

Where the world of
wine & spirits meets
in North America

EXHIBITOR INFORMATION

The EXPO

Wine and spirits producers and American importers are invited to showcase their portfolios of products to the largest and fastest growing alcohol beverage consuming market in the world at Vinexpo New York.

The two-day, trade-only event takes place in the heart of Manhattan and attracts thousands of top buyers and decision makers from across North America. Exhibitors include: wine and spirits producers/distillers, national groups, trade associations/organizations, wine cooperatives, related products, import/export businesses and other industry groups.

Be part of the first trade event of the year!

THE US BEVERAGE ALCOHOL MARKET

- **\$170.4 billion** market
- **3.3% market** value growth
- **\$3.1 billion** US alcohol e-commerce market value

Source: 2019 data by The IWSR

February 3-4, 2021

Jacob K. Javits Center - Hall 1C
vinexponeyork.com

VINEXPO NEW YORK

VINEXPO
THE WORLD OF WINE & SPIRITS
Jointly organized with
diversified
COMMUNICATIONS

CONTACT US!

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



MARJORIE FERRIS
Sales Manager
mferris@divcom.com
+1 207-842-5631



MARY LOU CUMMINGS
Account Executive
mcummings@divcom.com
+1-207-842-5658

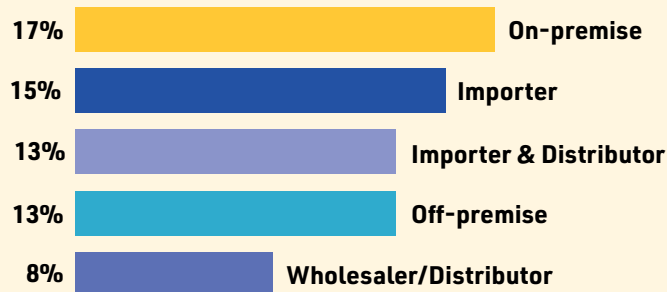


VINEXPO
NEW YORK
FEB. 3 - 4 2021

The ATTENDEES

Vinexpo New York brings together buyers and industry members to meet, connect and conduct business. Decision makers attend the event looking to source new and different products and connect with existing and prospective suppliers. With a Key Buyer program dedicated to supporting high volume wine and spirits buyers, a comprehensive business matchmaking service, and a robust conference program and special events schedule, Vinexpo New York attracts thousands of buyers each year. Be part of the only event of its kind in North America and gain access to top buyers.

TOP INDUSTRY TYPES



95%
plan to return
in 2021

89%
are involved in
purchasing
wine

83%
found new
companies &
products

57%
are involved
in purchasing
spirits

Data reported by verified 2020 attendees.

GEOGRAPHY

Buyers from
40+ states,
Canada & Mexico



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

Buyers from top companies include:

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

Note: This is only a partial list of the companies in attendance at the 2020 event.



CONTACT US!

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



MARJORIE FERRIS
Sales Manager
mferris@divcom.com
+1 207-842-5631



MARY LOU CUMMINGS
Account Executive
mcummings@divcom.com
+1-207-842-5658



VINEXPO
NEW YORK
FEB. 3 - 4 2021

The EXHIBIT OPTIONS

EXHIBIT WITH EASE

Vinexpo New York provides exhibit booth options 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
- Spittoon(s)
- Exhibitor badges
- Complimentary visitor invitations
- 1 company listing in the event print 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

(*1 company listing per 36 square foot increment)



BUSINESS LEVEL

\$4,500

36 square feet
(6ft x 6ft)



Price includes:

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

PREMIER LEVEL

\$8,000

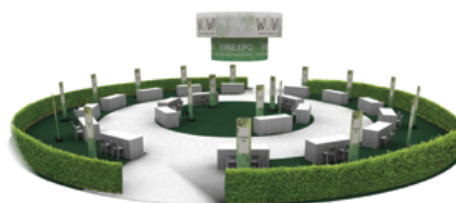
72 square feet
(6ft x 12ft)



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

WOW! WORLD OF ORGANIC WINES 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 288 sq. ft.

Space under 720 square feet

\$48 per square foot

(minimum of 288 square feet)

Space 720 square feet or more – bulk rate

\$45 per square foot

Space greater than 288, must be added in increments of 12 square feet

Prices include space only, no furnishings

Co-exhibitor Fee \$500

(limit 1 per 36 square foot increment)

vinexponeyork.com/exhibit

CONTACT US!

Questions about exhibit packages & sponsorship opportunities?

Contact our sales team!



MARJORIE FERRIS
Sales Manager
mferris@divcom.com
+1 207-842-5631



MARY LOU CUMMINGS
Account Executive
mcummings@divcom.com
+1-207-842-5658



VINEXPO
NEW YORK
FEB. 3 - 4 2021

The RESULTS

"I met with producers from Italy, France, Spain and Argentina for various products that we have a need for and that will be a good fit for our company. It's great to meet winemakers, owners and people who represent their wineries and to learn more about what their companies are all about."

– **Oliver Kielwasser**
Wine Category Lead
BevMo! (California)

ATTENDEE

"I liked the wide variety of wines and producers."

– **Jaycey Reinhold**
Purchasing Manager
Garfield's Beverage Warehouse (Illinois)

ATTENDEE

"We had a great show with Germany's number one premium brandy, a lot of good new contacts in the industry, especially from the New York area. It was a positive show for us."

– **Martyn Bignell**
Underberg Sales Corporation (Germany)

EXHIBITOR

"This was our first time exhibiting in New York and it exceeded our expectations. We brought 21 producers from eight different countries and we met with a number of top buyers, including those from Lidl and Hannaford. In just one hour at the event we had more success than we've had at other U.S. shows."

– **Steve Melchiskey**
USA Wine West (USA Importer)

EXHIBITOR

"The quality of the contacts, the importers and distributors was good."

– **Maria Ines Munair Balsan**
Cooperativa Vinicola
Garibaldi (Brazil)

EXHIBITOR

"It was the right decision to come here [and exhibit], it has exceeded our expectations in every way and it's really opened possibilities for us in ways that we never could have done without Vinexpo New York."

– **Gayle Corrigan**
Saperavi
(Georgia/USA Importer)

EXHIBITOR

"We've met wonderful people, it's fantastic. We met a very good distributor from Ohio, all three of the partners came over and were tasting the wines and were pre-selecting what they were interested in. We met with a distributor from Virginia, people from DC and Tennessee. This has exceeded our expectation. We are having fun, meeting good people and organically we are going to find the relationships and the right partners. I've organically found the right wineries the last couple of years coming here [as an attendee] so this year, [as an exhibitor] it's going to be exactly the same."

– **Matthew Ackland**
Matthew Ackland Selections (USA Importer)

EXHIBITOR

"This is a good place to meet new and existing suppliers. There is always a good mix of producers. It is an easy location for me to travel to in the US."

– **Todd Allen**
Owner - 4Front Imports (Ohio)

ATTENDEE



"I found good brands and found it to be really good and two days well spent."

– **Matthew Tessler**
Key Accounts Lead
Southern Glazer's Wine & Spirits (Texas)

ATTENDEE

"I made some great contacts for potential business with French suppliers."

– **David Kohl**
French Wine Specialist
Lieber Fine Wine and Spirits (New York)

ATTENDEE

RESERVE YOUR BOOTH!

Contact our sales team!



MARJORIE FERRIS
Sales Manager
mferris@divcom.com
+1 207-842-5631



MARY LOU CUMMINGS
Account Executive
mcummings@divcom.com
+1-207-842-5658



VINEXPO
NEW YORK
FEB. 3 - 4 2021