



Where the wine and spirits world meets in America

**MARCH 9-10 2022**

NEW YORK

Jacob K. Javits Center - Hall 3

[VinexpoAmerica.com](http://VinexpoAmerica.com) | [DrinksAmerica.com](http://DrinksAmerica.com)



An event by **VINEXPOSIUM.** | **diversified**  
COMMUNICATIONS

[vinexpoamerica.com](http://vinexpoamerica.com) | [#vinexpoamerica](https://twitter.com/vinexpoamerica) | [drinksamerica.com](http://drinksamerica.com) | [#drinksamerica](https://twitter.com/drinksamerica)

## CONTACT US!

Questions about exhibit packages & sponsorship opportunities? **Contact our sales team!**

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**EXHIBITOR  
CONTRACT**

## INTRODUCING

Two events, under one roof—reuniting the beverage alcohol industry in 2022!

### Vinexpo America

is dedicated exclusively to wines from around the world

### Drinks America

features spirits, beer, sake, ready-to-drink, related industry products and services

Together, Vinexpo America and Drinks America provide the ultimate and most comprehensive experience for exhibitors and buyers. The co-located events expand the categories of products available for one-stop sourcing, broadening the opportunity and attracting more buyers looking to purchase from a variety of categories. The events support the entire beverage alcohol industry, creating an efficient format to connect, conduct business and to showcase and discover products.

## THE US BEVERAGE ALCOHOL MARKET

- **\$170.4 billion** market
- **3.3% market** value growth
- **\$3.1 billion** US alcohol ecommerce market value
- **~45% forecasted** annual growth rate of US ecommerce sales 2020-2024
- **US is on track** to overtake China by the end of 2021, replacing it as the world's leading market for online alcohol sales
- **2+%** US beverage alcohol market volume growth in 2020

Source: *The IWSR Drinks Market Analysis*

# The EVENTS

Co-locating the two events creates the opportunity for exhibitors to showcase their products to the entire beverage alcohol community. Join us where the wine and spirits world meets in America.

## VINEXPO AMERICA

Vinexpo America attracts wine buyers from all corners of North America who are eager to meet with their current suppliers in-person, establish relationships with new suppliers and discover new wines. Exhibitors at Vinexpo America will showcase their portfolio of wines to the fastest growing market in the world.

### WHO EXHIBITS?



Wine producers



Wine cooperatives



Organic and Biodynamic® wines



Wine importers (US)



Trade associations/ organizations



And more!

### THE WINE MARKET

- **2.4 % CAGR of global wine** by value between 2020-2024
- **1.8% CAGR of global wine** by volume between 2020-2024
- **40% Wine's value share** of ecommerce market
- **9% Average yearly volume increase** for certified organic wine 2014-2019
- **+80% Value growth** of the US ecommerce market 2019-2020

*Source: IWSR Drinks Market Analysis  
CAGR = Compound Annual Growth Rate*

## DRINKS AMERICA

Drinks America features beverage alcohol products beyond wine, including spirits, beer, sake, ready-to-drink (RTD), complementary products and services. Drinks America capitalizes on the forecasted increase in consumption of spirits and RTDs. The event attracts buyers purchasing from various categories, looking to access both new products and established brands.

### WHO EXHIBITS?



Distillers



Brewers



Ready-to-drink



Low & no alcohol



Spirits associations



Spirits importers (US)



Trade associations/ organizations



Ecommerce & technology systems



Packaging & logistics



And more!

### THE DRINKS MARKET

- **The US is the largest RTD market** in the world by volume
- **13% Forecasted volume market share** of premium and above spirits by 2024
- **+15% Year-on-Year volume** growth of premium and above tequila 2015-2019
- **21.8% CAGR of RTDs** between 2019-2024
- **20% RTD's share of US** ecommerce value by EOY 2024
- **~2,000 RTD products** available in 10 key markets
- **+43% volume growth** in RTD sector in 2020
- **+30% Low/no alcohol volume growth** in US in 2020

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EXHIBITOR  
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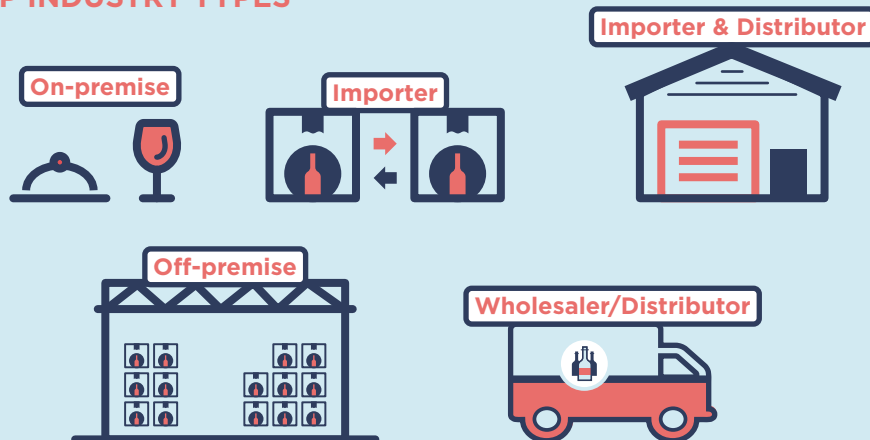
# The ATTENDEES

Vinexpo America and Drinks America bring together top buyers and industry members to meet suppliers, try new products, and conduct business. Decision makers attend the co-located events to source a variety of new and different products, while connecting with existing and prospective suppliers.



An efficient platform for in-person meetings is more important than ever before. The co-located events include a Key Buyer program dedicated to supporting high volume beverage alcohol buyers, a comprehensive business matchmaking service, and a robust educational program. Coupled with a broad diversity of products, the two events attract qualified buyers. Be part of the only event of its kind in North America and gain access to top buyers.

## TOP INDUSTRY TYPES



Connect with buyers from all corners of North America looking to source new products.

### Buyers from top companies include:

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| Allied Wine Group                   | McNally Restaurant Group (Balthazar)  |
| Ark Restaurants                     | Monsieur Touton Selection             |
| BBB Liquors                         | Nakedwines.com                        |
| BevMo!                              | NB Liquors                            |
| BJ's Wholesale                      | New England Wine & Spirits            |
| Brooklyn Liquors                    | New Hampshire State Liquor Commission |
| Buy Rite Corporation                | Opici Family Distributing             |
| Carnival Cruise Line                | Pennsylvania Liquor Control Board     |
| Connecticut Distributors Inc        | Publix                                |
| Darden                              | Sherry-Lehmann Wine & Spirits         |
| Delta Airlines                      | Slocum & Sons                         |
| Deluca Fine Wines                   | Southern Glazer's Wine & Spirits      |
| Empire Merchants                    | Starr Restaurants                     |
| Fedway Associates                   | Superior Beverage Group               |
| Frederick Wildman                   | T. Edward Wines & Spirits             |
| FreshDirect                         | Tanium Wines & Spirits                |
| Garfield's Beverage Warehouse       | Terlato Wine Group                    |
| Gary's Wine & Marketplace           | The Capital Grille                    |
| Gaylord Hotels (Marriott)           | Total Wine & More                     |
| Hannaford Supermarkets              | Wally's Wine & Spirits                |
| Hard Rock Casino                    | Whole Foods Market                    |
| HB Liquors                          | Wine Express                          |
| Holbrook Liquors                    | Wine.com                              |
| Liberation Distribution (Libdib)    | Winebow                               |
| Lidl                                |                                       |
| Liquor Barn                         |                                       |
| Massanois Fine Wine & Craft Spirits |                                       |

*Note: This is sample list of potential buyers.*

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# The EXHIBIT OPTIONS

## EXHIBIT WITH EASE

A variety of booth options are available to align with your goals and budget. Contact our sales team to discuss the best options for your business.

See renderings and detailed inclusions for each booth option. **ALL** exhibit options (turnkey & raw space) also include:

- Glasses
- Porter service
- Ice
- Secured cold storage on-site
- Exhibitor badges
- Complimentary visitor invitations
- 1 company listing in the event materials, mobile app & website
- Business matchmaking service to schedule on-site meetings in advance
- Online exhibitor education program produced with the Wine Business Institute at Sonoma State University

[VinexpoAmerica.com/exhibit](http://VinexpoAmerica.com/exhibit)  
[DrinksAmerica.com/exhibit](http://DrinksAmerica.com/exhibit)

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**EXHIBITOR CONTRACT** >



### PREMIER LEVEL **\$8,000**

**72ft<sup>2</sup>**  
 6ft x 12ft ≈ 6.7m<sup>2</sup>  
 (1.8 x 3.7 meters)



**Price includes:**

- Pipe and drape booth
- Company identification sign
- Counter height skirted table & 2 stools
- 1 meeting table & 3 chairs
- 1 shelving unit with 4 shelves

### BUSINESS LEVEL **\$4,500**

**36ft<sup>2</sup>**  
 6ft x 6ft ≈ 3.3m<sup>2</sup>  
 (1.8 x 1.8 meters)



**Price includes:**

- Pipe and drape booth
- Company identification sign
- Counter height skirted table & 2 stools
- 1 shelving unit with 4 shelves

### WOW! WORLD OF ORGANIC WINES & SPIRITS PAVILION TABLE **\$2,995**



Organic and Biodynamic® wines and spirits from around the world are featured in this affordable and centralized area of the exhibit hall.

**Price includes:**

- Company identification sign
- Skirted table & 2 chairs

WOW! CONTRACT >

### RAW SPACE OPTIONS Minimum of 288ft<sup>2</sup> (26.75m<sup>2</sup>)

**Space under 720ft<sup>2</sup>**  
 \$48 per square foot  
*(minimum of 288 square feet)*

**Space 720ft<sup>2</sup> (70m<sup>2</sup>) or more – bulk rate**  
 \$45 per square foot

*Space greater than 288 square feet, must be added in increments of 12 square feet*  
*Prices include space only, no furnishings*

Square feet to square meter conversion >