

BCB Brooklyn Brand Accelerator Pitch Competition Presented by Women of the Vine and Spirits
(the “Competition”)
Official Rules

This Competition is being held in connection with Bar Convent Brooklyn 2026 scheduled to take place at Industry City, Brooklyn, NY from June 9 through June 10, 2026 (the “Event”).

1. COMPETITION PERIOD: The entry period for the Competition begins at 12:01 AM (ET) on March 30, 2026, and ends at 11:59 PM (ET) on May 6, 2026 (the “Competition Period”).

2. HOW TO ENTER: Each organization who (i) enters the Competition and (ii) meets the eligibility requirements as described in Section 6 herein shall be referred to as a “Participant”. During the Competition Period, eligible Participants may enter the Competition by filling out the Competition entry form available at <https://www.barconventbrooklyn.com/en-us/forms/brand-accelerator-pitch-competition.html>. The judges shall review all entries received prior to the end of the Competition Period and select a maximum of five (5) finalists to take part in a live pitch meeting on-site at the Event. At the conclusion of the pitch meeting, the judges shall choose one (1) winner of the Competition.

Limit one entry per Participant. Multiple entries from the same Participant are not permitted. Entries by the same Participant in excess of the limits stated herein will be disqualified. Entering or attempting to enter the Competition multiple times through means which are deemed fraudulent in Sponsor’s sole discretion will be deemed void and disqualified.

All entries must be received during the Competition Period. Eastern Time shall control for all purposes of this Competition. Sponsor's clock shall be the official timekeeper for the Competition. All entries become the property of Sponsor. Entries will not be acknowledged or returned. Incomplete entries will be considered invalid and ineligible to win. Sponsor is not responsible for lost, misdirected, illegible, mistranscribed or late entries. Proof of sending or mailing of mail-in entries will not be deemed to be proof of receipt by Sponsor. Any entry containing material that is violent, pornographic or otherwise obscene, illegal, or racially or morally offensive, as determined by Sponsor in its sole discretion, will be rejected as ineligible. Any Participant who wishes to withdraw from the Competition may do so at any time prior to the end of the Competition Period by contacting Sponsor.

In the event of a dispute over the identity of a Participant, an entry will be deemed submitted by the authorized account holder of the email address associated with the email account from which the entry was submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to the account by the applicable online service provider or organization.

3. PRIZES: One (1) winner will each be awarded a prize package consisting of the following (each, a “Prize” and, collectively, the “Prizes”):

- A Four Thousand US Dollar (\$4,000.00) credit towards exhibit space or sponsorship at the BCB Brooklyn 2027 Event (estimated retail value of US\$1.00)
- A one-year “Craft Membership” subscription to the Distilled Spirits Council of the United States (DISCUS) (estimated retail value of \$1.00)
- A one-year “Associate Corporate Membership” subscription to the Women of the Vine and Spirits global membership organization (estimated retail value of \$1.00)
- A package of consultation opportunities with the following third party experts (estimated retail value of \$1.00):
 - PR Services from Double Forte, including overall assessment of brand positioning in category, including recommendation for engaging media and influencer audiences; an outlined media outreach strategy; one (1)

trade press release draft; and two (2) rounds of media follow-up and coordination with team for any sample requests by the media. For an additional fee (to be determined by Double Forte), the Winner can receive distribution of the draft press release over a PR wire service to be managed by Double Forte

- Three (3) hour strategic advisory session with Barnes Beverage Group, intended to review Winner's legal and operational structure and essential brand protections
- Ten Thousand US Dollars (\$10,000) credit towards importation, distribution, or BrandArc development services with MHW.
- Strategic growth engagement consultation with Barrel & Bloom Agency, to equip Winner with practical tools and strategic clarity to accelerate growth in both hospitality and retail channels. Includes: Three Strategic Growth Sessions; Route-to-Market & Distributor Readiness Review; and Strategic Growth Summary & Action Plan.

If a potential winner is participating in the Competition as a representative of their company or employer, such winner's acceptance of the Prizes is subject to such company's policies. Prizes do not include any travel expenses, personal expenses, or any other costs not specifically described in these Official Rules as included in the Prize and will be the responsibility of the winner. All expenses on receipt and use of any Prizes and any applicable taxes on the Prizes are the sole responsibility of the winner. By participating in the Competition, each Participant acknowledges that Sponsor has not and will not obtain or provide insurance of any kind relating to the Prizes.

Prizes are nontransferable or assignable until a winner has complied with all of their obligations under these Official Rules. No substitutions may be made for any Prize (or portion of a Prize), except that, in the event that any Prize (or portion of a Prize) becomes unavailable for any reason whatsoever or becomes unreasonably difficult to fulfill, Sponsor reserves the right to substitute such Prize (or portion of a Prize) for one of equal or greater value. If any winner is unable or unwilling to accept or participate in any part of a Prize, that portion of the Prize will be deemed as forfeited by such winner and no substitution will be made except at Sponsor's sole discretion. Failure to take delivery of any Prize may result in forfeiture, and such Prize being awarded to an alternate winner. Any portion of a Prize unclaimed or unused by a winner will be forfeited and will not be substituted. **Cash redemptions for Prizes shall not be permitted.**

Any Prizes that may be depicted in advertising, promotional, or other Competition materials are for illustrative purposes only. The actual Prize may vary. In the event there is a discrepancy or inconsistency between the description of a Prize contained in any promotional materials and the description of a Prize contained in these Official Rules, these Official Rules shall prevail, govern and control. All details and other restrictions of any Prize not specified in these Official Rules will be determined by Sponsor in its sole discretion.

Should any Participant engage in unruly, obnoxious, illegal, threatening, or otherwise inappropriate behavior in connection with the Competition (as determined by Sponsor in its sole discretion), Sponsor reserves the right, without further notice or warning, to suspend the participation of such Participant and/or take other actions as Sponsor deems appropriate in its sole discretion without any liability or other obligation to such Participant.

4. WINNER SELECTION: A total of one (1) winner will be selected by the judges' assessment of each finalist in the pitch meeting taking place at the Event on June 10, 2026, in comparison with all other eligible finalists. The judges will hear pitches from each finalist of approximately five minutes (5:00), with an additional approximately three minutes (3:00) for questions from the judges, as part of the pitch meeting. The judges will score each finalist from one to five on various metrics such as market viability, creativity, brand story, presentation quality, and product taste. At the conclusion of the pitch meeting, the judges' scores will be tallied to determine which one (1) finalist received the most points and shall then be named the winner.

The judges shall be determined by the Sponsor and Women of the Vine and Spirits and will consist of individuals working in the alcohol and spirits industry. The judge's decisions are final and binding on all matters relating to this Competition.

Winners must be present at the Event. After claiming the Prize, the winner will receive instructions on redeeming their Prize, if necessary. Sponsor reserves the right, in its sole discretion, to not select a winner if an insufficient number of eligible, complete, appropriate or generally qualified entries are received.

Each potential winner may be required, in Sponsor's discretion, to execute and return an Affidavit of Eligibility, a Release of Liability, a Publicity Release, required payment information or tax forms, and/or proof of identification and eligibility (collectively, the "Winner Forms"), each as requested by Sponsor. If a Participant fails or refuses to sign and return all of the Winner Forms provided by Sponsor within ten (10) days (or a shorter time if required by exigencies) after receiving them, the Participant may be disqualified resulting in forfeiture of the Prize, and Sponsor reserves the right, but not the obligation, to select an alternate winner.

In the event a potential winner: (a) cannot be reached for whatever reason after a reasonable effort has been exerted or the Winner Forms are returned as undeliverable; (b) declines or cannot accept, receive or use the Prize for any reason; (c) is noncompliant with the time periods stated herein, (d) is found to be ineligible to enter the Competition or receive the Prize, (e) is found at any time to be out of compliance with the Official Rules, or (f) fails to claim the Prize or fulfill the Winner Forms obligations within the time period designated by Sponsor, then such potential winner shall be disqualified from the Competition and an alternate potential winner may be selected, at Sponsor's sole discretion, from among the other eligible Participants. and Sponsor shall have no further liability or responsibility to such potential winner in connection with the Competition or the Prizes.

5. GENERAL RULES: The Competition is governed by these Official Rules and is subject to all applicable U.S. federal, state and local laws. The Competition is void where prohibited. By entering the Competition, each Participant unconditionally accepts and agrees to comply with and abide by these Official Rules, all of the representations, warranties and agreements contained herein, and all of the decisions that Sponsor makes in connection with the Competition, including, without limitation, all decisions regarding the interpretation and implementation of these Official Rules and the administration of the Competition. All such decisions made by Sponsor shall be final and binding in all respects and not subject to challenge or appeal. Sponsor reserves the exclusive right to address and resolve any aspects of the Competition or incidents that affect the Competition that may not be expressly outlined in these Official Rules, and any such decisions shall be final and binding and not subject to challenge or appeal. Except as otherwise expressly set forth herein, all of Sponsor's rights pursuant to these Official Rules relate to and are exercisable against all Participants as a whole and against each individual Participant.

If there is a discrepancy or inconsistency between disclosures and other statements contained in any Competition materials and the terms and conditions of these Official Rules, these Official Rules will prevail, govern and control. Neither the failure of Sponsor to insist upon or enforce strict performance of any provision of these Official Rules nor the failure, delay or omission by Sponsor in exercising any right with respect to any term of these Official Rules, will be construed as a waiver or relinquishment to any extent of Sponsor's right to assert or rely upon any such provision or right in that or any other instance.

The invalidity or unenforceability of any provision in these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Headings and captions are used in these Official Rules solely for convenience and ease of reference and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof.

6. ELIGIBILITY: This Competition is open only to Participants who, at the time of entry, are (i) authorized to do business in the United States of America; (ii) staffed at the Event by employees who are at least twenty-one (21) years of age; (iii) registered, contracted, fully paid exhibitors to the Event prior to the end of the Competition Period; and (iv) are either

part of the “emerging brands” category at the Event or a new exhibitor to the Event who has only been in business for five (5) years or less. All Participants must be able to provide proof of identification and eligibility if requested by Sponsor.

All finalists who wish to have sampling at the Event as part of the pitch meeting MUST have all proper forms, insurance, and permits to allow such sampling as part of the Event.

Employees of RELX Inc. and each of its parents, subsidiaries, divisions, affiliates, and advertising or promotional agencies, and the immediate family and household members of all such individuals, are not eligible to enter or win.

In the event that any Participant or any entry by a Participant is determined to be ineligible at any time and for any reason, including but not limited to failing to meet the terms of submission, Sponsor reserves the right to disqualify such Participant from the Competition immediately and any such ineligible Participant acknowledges that they forfeit any Prizes or rights to same.

Each Participant is solely responsible for any incidentals or expenses needed to be present at the Event or to participate in the Competition, including, but not limited to, obtaining their own badge (or ticket, wristband or other authorized means of entry) to the Event and all travel costs, travel documentation, or accommodations, as may be applicable. All such costs shall be borne solely by the Participant, and Sponsor will not be held liable for any costs associated with Participant’s participation in the Competition.

7. TERMS OF SUBMISSION: By entering this Competition, Participant represents and warrants that:

- (i) Participant is authorized to enter into this Competition and make the representations stated herein;
- (ii) Participant created the entry submitted as well as any elements or materials used in connection with the entry; provided that to the extent Participant did not create certain elements or materials in the entry, Participant has permission from the rightful owner of such elements or materials or is otherwise legally entitled to use such elements or materials as described herein;
- (iii) Participant’s entry, and any related elements and materials, do not: (a) violate the intellectual property rights (copyright, patent, trademark, etc.) of any third party; (b) defame or invade the publicity or privacy rights of any person, living or deceased; or (c) otherwise infringe upon any person's or entity's personal or proprietary rights;
- (iv) No other party is entitled to claim royalties of any kind from the use of Participant’s entry (or any related elements or materials thereto) by Participant or by Sponsor as set forth in these Official Rules; and
- (v) Participant has read, understands, and agrees to be bound by these Official Rules and by the decisions of the Sponsor and the judges, which shall be binding and final on all matters relating to this Competition.

8. USE OF DATA: Each Participant’s information will be collected and used by Sponsor in accordance with the Privacy Policy (the “Privacy Policy”) posted on <https://privacy.rxglobal.com>, which is incorporated herein by this reference. By entering the Competition, each Participant agrees and acknowledges that they have read, understood and agree to be bound by (i) these Official Rules; and (ii) the Privacy Policy, each as may be amended by Sponsor. All Participants are expected to review the Privacy Policy carefully before participating in the Competition and each Participant acknowledges that, in the event of a conflict or inconsistency between the terms of these Official Rules and the terms of the Privacy Policy, the terms of the Privacy Policy shall prevail, govern and control. In addition, Sponsor may engage third party entities to administer certain aspects of the Competition, including without limitation, the collection of Participant information. Notwithstanding anything to the contrary in the Privacy Policy, Sponsor may share Participant’s information with third party entities to the extent needed to perform their duties and functions in connection with the Competition or otherwise in accordance with their own independent privacy practices.

9. PUBLICITY: Except where legally prohibited, by entering this Competition, Participant grants Sponsor and the Released Parties a royalty-free and non-exclusive perpetual right to use (1) Participant’s entries and any related elements and

materials; and (2) Participant's name, voice, likeness, photograph, video, testimonials, biographical information, and/or statements made by Participant in connection with future advertising, promotion and publicity for the Event and future editions of the Event in all media now known or hereafter discovered, worldwide without additional notice, approval, or compensation and in perpetuity. Participant agrees to waive all claims to and shall receive no royalties of any kind now or in the future from the Released Parties for use of any photos or videos related to Participant or Participant's entries (and any related elements and materials) which are used in promotion of the Event through any distribution channels, including, without limitation, on websites owned by Sponsor, the Event social media channel(s), or other websites or social media. Each winner's name may also be included in a publicly available winners list.

10. LIMITATION ON LIABILITY; FORCE MAJEURE: Each Participant agrees that Sponsor shall not be responsible or liable for, and are hereby released from, any and all claims, costs, injuries, losses or damages of any kind, relating to any of the following: (a) incomplete, inaccurate, lost, late, misdirected or illegible entries, winner notifications, Prize claims, or Winner Forms or the failure to receive same due to any cause, including without limitation human or technical problems, failures, or malfunctions of any kind, whether originating with Participant, Sponsor, or otherwise, that may prevent or limit any Participant's ability to participate in the Competition or send or receive messages requiring action or response by such Participant; (b) any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, hacks, unauthorized access, delayed computer transmissions or network connections in connection with the Competition; (c) any problems or technical malfunction of any network or lines, servers or providers, equipment or software, including any injury or damage to Participant or Participant's property resulting from participation in the Competition; (d) the awarding, acceptance, possession, use, misuse, loss or misdirection of any Prize or participation in any Prize related activities or any inability of any winner to accept a Prize for any reason; (e) any Participants who do not comply with or who violate the Official Rules or who have committed fraud or deception in participating in the Competition or in claiming a Prize; or (f) any delays or disruptions as a result of a Force Majeure (as defined herein).

Sponsor reserves the right to modify, suspend, extend or terminate the Competition or any part thereof if Sponsor determines, in its sole discretion, that the Competition is not capable of operating as Sponsor intended, or that any error, omission, fraud, technical failure or problem, tampering, corruption, infection by computer virus, bug, unauthorized intervention, malfunction or other cause or factor beyond Sponsor's reasonable control impairs or may impair the administration, security, fairness, integrity or feasibility of the Competition or any portion thereof as contemplated herein, subject to any applicable law or regulation. In the event Sponsor is prevented from continuing with the Competition or awarding any Prizes by any event beyond its control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend, extend or terminate the Competition at its sole discretion and to select a winner from entries received prior to such Force Majeure or as otherwise deemed fair and appropriate by Sponsor. Sponsor also reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of this Competition.

Although Sponsor shall attempt to ensure the integrity of the Competition, Sponsor is not responsible for the actions of Participants in connection with the Competition, including any Participant's attempt to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Competition. Sponsor reserves the right, in its sole discretion, to disqualify any Participant and/or revoke any Prize award to any Participant Sponsor finds to be (a) tampering with the entry process or the operation of the Competition, or with any website promoting the Competition; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Competition through the use of any methods deemed to be fraudulent in Sponsor's sole discretion.

11. LIST OF WINNERS: To obtain a copy of any legally-required list of winners, please send a properly stamped, self-addressed envelope to: **BCB Brooklyn Brand Accelerator Pitch Competition Presented by Women of the Vine and Spirits**,

401 Merritt 7, Norwalk, CT 06851, Attn: BCB Marketing. All such requests must be received within ninety (90) days after the end of the Competition.

12. RELEASE OF LIABILITY; GOVERNING LAW; DISPUTES: Each Participant knowingly consents to participate in the Competition under their own free will and without duress or undue influence of any third party. By entering and/or otherwise participating in the Competition, each Participant, on behalf of themselves and their heirs, assumes all risk incidental to participation in the Competition and hereby waives, releases, discharges, and agrees to hold harmless Sponsor and its parents, subsidiaries, affiliates, divisions and partners, Women of the Vine and Spirits, Industry City, and each of their respective representatives, agents, successors, assigns, employees, officers and directors (the "Released Parties"), from and against any and all actual or potential, known or unknown, claims, demands, causes of action, costs, losses, injuries, expenses, liabilities or damages of any kind or nature whatsoever, including without limitation mental and/or physical injuries or death and/or damages to or loss of personal property, which may occur in whole or in part, directly or indirectly, in connection with preparation for, or participation in, the Competition; or possession, acceptance and/or use or misuse of the Prize; or participation in any Competition-related or Prize-related activity; or for any claims or causes of action based on publicity rights, defamation or invasion of privacy and merchandise delivery. The Released Parties assume no responsibility or liability for any damages, losses, or injury to any Participant or to any Participant's property, regardless of how caused, relating to or resulting from the Competition and/or the acceptance or use of any Prize.

ALL PARTICIPANTS ACKNOWLEDGE THAT SPONSOR MAKES NO WARRANTIES, EXPRESS OR IMPLIED, CONCERNING ANY PRIZE FURNISHED IN CONNECTION WITH THE COMPETITION. WITHOUT IN ANY WAY LIMITING THE GENERALITY OF THE FOREGOING AND WITHOUT ABROGATING THE PRIVACY POLICY, SPONSOR HEREBY DISCLAIMS ALL WARRANTIES AND CONDITIONS, WHETHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE, WITH REGARD TO THE OPERATION OF THE COMPETITION, INCLUDING, WITHOUT LIMITATION, ALL IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, NONINFRINGEMENT, AND THEIR EQUIVALENTS, UNDER THE LAWS OF ANY JURISDICTION RELATIVE TO THE COMPETITION AND/OR TO THE PRIZE(S). ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE COMPETITION WILL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

Except where prohibited, by participating in this Competition each Participant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Competition or any Prize awarded shall be resolved individually, without resort to any form of class action and shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York and hereby irrevocably consents to the personal jurisdiction of said courts and waives any claim of forum non convenient or lack of personal jurisdiction that they may have; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; (3) no indirect, punitive, incidental, special, consequential, or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"); and (4) Participant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased.

13. TAXES: All applicable federal, state, provincial, territorial, and local taxes of all applicable jurisdictions, as well as any transaction fees or other expenses not specified herein, are winner's sole responsibility. An IRS 1099-MISC may be issued to each winner reflecting the actual value of any Prizes received. PLEASE NOTE, THE WINNER MAY INCUR A TAX LIABILITY. Participants should consult a tax professional to determine their tax liability; Sponsor is not able to give tax advice.

14. SPONSOR: The "Sponsor" of this promotion is Reed Exhibitions, a division of RELX Inc. (401 Merritt 7, Norwalk, CT 06851). Any third-party trademarks mentioned herein are the property of their respective trademark owners.