

The Bar *and* Wine Show

A Trade Event for Food & Beverage Professionals

SUNDAY JUNE 20 - MONDAY JUNE 21, 2010
12 NOON - 6:00 PM DAILY - JACOB JAVITS CENTER

FEATURED EVENT: Show Floor 15 MINUTE BARTENDER CLINIC

*Brand Portfolio promotion at its finest...
Three-15 minute Infomercials with Demonstrations that will fast track
new brands and promote growth in classic brands!*

Two-Demo Stage Bars will be set-up on the main floor of **The Bar and Wine Show** providing hands-on presentations with **top rated Mixologists'** demonstrating your brands' signature cocktails utilizing exhibitors' products that are on display at the show. These dynamic Mixologists will become your company's **Brand Ambassadors** during the two days of **The Bar and Wine Show**.

BENEFITS FOR EXHIBITORS

- 🍹 **Educate and inspire the establishment's staff.** They are the key to recommending your brands and cocktails to their customer.
- 🍹 **Three-15 minutes** of dedicated **mixology sessions** per day
- 🍹 **Mixologist** using **your recipes** will create up to **4 cocktails** using your proven recipes
- 🍹 **Recipes will be handed out to attendees** with company information
- 🍹 **Signage and Product Display** on Demo Stage
- 🍹 **Additional promotion** for Demo Stage in ads, show guide, show bag & registration tickets, show signage and web site with your product included.
- 🍹 **Reinforce awareness** of your company at the show
- 🍹 **Question and answer** session
- 🍹 **Sampling** of mixed recipes
- 🍹 Company representative can be on hand to **answer questions** from audience
- 🍹 Company provides product that will be used for mixing recipe and display purposes

BENEFITS FOR ATTENDEES

- 🍹 **Three-15 minute session** on the floor rather than a 45 minute seminar
- 🍹 **Awareness of company's product and how to utilize**
- 🍹 **Focus on the fundamentals** of bartending using your product
- 🍹 Get **advice, inspiration and tips** from mixologist
- 🍹 Receive **company information and recipes**
- 🍹 **Sample** products
- 🍹 Be able to **speak with Company Representative**

COSTS: 1-DAY FOR \$300 2-DAY FOR \$500

15 MINUTE Brand Promotion- What's Included: The Bar and Wine Show provides each Demo Stage Bar with a knowledgeable Mixologist, bar back, stage, PA System, overhead mirrors, accessories, ice, mixers and glassware.

*Spirits will be provided by the company.

*Signature company glassware can be used if provided by company.

*Must have an exhibit in the show

Produced by: RDP Group - 800.243.9774 • www.newyorkbarshow.com

