



INNOVATION+QUALITY
WINE TRIALS CONFERENCE

2020
SPONSORSHIP PACKAGES

February 27, 2020
CIA@Greystone, Saint Helena

PRESENTED BY

WINE BUSINESS MONTHLY





SPONSORSHIP PACKAGES

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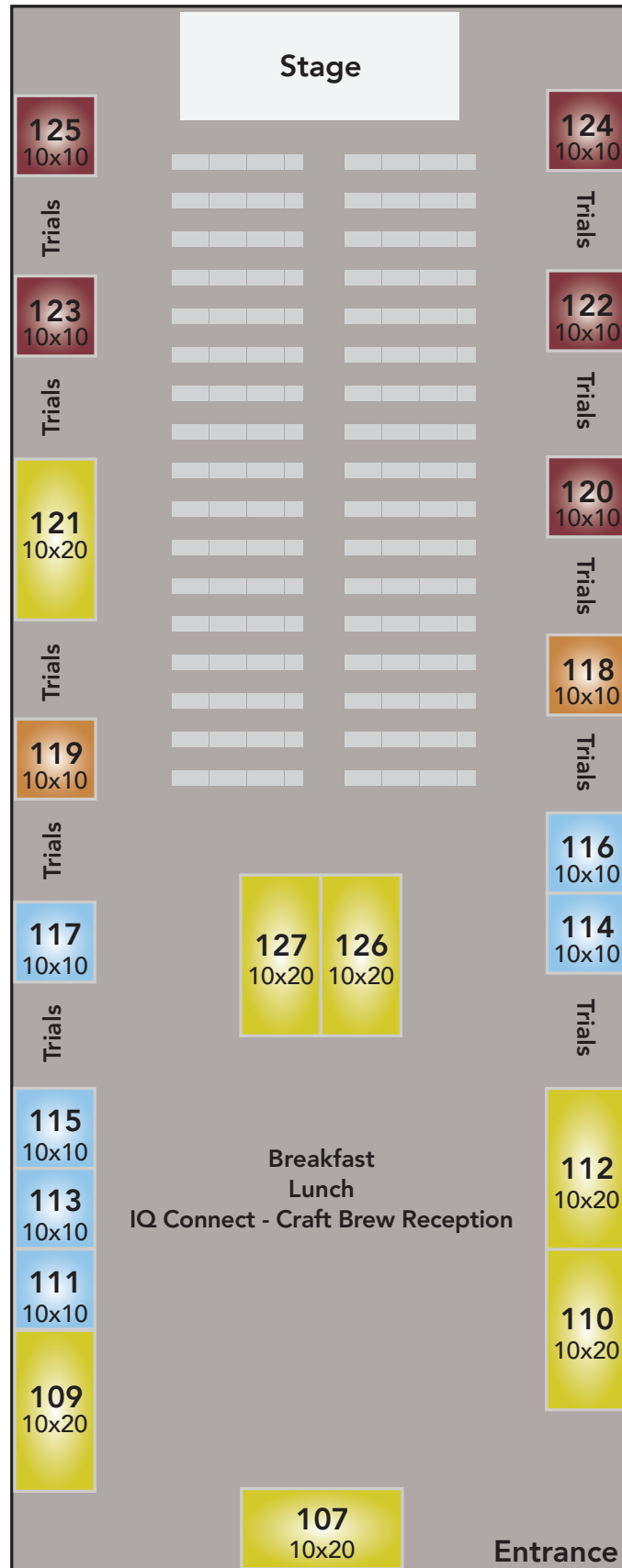
SPONSORSHIP PACKAGES					
	Platinum Lounge	Gold Booth	Silver Booth	Bronze Booth	Showcase 10 x10 Booth
Cost	\$20,000	\$10,000	\$5,000	\$3,000	\$2,000
Availability	2 Available	2 Available	5 Available	4 Available	3 Available
Footprint	20' x 30'	10' x 20'	10' x 10'	10' x 10'	10' x 10'
Level Benefits					
Furnishings	Custom Furniture Design		Skirted Table, Chairs OR Cocktail Table, Bar Stools	Skirted Table, Chairs OR Cocktail Table, Bar Stools	Skirted Table, Chairs OR Cocktail Table, Bar Stools
Audio Visual	custom design included		Monitors available to rent separately		
Title Sponsor for one IQ content session (not exclusive)	✓	available for purchase separately			
Ability to host sponsored presentations from your lounge (to be included in printed program)	✓				
Logo recognition in pre-event marketing	✓ premium placement	✓	✓	✓	✓
Logo on map in the IQ program and app	✓	✓	not available		
Logo recognition on select show signage	✓ premium placement	✓	✓	✓	✓
Sponsor-provided promotional piece in the IQ tote bag	2	1	available for purchase separately		
Passes					
all-access session pass (includes seated tastings), includes IQ Connect	4	2	1	not available	
limited session passes (reserved seating, seated tastings not included), includes IQ Connect	4	2	2	2	1
staff passes (no session access), includes IQ Connect	4	2	2	2	2
option to purchase additional staff passes at \$225 each (no session access), includes IQ Connect	6	4	4	4	4

IQ ticket sales are exclusive to winery personnel and 2020 sponsors.



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KEY

- Platinum Lounge
- Gold Booth
- Silver Booth
- Bronze Booth
- Showcase Booth

Platinum Lounge

(2) - \$20,000

Booth

Center Main Hall at main entrance 20' x 30' booth
(premium custom furniture and audio/visual design)

Content

Title sponsor for one (1) IQ content session (not exclusive)

Ability to host sponsored session content in your lounge
(to be included in the printed program)
(seating limited to 20 chairs)

Marketing

Logo recognition in pre-event marketing

Logo on IQ map in the program and app

Logo recognition on select IQ signage

Two (2) sponsor-provided promotional flyers in the
IQ tote bag

Passes

Four (4) all-access session passes (includes seated
tastings)

Four (4) reserved seats for session viewing
(does not include seated tastings)

Four (4) staff passes (no session access)

Six (6) additional staff passes (no sessions)
can be purchased for \$225 each

All passes include IQ CONNECT and trials tastings



Gold Booth

(2) - \$10,000

Booth

Located just to the right and left of the main entrance
10' x 20' booth (custom furniture)

Marketing

Logo recognition in pre-event marketing
Logo on IQ map in the program and app
Logo recognition on select IQ signage
One (1) sponsor-provided promotional flyer in the IQ tote bag

Passes

Two (2) all-access session passes (includes seated tastings)
Two (2) reserved seats for session viewing (does not include seated tastings)
Two (2) staff passes (no session access)
Four (4) additional staff passes (no sessions) can be purchased for \$225 each

All passes include IQ CONNECT and trials tastings



Silver Booth (5) - \$5,000

Booth

Main Hall 10' x 10'
Bistro table or 6' skirted table provided
Stools or chairs provided

Marketing

Logo recognition in pre-event marketing
Logo recognition on select IQ signage

Passes

One (1) all-access session pass (includes seated tastings)
Two (2) reserved seating for sessions
(does not include seated tastings)
Two (2) staff passes (no session access)
Four (4) additional staff passes (no sessions)
can be purchased for \$225 each

All passes include IQ CONNECT and trials tastings

Bronze Lounges (4) - \$3,000

Booth/Lounge

Main Hall 10' x 10'
Bistro table or 6' skirted table provided
Stools or chairs provided
Custom furniture design additional

Marketing

Logo recognition in pre-event marketing
Logo recognition on select IQ signage

Passes

Two (2) reserved seating for sessions
(does not include seated tastings)
Two (2) staff passes (no session access)
Four (4) additional staff passes (no sessions)
can be purchased for \$225 each

All passes include IQ CONNECT and trials tastings

Showcase (3) - \$2,000

Booth

10' x 10' booth space

Marketing

Logo recognition in pre-event marketing
Logo recognition on select IQ signage

Passes

One (1) reserved seat for session viewing
(does not include seated tastings)
Two (2) staff passes (no session access)
Two (2) additional staff passes (no sessions)
can be purchased for \$225 each

All passes include IQ CONNECT and outdoor trials tastings



Get in front of ALL attendees

IQ Session Sponsor

- \$6,500 (2)

Includes placement of company logo in several areas including in the printed show program, in the online schedule and app, and projected on session screen during intro slides. Sponsor also has option of bringing up to two standing pop-up banners (max size 3'w x 7'h) and literature to be placed on a table at the session room entrance.

- Logo due at time of contract
- Banner(s) and literature to be hand-delivered to venue on February 27.

IQ Winemaker Session Break

- \$4,000 (1)

Get in front of hundreds of winemakers at the event. Sponsorship includes recognition as the Session Break sponsor on signage and in print materials. The session break will include beverages, snacks and dessert – with napkins branded with sponsor logo.

- Logo due at time of contract

IQ Connect – Networking Wine Reception

February 27, 2020 3:00 – 4:00 PM

Platinum - \$20,000 • Gold - \$10,000 • Silver - \$5,000

- Global Wine Tasting
- Wines presented by Sustainable Winegrowing Leadership Awards – Featuring the 2020 California Green Medal Award Winners
- Exclusive selections from IQ's Advisory Board winemakers
- Vendor Hosted lounges offering specialty drinks, wines and more

IQ Attendee Breakfast

- \$2,500 (2)

Sponsorship includes signage with sponsor logo placed at the continental breakfast distribution location.

- Logo due at time of contract

IQ Attendee Lunch

- \$3,000 (1)

Artisan boxed lunch are distributed to all attendees in the center of the Main Hall. Each box lunch to include a sticker with company logo, along with signage in each distribution area. Option to also include a branded napkin in each lunch for additional fee.

- Logo due at time of contract
- Upgrade deadline is January 30, 2020.

IQ Attendee Coffee

- \$3,000 (1)

Includes disposable coffee cups with company logo and event branding. Also includes signage in each coffee area. Coffee to be provided and refreshed throughout the full day on February 27.

- Logo due at time of contract



Get in front of ALL attendees

IQ Attendee WiFi - \$3,000 (1 available)

Includes company logo on event signage and on landing page of attendee WiFi log in.



IQ Lanyard - \$3,000 (1)

Ensure your company logo is seen by every attendee at the event. Sponsorship includes logo placement on attendee lanyard. Option to upgrade lanyard material (example, cork lanyard) for additional cost.

- Logo due at time of contract
- Lanyard upgrade option must be made by February 3, 2020.



IQ Attendee Tote Bag - \$4,000 (2)

Distributed to every attendee when they collect their badge. Includes company logo in color, on one side of the attendee bag.

- Logo due at time of contract



IQ Reusable Water Bottle - \$10,000 (1)

This is your chance to have your branding in every attendee's hands. Sponsorship includes production and placement of reusable water bottles in every attendee bag. Water refill stations will be placed throughout the conference to allow attendees to replenish throughout the day.

- Reusable glass water bottle with silicon sleeve to include sponsor's color logo (logo due at time of contract)
- Option to upgrade bottle style for additional cost





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Contract Date: _____

STEP 1: Your Sponsorship Level & Price

☐ Platinum

\$ _____

☐ Gold

\$ _____

☐ Silver

\$ _____

☐ Bronze

\$ _____

☐ Showcase

\$ _____

STEP 2: Provide Sponsor Contact Information

Company Name: _____

Contact: _____

Email: _____

Phone: _____

Signature: _____



STEP 3: Agreement & Cancellation Policy

Terms & Conditions

1. Upon submittal of this agreement, sponsors receive the immediate promotional benefit of having their logo added to IQ 2020 online and print ad campaigns, are hereby co-branded as "Show Sponsor" and as such, there will be no cancellations accepted after 48 hours from sponsor's registration date.
2. No refunds to or cancellations by sponsor will apply after 48 hours from registration date.
3. There are no additional benefits between companies, beyond the benefits outline in the sponsorship package selected and outlined above.
4. Sponsor benefits will not be active until a signed Sponsor Contract and 50% deposit are received.
5. Sponsorship benefits will be forfeited, without refund, if full payment is not received by indicated date. IQ reserves the right to re-sell forfeited sponsorships to vendors on the wait list.
6. A Certificate of Additional Insured listing IQ is required, with final payment by January 16, 2020.
7. Food and beverages (alcoholic or non-alcoholic) of any kind is prohibited in your sponsorship space without special written permission from IQ event management.
8. Sponsor presentations or social gatherings of any kind outside of your sponsor space, are prohibited on the expo premises during event hours of 8 a.m. – 5 p.m. on February 27th. Presentations within your sponsor space must be submitted for approval to IQ within 30 days of sponsorship agreement or no later than January 30, 2020. IQ reserves the right to refuse any presentation that does not meet the quality or content integrity of the IQ show or brand.
9. IQ shall not be liable for loss or damage that results from natural disasters, weather conditions, strikes, labor disputes, venue disputes, fire or other casualty. If any of these or similar events occur, IQ reserves the right to modify, reschedule or cancel the event without liability.
10. Sponsor and IQ Innovation + Quality, agree to indemnity and hold each other harmless from and against all claims, actions, and liabilities including attorney's fees which may be asserted by third parties in connection with sponsor's or IQ Innovation + Quality's performance in regard to obligations as identified.

Payment Information

- Checks should be made payable to IQ and mailed to Wine Business Monthly, 35 Maple Street Sonoma, CA 95476.
- **A 50% deposit is due with signed contract to confirm your Sponsorship.**
For special deposit arrangements or billing questions, contact Katie Kohfeld katie@winebusiness.com
- Sponsorships will not be held beyond 7 days from contract date without special deposit arrangements.
- Full payment, along with a Certificate of Additional Insured is due January 16, 2020.
- Payments are non-refundable.

- ☐ I would like to pay by check, check enclosed
- ☐ I would like to pay by credit card via the IQ registration software

By returning this form you are committing to the designated sponsorship level and pricing above and agree to the terms and deadlines proved herein. You further acknowledge by signature that there are no additional or exchange of benefits not outlined in your sponsorship. This is a binding contract.

Signature _____ Date _____

By entering my name above, I consent to the terms and conditions in this contract and to the use of electronic records and signatures.



INNOVATION+QUALITY

For inquiries, please call 707-940-3937 or email tleon@winebusiness.com