



Presented By **The Washington Post**

WASHINGTON D.C. INTERNATIONAL
**WINE & FOOD
FESTIVAL**

Ronald Reagan Building & International Trade Center
February 11th – 14th, 2010

In its 11th year, The Washington D.C. International Wine & Food Festival is the most popular event of its kind in the Mid-Atlantic. The event is recognized by USA Today as one of the top wine events in the country in 2009. This premier festival in the nation's capital is a four-day celebration of wine, cuisine and culture.

TOP REASONS TO EXHIBIT

- ~ Reach: this is the largest indoor event of its kind in the Mid-Atlantic Region
- ~ Industry buzz: the event is heavily publicized and promoted to the Trade
- ~ Affordable: tables, booths and travel packages are very reasonable priced
- ~ Market: Washington D.C. is one of the hottest destination cities in the world today

BY THE NUMBERS

- ~ **6,000** Consumers
- ~ **1,250** Trade Representatives
- ~ **100** Wineries, Brewers & Spirit Distillers
- ~ Over **60** Lifestyle Participants
- ~ Over **15** Countries Represented
- ~ **Two** hours per day for a total of **Four** hours exclusive to the Trade

CONSUMER PROFILE

- ~ Age: **54%** are between the ages of **30-49**
- ~ Household Income: **16%** over **\$175,000**
- ~ Education: **96%** of the attendees hold a college degree
- ~ Gender: **61%** are female

TRADE PROFILE

- ~ Who attends: Restaurateurs, Chefs, F&B Hoteliers, Caterers, Wine Retailers
- ~ **59%** of the Trade Representatives make buying recommendations
- ~ **27%** of the Trade Representatives make final buying decisions
- ~ **39%** of the Trade Representatives oversee annual sales that exceed **\$500,000**

2009 EXHIBITOR FEEDBACK

- ~ **95%** of the 2009 Exhibitors felt that the Festival attracted qualified Trade Representatives
- ~ **88%** of the 2009 Exhibitors felt they generated new business at the Festival

EXHIBIT IN THE 2010 WASHINGTON D.C. INTERNATIONAL WINE & FOOD FESTIVAL

EXHIBIT HOURS

Saturday, February 13th & Sunday, February 14th

Trade Only 12:00pm-2:00pm

Open to Public 2:00pm-6:00pm

RATES

\$890 Wine, Beer or Spirit Table	\$890 Food Table
\$1,100 Lifestyle Table	\$1,300 Lifestyle Booth
\$2,600 Unique Space	\$4,275 Wine Pavilion (5 Tables)

EXHIBITORS RECEIVE:

~ 6' draped table, identification sign, (2) wine glasses, ice, rinse buckets, listing in show guide, listing on website, cleaning services, 24-Hour security.

BOOTH EXHIBITORS RECEIVE:

~ 8 x 10 exhibit space, 8' high backdrop, 3' rails, 6' draped table, 2 folding chairs

UNIQUE SPACE EXHIBITORS RECEIVE:

~ A unique booth space, up to 200 sq.ft., in a prime location on the show floor. 8' high backdrop, 3' rails, (2) 6' draped table and 2 folding chairs

WINERIES

- ~ Limit (5) wines per table
- ~ (1) Producer per table maximum
- ~ Wines must carry a retail value of \$12 or higher

FOOD SAMPLING

- ~ Must prepare samples for at least 1,000 attendees per day
- ~ Purveyors wishing to be a part of the Global Street Fare Pavilion need apply with show management

UPGRADES

- \$200 Company Logo with listing on Festival website, www.dcwineandfood.com
- \$300 Qtr Page Advertisement in Show Guide
- \$500 Half Page Advertisement in Show Guide
- \$950 Full Page Advertisement in Show Guide
- \$2,000 Back Cover

CUSTOMIZED SPONSORSHIP PACKAGES AVAILABLE

For more information or to reserve your space,
call Erin Plewes at (888) 665-6069 or email at erin@dcwineandfood.com
www.dcwineandfood.com

