

Presented By **The Washington Post**

13TH ANNUAL

WASHINGTON D.C. INTERNATIONAL

WINE & FOOD FESTIVAL



EXHIBIT in 2012!

**Saturday
February 11th**

Trade Hours: 12pm – 2pm
Consumer Hours: 2pm – 6pm

**Sunday
February 12th**

Trade Hours: 12pm – 2pm
Consumer Hours: 2pm – 6pm

WHY?

- Largest indoor event of its kind in the Mid-Atlantic
- Washington D.C. has one of the fastest growing dining scenes in the country
- Washington D.C. is home to more than 150 Embassies and International Trade Organizations
- Extensive presence in the Metropolitan Washington and the entire Middle Atlantic region
- The event is well publicized to the Trade, with exclusive Trade Only hours both days
- Convenient and cost-effective, tables and booths are affordable and reasonably priced

STATS:

Sex: Male 40% - Female 60%

Age: 21-25 - 22%
26-35 - 40%
36-50 - 25%
50+ - 13%

Location: Maryland - 36%
DC - 24%
Virginia - 30%
Other - 10%

THE NUMBERS:

- **4,000** Consumers
- **1,500** Trade Representatives
- **100** Wineries, Brewers & Spirit Manufacturers
- **Over 50** Food & Lifestyle Participants

TRADE ATTENDEES:

- Wine Buyers & Salespersons
- Import Managers
- Food & Beverage Directors
- Catering Managers
- Event Planners
- Chefs
- Restaurateurs
- Sommeliers
- Beverage Managers
- Bartenders & Mixologists
- Press/Media

RATES:

- \$890 Wine, Beer or Spirit Table
- \$990 Food Booth
- \$1,200 Lifestyle Booth
- \$2,600 Unique Space
- \$4,000 Dedicated Wine Pavilion (5 Tables)

YOU'LL RECEIVE:

- Your choice of a Table, Booth, Unique Space or Dedicated Wine Pavilion
- Listing in official 2012 IWFF Show Directory
- Year-long presence on IWFF Website
- Copy of the Trade attendee database for pre- and post- show marketing
- Professional show management, 24-hour security



Contact Kelly Morris
703-237-9777
kelly@wineandfooddc.com

