



Trade Only Event

From The Producers Of The
Boston Wine Expo...

1st Annual

Los Angeles Wine Expo

August 23 - 24, 2008
Los Angeles Convention Center

www.wineexpola.com

Co-located With The
Western Foodservice & Hospitality Expo

"The largest regional foodservice show in the
U.S. with a built-in audience of restaurateurs,
sommeliers and other wine buyers."

Produced By:



Sponsored By:



The Perfect Combination...

A Full-Scale Wine Event For The Trade in Los Angeles

The Los Angeles Wine Expo is a two-day exposition catering to the trade in the second largest wine consumption city in the nation. Meet over 5,000 members of the trade in one location. It's the ideal venue to showcase your wines, spirits or related products in one of the most important wine markets in the U.S. It's the best of both worlds!

A Recipe For Success – ResourcePlus Shows & Events and Reed Exhibitions

ResourcePlus Shows & Events is collaborating once again with Reed Exhibitions to bring a first-class wine event to a top U.S. wine market. Recently, they teamed up to produce the New York Wine Expo in conjunction with Reed's International Restaurant and Foodservice Show of New York. This resulted in a smashing success with nearly 3,000 consumers and over 3,000 trade representatives converging at the Jacob K. Javits Convention Center to sample wines from participants in a sold-out exhibit floor. Here in Los Angeles, they are joining forces once again to create the Los Angeles Wine Expo in conjunction with the Western Foodservice & Hospitality Expo.

The Western Foodservice & Hospitality Expo takes place at the Los Angeles Convention Center from Saturday, August 23 through Monday, August 25 and is sponsored by the California Restaurant Association. This popular industry trade show attracts over 650 exhibiting companies and almost 15,000 attendees annually. Attendee surveys show that 52% of attendees plan to purchase alcoholic beverages for their foodservice businesses within 12 months of the show – buyers you will see at the Wine Expo.

This coincides with a separate marketing program designed to attract wine retailers and other wine industry buyers to the Expo.

Why Participate In *This* Wine Event?

- It is co-located with the Western Foodservice & Hospitality Expo which attracts thousands of hospitality industry professionals who are allowed free admission into the event.
- It is operated by the producers of the Boston Wine Expo, the largest consumer wine show in the United States – ResourcePlus Shows & Events.
- You'll reach wine trade from the Los Angeles area and beyond as the Wine Expo is marketed throughout the region.

The experience of this combined show team in one of the nation's top wine markets offers an unbeatable opportunity to showcase your wines, spirits and fine foods.



A Closer Look At Who'll Be In Attendance

"Wine Trade" – From Noon – 2 PM daily, the Expo is open only to liquor licensees from throughout the region – wine buyers you want to meet.

Restaurant Buyers – From 2 – 6 PM, trade professionals from the co-located Western Foodservice & Hospitality Expo may attend – foodservice buyers looking for new ideas such as wines to add to their wine lists.

Why Exhibit?

- Los Angeles-Long Beach-Santa Ana ranks #1* in the Top Metropolitan Areas for Domestic Wine
- Los Angeles-Long Beach-Santa Ana ranks #2* in the Top 50 Metropolitan Areas for Wine
- Los Angeles-Long Beach ranks #3* in the Top 50 Metropolitan Areas for Imported Wine
- California ranks #1* in Consumption of Total Wine by State (9 Liter Cases)
- California ranks #3 in Consumption of Total Wine (750 ml bottles per 100 adults)

**Adams Wine Handbook 2007*

Support The Trade

- Support distribution efforts
- Establish new accounts
- Gain retail floor and shelf placements
- Increase on-premise penetration
- Promote gift packages and displays
- Secure distribution
- Solidify existing accounts

Capture Your Share Of Wine And Spirits Sales In The Los Angeles Area By Exhibiting At The Los Angeles Wine Expo.

Who Should Exhibit?

If You Are A:

- Winery
- Vineyard
- Importer
- Supplier
- Spirit Manufacturer
- Trade Commission

Or If You Market:

- Fresh Foods
- Specialty Foods
- Wine Accessories
- Refrigeration & Wine Racks
- Serving Accessories
- Stemware & Decanters
- Wine Art
- Wine Preservation
- Wine Classes & Schools
- Cooking Schools
- Tours & Travel
- Shipping Services
- Financial Services
- Wine-Related Associations, Publications & Media

Then You Should Exhibit At The Los Angeles Wine Expo!



Show Attractions

Grand Tasting

The Grand Tasting takes place in Exhibit Hall G of the Los Angeles Convention Center directly adjacent to the Western Foodservice & Hospitality Expo. Wineries are organized by country and wine region, making it easy for attendees to find the wines they are looking to sample. Spirits and high-end manufacturers of wine accompaniments, lifestyle products and specialty foods may also exhibit here.

In addition to purchasing exhibit space, you may also select to become a "Corporate Sponsor" of the Expo and be linked to the entire activity of the Grand Tasting along with all other aspects of the event. This sponsorship allows you the opportunity to have your company logo appear on every printed piece produced for the show along with sponsorship recognition on every other promotional vehicle affiliated with the Expo. Get your company logo out in front of hundreds of thousands of attendees pre-show and have your brand highlighted on-site to thousands more!

Winemaker "Meet & Greets"

Here's your opportunity to run a special presentation/demo in front of attendees at the Grand Tasting. 45-minute slots are available for you to sample your wines and educate the audience about your winery.

Participation Fee: \$500 per session.

Additional costs for multiple wines being served.

Seminar Series

An all-star lineup of wine experts presides over the seminar series which offers sessions for both the novice and the connoisseur. Topics include vertical tastings, wine and food pairings and hot issues relating to the wine industry.



Sponsorship Opportunities



Official Tasting Glass

The Official Tasting Glass is the favorite keepsake for attendees. Each guest receives a glass,

featuring the show logo and your logo, to taste the wines and keep as a souvenir. Other valuable benefits are also provided with this opportunity.



Coffee Sponsor

There's nothing like a good cup of coffee!

Whether at the start of their day or at the end, attendees appreciate a

cup of joe to energize their bodies and souls. Here is your chance to showcase your brand to a high-end audience.

Wine Taster's Notebook

What goes best with an Official Pen...an Official Wine Taster's Notebook of course! It's the perfect gift for attendees. With your logo proudly displayed on the cover, the notebook is perfect for jotting down wine tastes, brands and impressions. A "most asked for" sponsorship, the notebooks are essential to the attendees' enjoyment of the show and will be referred to when making wine purchases all year long.



Automotive Sponsor

Drive sales to an upscale audience for only a fraction of the cost typically associated with

reaching this desirable market segment. This opportunity includes exhibit space on the show floor to feature your vehicles. Rev up your engines for the event marketing opportunity of a lifetime!



Credit Card Or Phone Card Sponsor

Market your credit cards or phone cards to this well-educated

audience with tremendous purchasing power.



Official Show Bag

It's the first thing people look for when they hit a show floor. Everyone needs a carrier bag to store the goodies they

obtain during the day. These totes are kept throughout the year. With your logo on one side and company literature inside, each attendee will remember your participation in their favorite event.



Free Standing Billboards

Use your logo and message to "greet" every person who walks by.

These free standing billboards will be strategically placed in heavy traffic areas on the show floor, helping to direct attendees to your booth, increasing awareness of your company and your products/services. Billboard dimensions are 39.5" x 85.5" and discounts are available for multiple billboards.

Online Ticket Sales Sponsorship

Over 70% of attendees register online. Be the first to thank attendees for their purchase by sponsoring the web registration page. Your personalized message (25-word maximum) will appear on the confirmation e-mail sent to all web-registered visitors. You will also receive banner ads and logo placement on the "Purchase Tickets" page of the site.



Official Pen

Attendees like to take notes on the vintages they taste. How else could they remember all

the wines they sample at the Expo? Gain exposure during and after the show by putting your logo on the Official Pen.

Lending Institution Sponsor

Lending institutions benefit from exposure to the upscale audience in attendance at the Expo. Introduce new products and services to this affluent group and differentiate your company from the competition.



Water Sponsor

Attendees enjoy a bottle of water while sampling the wines at the Expo to

help clear their palette and keep hydrated. It has become a "must-have" at wine tastings everywhere. Here is your opportunity to have your water in the hands of every attendee AND exhibitor as they enjoy their day at the Expo. It is the perfect branding opportunity for your company.

Exhibit Opportunities

Wine Or Spirits Booth

- 10' x 10' exhibit space, identification sign, wine glasses, ice, 6-foot high backdrop, 3-foot high rails, 6-foot draped table, two folding chairs, rinse buckets, show program listing and cleaning services.
- Limit of wine selections to four per booth.
- In order to maintain the integrity of the event, participating wineries must be represented by a winery principal (winemaker, owner or other national title).
- One producer per booth maximum.
- Each wine must carry a retail value of \$12 or higher.

Participation Fee: \$900 per table

Non-Wine Booth

- 10' x 10' exhibit space, 6-foot high backdrop, 3-foot high rails, 6-foot draped table, two folding chairs, one identification sign and show program listing.

Participation Fee: \$1,400 per booth



Show Program Advertising

Place an ad in the show program to direct wine aficionados to your table. It is distributed free to each guest as they enter. Its 5.5 x 8.5 size is convenient for taking notes and to create new wine lists for purchase. An ad reinforces your presence while its long shelf-life works for you even when the Expo has ended. For more information call Judith Knudsen at 617-385-5533 or email her at judith.knudsen@resource-plus.com.

Advertising Rates

SIZE	BLACK & WHITE	4-COLOR
Full page	\$ 1,250	\$1,650
Half page	675	1,050
Quarter page	350	550
Covers 2 & 3	Not available	2,150
Back cover	Not available	2,300

15% additional cost for non-exhibitors

For further details, including mechanical requirements, please call 617-385-5533.

Website Adversiting

Several opportunities exist on www.losangeleswineexpo.com. The web is the place where people visit for updates on speakers, seminars, etc. It is also a vehicle that more and more folks use to purchase their tickets. Extend your reach and message by advertising on-line.

Cube ad with hot link on every web page	\$2,000
Company logo and hot link in the "Partners & Sponsors" section	\$300
Hot link for your company listing	\$150
Bold face type for your company listing	\$150

15% additional cost for non-exhibitors.

Show Program/Website Value Package

\$195 (Value of \$450)

- Bold face type for your company listing on the website
- Hot link for your company listing on the website
- Bold face listing in the show program

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For More Information

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Produced By:



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ResourcePlus is a full-service event management company specializing in event planning and management services for consumer/trade shows, meetings and special events. Other high profile shows include the Boston Wine Expo, the New York Wine Expo, the Newport Mansions Wine & Food Festival, Build Boston and Residential Design and Construction.

Festival Photography: Scarpetta Photography

Sponsored In Part By:



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August 23 – 24, 2008
Los Angeles Convention Center

3rd Annual
Newport Mansions Wine & Food Festival

September 25 – 28, 2008
Various Newport Mansions

18th Annual
Boston Wine Expo
January 23 – 25, 2009
Seaport World Trade Center and
Seaport Hotel

The Washington Post
Presents The 10th Annual
**Washington D.C. International
Wine & Food Festival**

Early 2009
Ronald Reagan Building and
International Trade Center

2nd Annual
New York Wine Expo
February 27 – March 1, 2009
Jacob K. Javits Convention Center

