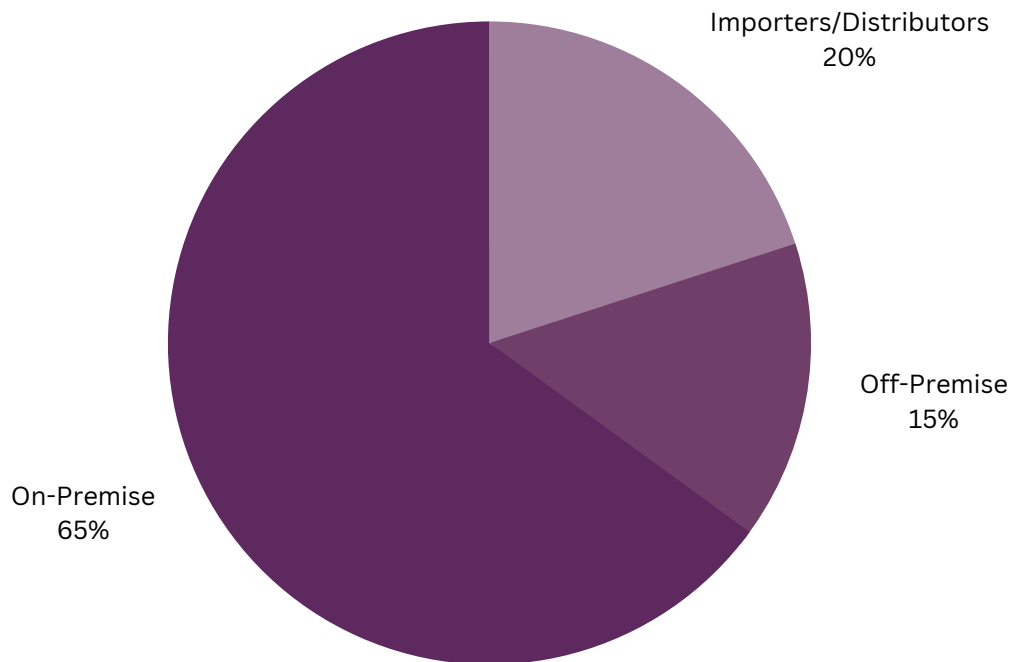
**Importers & Distributors: 20%**



**On-Premise Buyers: 65%**



**Off-Premise Buyers: 15%**





# Who Attends:

Sample On-Premise & Online:

Approx. 325 Attendees

## Sample List of Operators

### *Restaurant Groups:*

Lettuce Entertain You Enterprises  
RPM Restaurants  
Gibsons Restaurant Group  
Levy Restaurants  
One Off Hospitality  
Boka Group Restaurants  
Gage Hospitality  
8 Hospitality  
Fifty/50  
DineAmic Hospitality  
Hogsalt Hospitality  
B. Hospitality Co.  
RH Restoration Hardware  
Francesca's  
Phil Stefani Signature Restaurants

## Sample List of Operators

### *Hotels:*

Hilton  
Marriott  
Hyatt  
IHG  
GF Hotels & Resorts

### *Foodservice:*

Aramark  
Compass  
Levy  
Sodexo

### *Online Market Places:*

Spirit Hub  
Wine.com  
Vivono

# Who Attends:

## Sample Importers, Distributors & Off-Premise: Approx. 175 Attendees

### Sample List of Operators

#### *Importers:*

Battaglia  
More Than Grapes  
Eagle Eye  
Beivuma  
Pinnacle Imports  
Winebow Imports

#### *Distributors:*

Southern Glazer's Wine & Spirits  
Republic National Distributing Co.  
Breakthru Beverage Group  
The Winebow  
Heidelberg Distributing Co.  
Allied Beverage  
Quench Fine Wines  
Crossroad Vintners  
Zeman Global Selection  
Martignetti Companies

#### *Chain Liquor:*

Spec's  
Binny's  
ABC Wine & Spirits  
BevMo!  
Total Wine  
Twin Liquors  
Warehouse Liquors  
Wall-to-Wall  
Garfield's Beverage

### Sample List of Operators

#### *National Chains - Grocery/General*

Eataly  
Whole Foods  
Publix  
Kroger  
Sam's Club  
Albertson's  
Target  
BJ's Wholesale Club  
The Giant Company  
Meijer  
Walgreens  
Trader Joe's

#### *Regional Chains - Grocery/General*

Hy-Vee  
Fresh Thyme

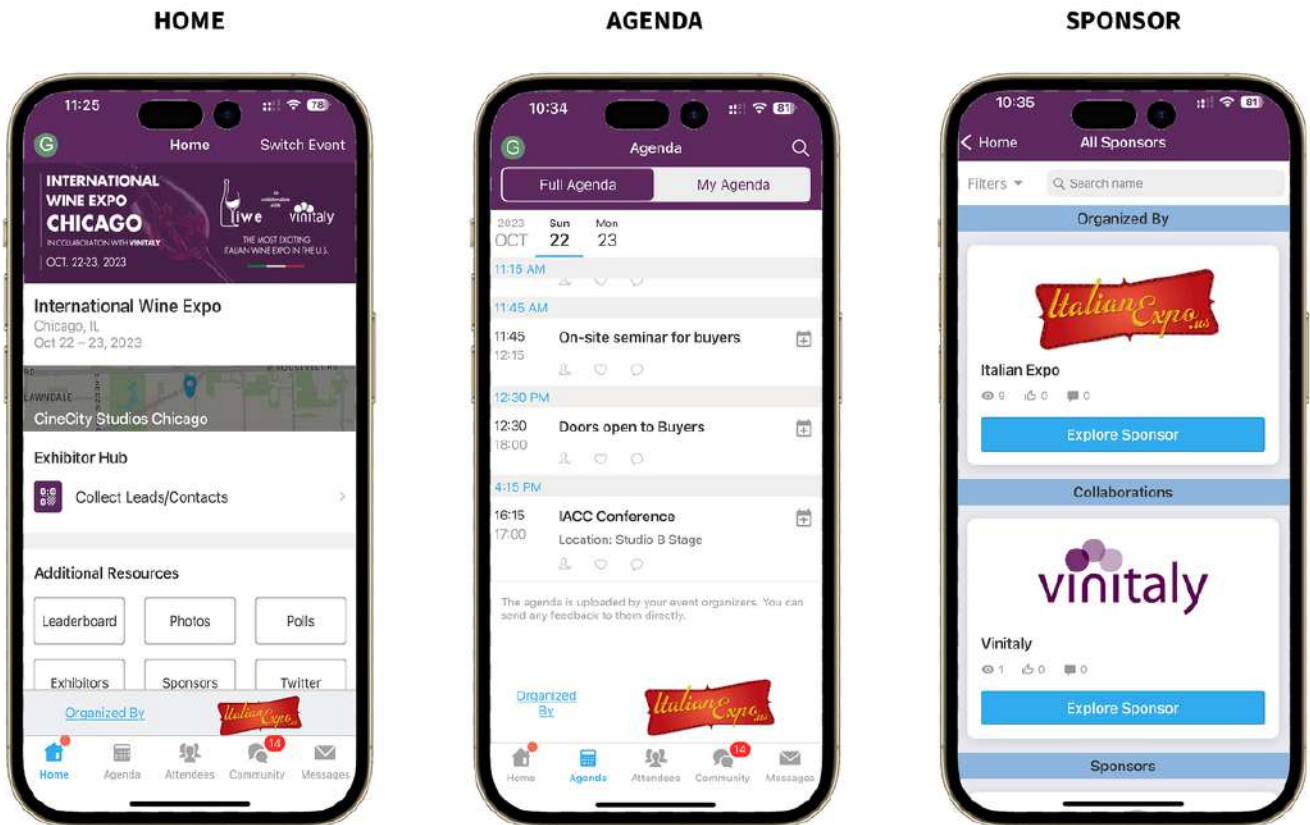
#### *Convenience:*

Foxtrot  
South Loop Grocery

# IWE App

An integral part of our expo will be our comprehensive, user-friendly app, allowing:

- Complete Ticketing & Registration
- Top Tier Sponsors will be able to create highlights + stories
- Intuitive Matchmaking - Discover buyers that match your interests/needs
- Lead scanning - Scan Buyer QR codes for easy tracking and follow-up of leads
- Networking - Networking Lounge + curated meet-ups
- Speaker Highlights and Profiles - discover more about our international speakers
- Scheduling - Easily review IWE complete agenda and personal schedule
- Select data collection for Top Tier Sponsors with Sponsor Admin access

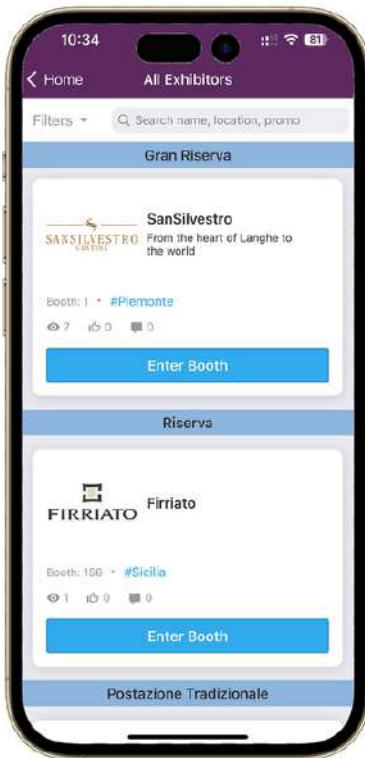


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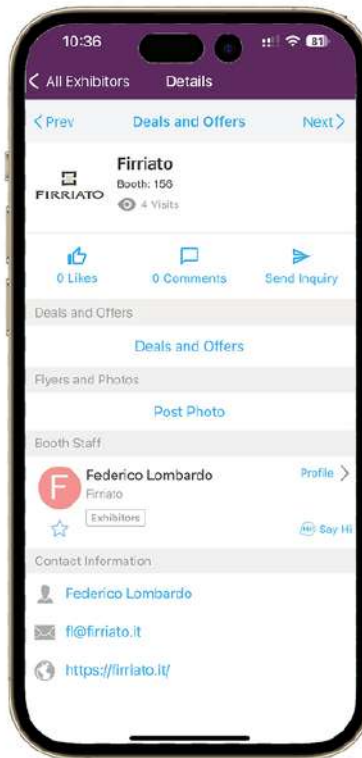
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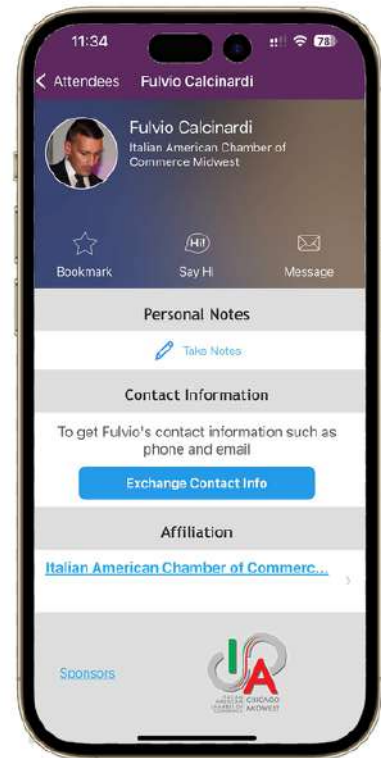
EXHIBITOR LIST



EXHIBITOR PROFILE



SPEAKER PROFILE



# Media



In addition to buyers, due to international interest in International Wine Expo in collaboration with Vinitaly, we will have a range of media publications in attendance and/or highlighting the program. Below is a highlight of anticipated media coverage leading up to, during and after the expo. Actual coverage may differ.

## **Local Publications:**

WGN9 News  
CWB Chicago  
Fox 32 Chicago  
NBC Chicago  
ABC 7 Chicago  
Chicago Magazine  
TimeOut Chicago  
Crain's Chicago Business  
Chicago Tribune  
Chicago Reader  
Daily Herald  
Modern Luxury Chicago

## **National/International Publications:**

Wine Spectator  
Wine Enthusiast  
Decanter  
Gambero Rosso  
SevenFifty Daily  
Drizly  
The Wall Street Journal  
Open Table, Resy, Tock  
Wine Meridian

Since the April announcement of our event, there have been several articles highlighting the significance of International Wine Expo and the unique setting it will offer buyers and exhibitors alike.

## FEATURED ARTICLES



 FEDERVINI



 vitaly



 Wine News



 ALIMENTANDO  
IL RIBORDO DEL SETTORE ALIMENTARE

# Sponsorship Options



## Presenting Sponsor

**\$100,000** (1 available)

*\*Note: this is an initial proposal - we are open to collaborating with your organization to create the most beneficial sponsorship for all of us*

- Sponsor's name and logo mentioned as Presenting Sponsor on the Home Page of the IWE website in collaboration with Vinitaly. The logo will include a direct link to the sponsor's website.
- Inclusion in all IWE online publication.
- Reserved Premium advertising space in the Official IWE App.
- 387 sq. ft. Exclusive Presenting Space, with technical and logistical help for the setup + lounge seating as requested
- 50 Entrance Tickets (worth \$200 each)
- 3 Roll-up Panels in highlighted location
- Inclusion on the back cover of the Expo Official Catalog
- Logo on the Official Welcome Bags
- 1 Piece of marketing material or product in the welcome bag
- Logo on all Official Badges
- 50 Tickets for the After Party (worth \$125 each)
- Top spot in the Official Invitation
- Help in the organization and marketing of 1 After Hours Event (does not include cost of event)
- Presenting Sponsor of the Closing Party
- Sponsorship of an exclusive Award that will be presented at the expo

# Sponsorship Options



## Supporting Sponsor \$50,000 (3 available)

- Sponsor's name and logo on the Home Page of the IWE website in collaboration with Vinality. The logo will include a direct link to the sponsor's website
- 2 Advertisements featured in the Event official Newsletter
- Reserved advertising in the Official IWE App
- 1 Lounge Gran Riserva
- 20 Entrance Tickets (worth \$200 each)
- 3 Roll-up Panles (1 in highlighted spot)
- Inside Front or Back Page in the Expo Official Catalog
- 1 Piece of marketing material or product in the welcome bag
- 30 Tickets to the After Party (worth \$125 each)
- 1 Highlighted spot in the Official Invitation
- Priority access to the organization and promotion of After Hours events. Event price not included
- Supporting Sponsor of the Closing Party

# Sponsorship Options



## Lounge Sponsor \$40,000 (1 available)

- Dedicated Lounge Space
- Highlighted on the IWE app as the official Networking Lounge (where participants can go to meet one another and where specific meet-ups will occur).
- Listed in the program or app page on the IWE website and relevant digital marketing.
- Directional signage at the event.
- Inclusion in 2 Newsletters.
- 2 meet-ups scheduled in the Lounge per day (e. Midwest Italian, Italian Restaurants, etc.) - option to create 2 of your own meet-ups or have all organized by IWE.
- Dedicated chef service during peak hours.
- Sponsorship of the closing party.
- 10 Entrance Tickets (worth \$20 each)
- 10 After Party Tickets (worth \$15 each).
- Sponsor's name and logo on the Sponsors Page of the IWE website in collaboration with Vinality. The logo will include a direct link to the sponsor's website.
- 1 Piece of marketing material or product in the welcome bag.
- Full Page in the Expo Official Catalog.



# Sponsorship Options



## **Prestige Sponsor** **\$30,000**

- Sponsor's name and logo on the Sponsors Page of the IWE website in collaboration with Vinitaly. The logo will include a direct link to the sponsor's website.
- 2 Advertisements featured the Event official Newsletter
- Reserved advertising in the Official Event App
- 1 Lounge Riserva
- 15 Entrance Tickets (worth \$200 each)
- 3 Roll-up Panels (1 in highlighted spot)
- Full Page in the Expo Official Catalog
- 1 Piece of marketing material or product in the welcome bag
- 20 Tickets for the After Party (worth \$125 each)
- Inclusion in the Official Invitation
- Access to the organization of After Hours. Price of event not included
- Sponsorship of the Closing Party



## **Stage Sponsor** **\$15,000 (1 available)**

- Logo and name of the sponsor will be displayed on the large screen on the stage during specific announcements and programming. In addition, the base of the stage will be filled with signs featuring the sponsor's logo and name
- 10 Entrance Tickets (worth \$200 each)
- 10 After Party Tickets (worth \$125 each)
- Sponsor's name and logo on the Sponsors Page of the IWE website in collaboration with Vinitaly. The logo will include a direct link to the sponsor's website
- 1 Piece of marketing material or product in the welcome bag
- Full Page in the Expo Official Catalog

# Sponsorship Options



## Seminar Sponsor

**\$6000**

- Sponsor listed on the program seminar/panel as, "Sponsored by:\_\_\_"
- Sponsor announced at the opening of the seminar/panel with the ability to speak or present a video advertisement prior to the seminar/panel
- Sponsor's name and logo on the Sponsors Page of the IWE website with a direct link to the sponsor's website
- Sponsor's name and logo on the Program Page of the IWE website with a direct link to thei Sponsor's website
- 5 Entrance Tickets (worth \$200 each)
- 1 Roll-up Panels
- Half Page in the Expo Official Catalog
- 1 Piece of marketing material or product in the welcome bag
- 2 Additional Tickets to the After Party (worth 125\$ each)



## Classic Sponsor

**\$5000**

- Sponsor's name and logo on the Sponsors Page of the IWE website in collaboration with Vinitaly. The logo will include a direct link to the sponsor's website
- 5 Entrance Tickets (worth \$200 each)
- 1 Roll-up Panel
- Half Page in the Expo Official Catalog
- 1 Piece of marketing material or product in the welcome bag
- 2 Tickets to the After Party (worth \$125 each)



## Custom

We understand that your company may have various needs and expectations. We are happy to discuss with you how we may work together to create a Sponsorship package that supports all parties within your budget.

## Questions?

We have a dedicated team to support you from contract signing to the day of the event, from marketing & communications to operations and IT.

If you have any questions or concerns, we encourage you to reach out!

### **Molly Matelski**

**Director of Communications**  
**Buyer Relations & Programming**  
molly@italianexpo.us