



BCB

BAR CONVENT

BROOKLYN

GLOBAL
BAR WEEK

**COMPANY
OPPORTUNITIES**

OCTOBER 12-18, 2020

BARCONVENTBROOKLYN.COM

BCB GLOBAL BAR WEEK



OPPORTUNITIES

(STANDARD PACKAGE REQUIRED):

- Exhibitor listing on Global Bar Week platform
- Participation in the Global Bar Week education program
- Digital Matchmaking with attendees looking for your products
- Inclusion of your product in tasting boxes
- Your ads on the BCB platform and BCB website
- Custom opportunities to meet your company's goals

QUICK FACTS

Date: October 12-18, 2020

Who you'll meet: 8,000 U.S. and international bar & beverage professionals

Hosted by:



STANDARD PACKAGE



DIGITAL SERVICES

Extensive company description including a link to your social media channels, website, and contact info

Logo in the exhibitor list

Logo in your exhibitor profile

Video in your exhibitor profile

Product group listings (unlimited)

Product presentations (max. 50)

Price: \$600

COMPLIMENTARY BENEFITS

Digital Matchmaking

Request for distributors profile highlight

COMPLIMENTARY BENEFITS

Connect with your target audience



DIGITAL MATCHMAKING

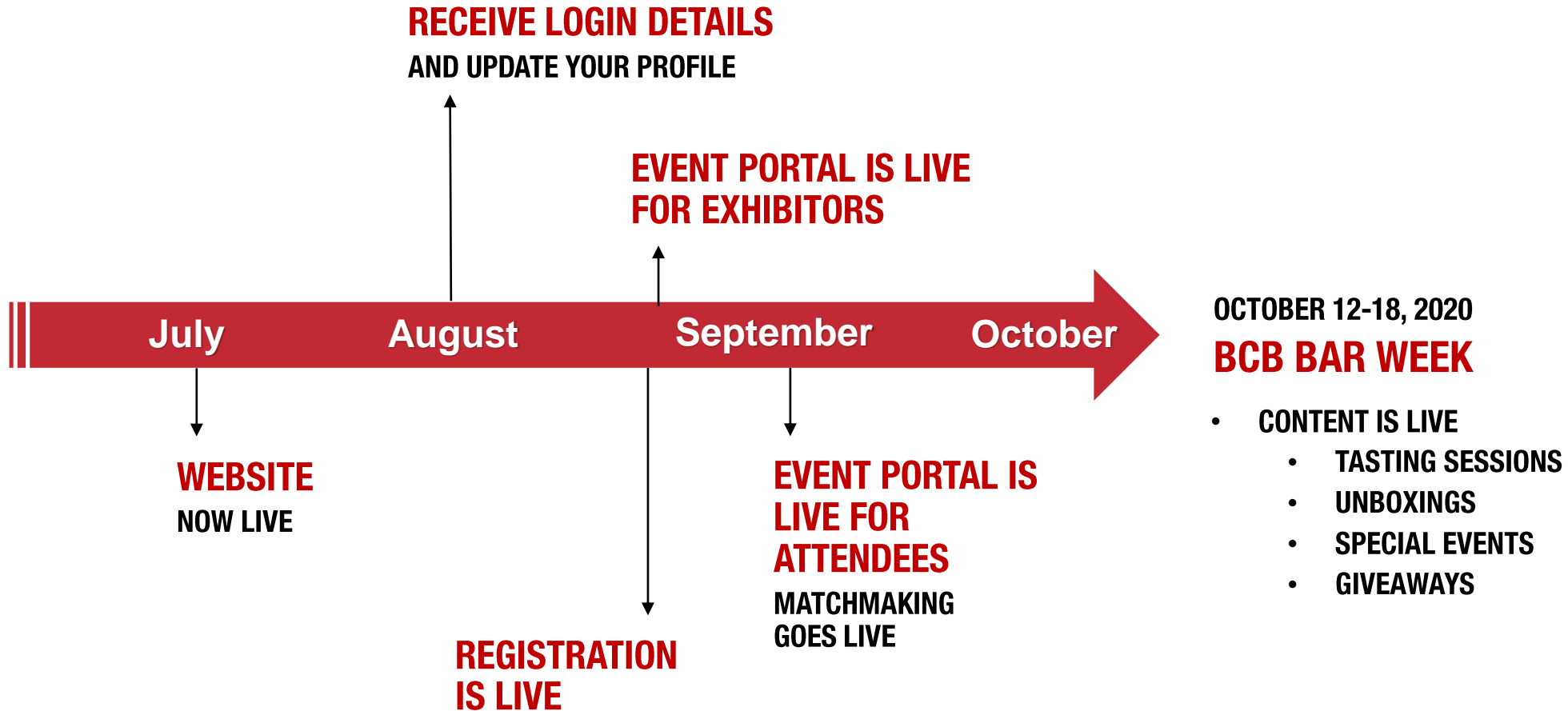
Our new matchmaking portal gives you the opportunity to collect targeted contacts and arrange virtual meetings with attendees looking for your products and services via push notifications we sent to the attendees.

LOOKING FOR A DISTRIBUTOR?

Include this label next to your exhibitor listing to emphasize that you are looking for distributors.



GLOBAL BAR WEEK TIMELINE



DIGITAL ADVERTISING OPPORTUNITIES



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WEB BANNER – BCB WEBSITE

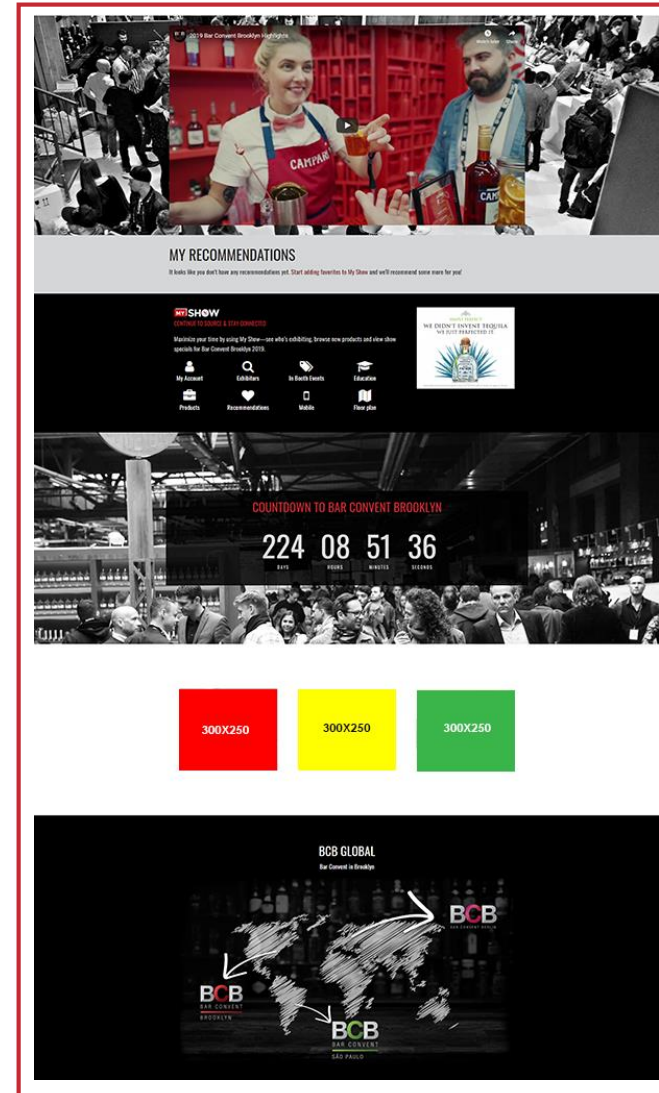


Attract qualified attendees to your website.

Four advertisers per ad position

- Three positions: **Red**, **Yellow**, **Green**
- Dimensions: 300 x 250 px

Price: \$1,525



LOGO ON EXHIBITOR LIST – BCB WEBSITE



Stand out from the competition by featuring your logo at the top of the exhibitor list.

- Logo can link to your website or exhibitor profile
- Max. 10 logos in the exhibitor gallery

Price: \$275

EXHIBITORS 2019



EXPORT EXHIBITOR LIST FIND EXHIBITORS

 Asociación de Productores de Pisco AG	 GIFFARD 3-A13	 J. Gasco SRL 7-D09	 Lux Row Distillers 3-C09	 Molinari Italia SPA 7-C14
 Sentir Mezcal 1-B44	 Wood Stork Spiced Rum 10.0-KH02			

all 0-9 A B C D E F G H I J K L M N O P Q R S T U V W Y Z

WANTED Distributor search Ask for invitation

REGISTRATION SPONSOR



As the exclusive registration sponsor, be the first point of exposure for attendees, press and exhibitors.

- Deliver a cohesive brand story by integrating your brand into the registration process

Price: \$3,000

The screenshot shows the registration page for BCB Bar Convent Brooklyn. At the top left is the BCB logo. To its right is a teal box labeled 'YOUR LOGO HERE'. Below the logo is the text 'Industry-Only Tradeshow. Not Open to the General Public.' The main content area is titled 'REGISTER SOCIALLY' and features three buttons for social media registration: LinkedIn, Twitter, and Facebook. Below these are two checkboxes: 'Let people know I'm going to the event' and 'Notify me when my contacts register'. A link for 'Privacy Policy' and 'Powered by INDO' is also present. Below the social media options is a link 'Or to register with your e-mail address, click here.' and a red button 'START NEW REGISTRATION'. At the bottom of the main content area is a section titled 'ALREADY REGISTERED?' with a list of options: 'Update Contact Information', 'Upgrade Registration, add Tickets', and 'Register for Fitpass Sessions'. A red button 'LOGIN TO REGISTRATION DASHBOARD' is located below this list. On the left side of the page, there is a black and white photograph of a woman pouring a drink into a glass. At the bottom of the page, there is a 'Please Note: Industry-Only Tradeshow' section with a detailed disclaimer.

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YOUR LOGO HERE

Industry-Only Tradeshow. Not Open to the General Public.

REGISTER SOCIALLY

Register using social media to speed up your registration, see who's going and invite your friends and contacts!

in REGISTER

t REGISTER

f REGISTER

Let people know I'm going to the event ?

Notify me when my contacts register ?

[Privacy Policy](#) | Powered by [INDO](#)

Or to register with your e-mail address, click here.

START NEW REGISTRATION

ALREADY REGISTERED?

Login to your Registration Dashboard to:

- Update Contact Information
- Upgrade Registration, add Tickets
- Register for Fitpass Sessions

LOGIN TO REGISTRATION DASHBOARD

Please Note: Industry-Only Tradeshow
Bar Convent Brooklyn is a tradeshow for bar and beverage professionals only. Attendees are required to provide documents demonstrating their trade show affiliation during the registration process. You also must be 21 and over to attend and proper ID is required to gain entry. Anyone under 21 will not be permitted on the premises. If you have any questions or need assistance, please visit our [website here](#).

VIRTUAL EVENT PLATFORM

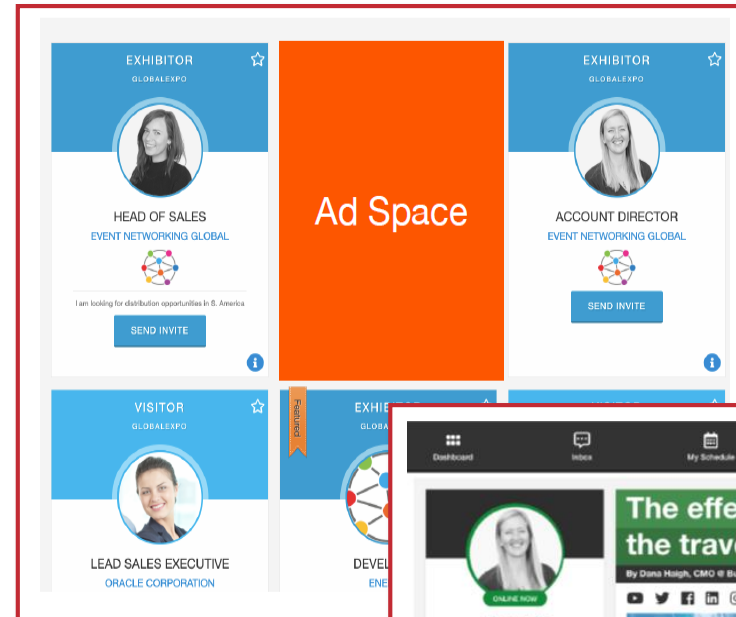


Gain exposure before Global Bar Week even begins by placing your ad in the search results. As attendees plan their virtual schedule, you'll be front and center.

SEARCH CATEGORY ADS

- Placement in the search results
- Link to your company website or exhibitor profile
- Limit 2 ads per search
- Dimensions: 580 x 725 px

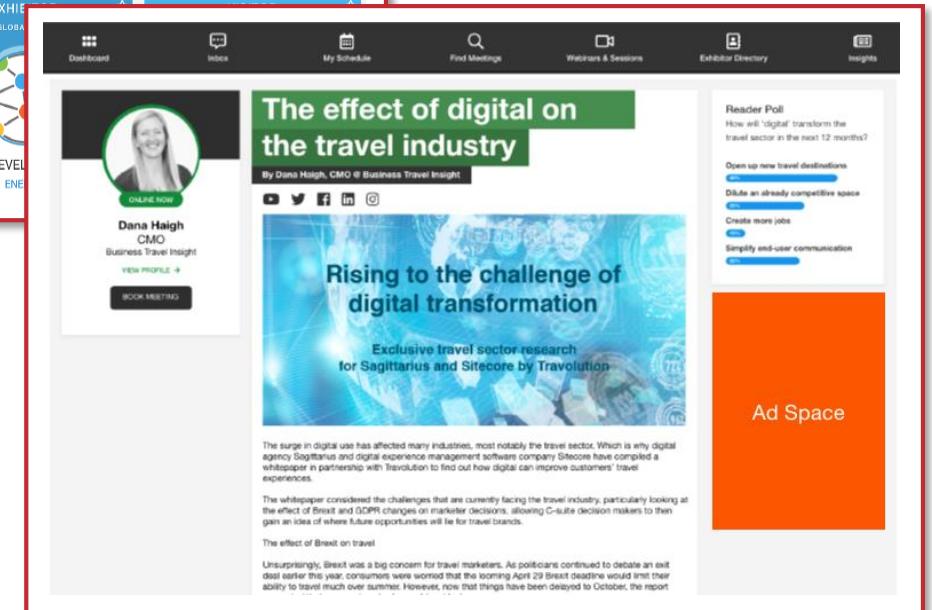
Price: \$1,050



INSIGHTS

- Placement of trade articles (max. 1,500 characters)
- Link to your company website or exhibitor profile
- Ad placement next to your trade article (dimensions: 580 x 725 px)

Price: \$1,175



VIRTUAL EVENT PLATFORM

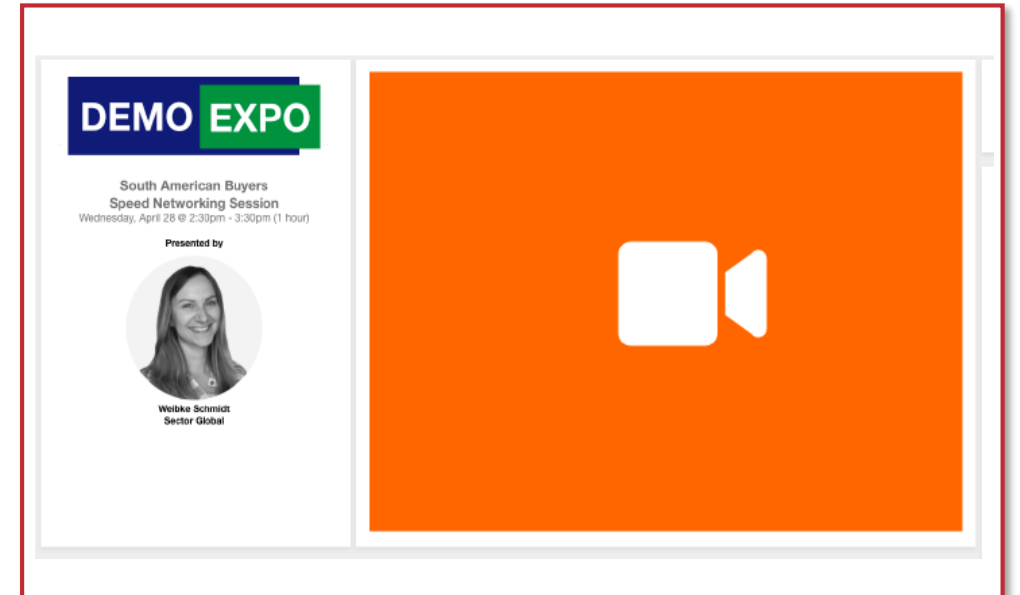


Promote your company by creating an ad that attendees will see right before the education session begins.

PRE-ROLL SPONSORSHIP

- **Placement of an advertising spot or logo before one of the BCB education sessions**
- **Max. video length: 30 seconds**
- **Placement is assigned thematically by BCB**

Price: \$1,175



ATTENDEE NEWSLETTER EMAIL BANNER



With over 16,000+ subscribers, these email banners provide the opportunity to feature your new product, announce show specials, and connect with attendees before the event.

Price: \$825

The email banner is divided into two main sections. The top section has a yellow header with the text 'YOUR AD HERE'. Below this, the first webinar is promoted with a black background. It features a photo of Alice Cheng on the right and text on the left: 'WEBINAR', 'PRO-TIPS FOR LANDING YOUR POST-PANDEMIC JOB', 'FEAT. ALICE CHENG & CULINARY AGENTS', 'MONDAY JUNE 22 AT 4:00 PM ET', and a red 'REGISTER FOR FREE' button. A short paragraph of text describes the webinar. The bottom section features two photos of Rob McCaughey and Nick King on the left and text on the right: 'WSET WEBINAR', 'IS MORE BETTER? SIMPLIFYING YOUR BACK BAR POST COVID-19', 'SESSION 5: SCOTCH', 'FEAT. ROB MCCAUGHEY & NICK KING', 'TUESDAY JUNE 23 AT 1:30 PM ET', and a red 'REGISTER FOR FREE' button. A longer paragraph of text describes the WSET webinar series finale.

COUNTDOWN TO SHOW EMAIL BANNER

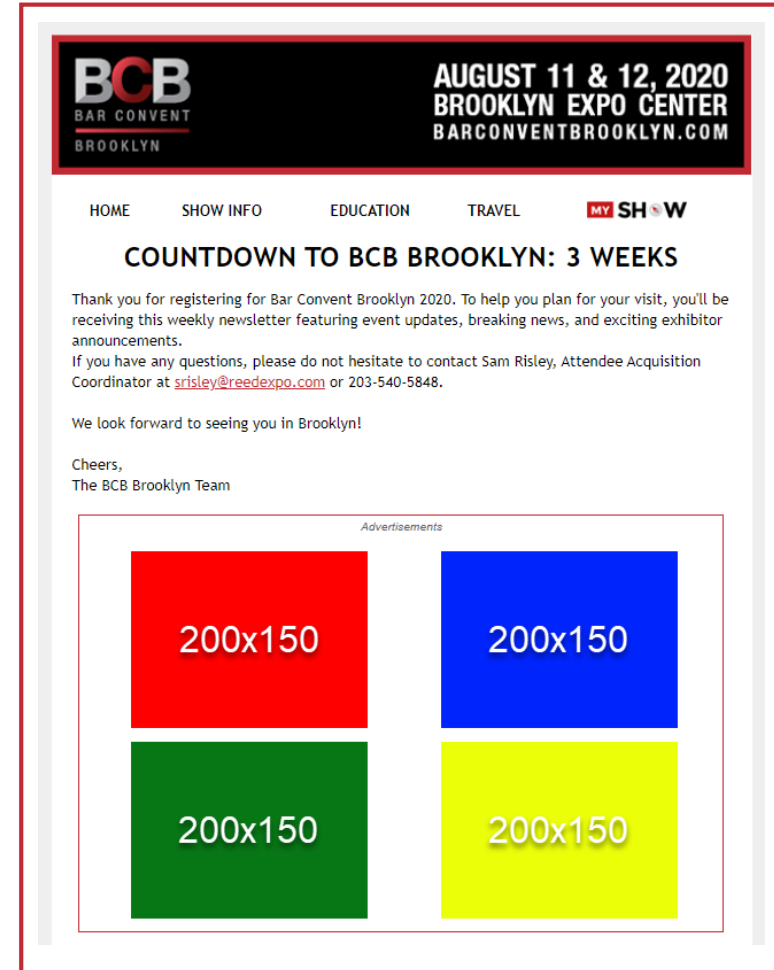


Count down to the show with BCB attendees as they plan their event.

Banner ad in four Countdown to Show emails

- Opportunity to submit four different ads
- Dimensions: 200 x 150 px

Price: \$875



INSTAGRAM POST



Reach your target market through the BCB Instagram account.

- Includes copy, image(s), hashtag, and URL of your choice
- Instagram Reach: 7,000+ followers
- Sponsor to provide caption (up to 200 characters), image (1080 x 1080 px), and social handles
- Post date and time assigned on a first come first served basis

Price: \$500



INSTAGRAM TAKEOVER



Get in front of BCB's 7,000+ followers by featuring your content throughout the day on the BCB Instagram story & static feed.

- Multiple posts on the BCB IG story
- Max. three static posts
- Examples of takeovers include: crafting unique cocktails, educating the audience on liquid culture, explaining the distillery process and more
- All content is subject to approval and BCB will post content on behalf of sponsor throughout the day

Price: \$2,000



EDUCATION PROGRAM



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EDUCATION PROGRAM



VIDEO/CONTENT ON DEMAND + Q&A SESSION

- A pre-recorded session during Global Bar Week
- Listed in the education schedule on the BCB website
- Max. 45-minute presentation, any format
- Get lead information for viewers of your session
- Live Q&A, post-session (max. 20 minutes)
- 30-second advertising intro

Price With Q&A: \$2,350

Price Without Q&A: \$1,775

PROMO PACKAGE

- Promotion of the session on our social media channels with a short teaser
- Includes \$100 promotion for dedicated PPC campaign on Facebook/Instagram

Price: \$700



SPECIALS



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DIGITAL SWAG BAG

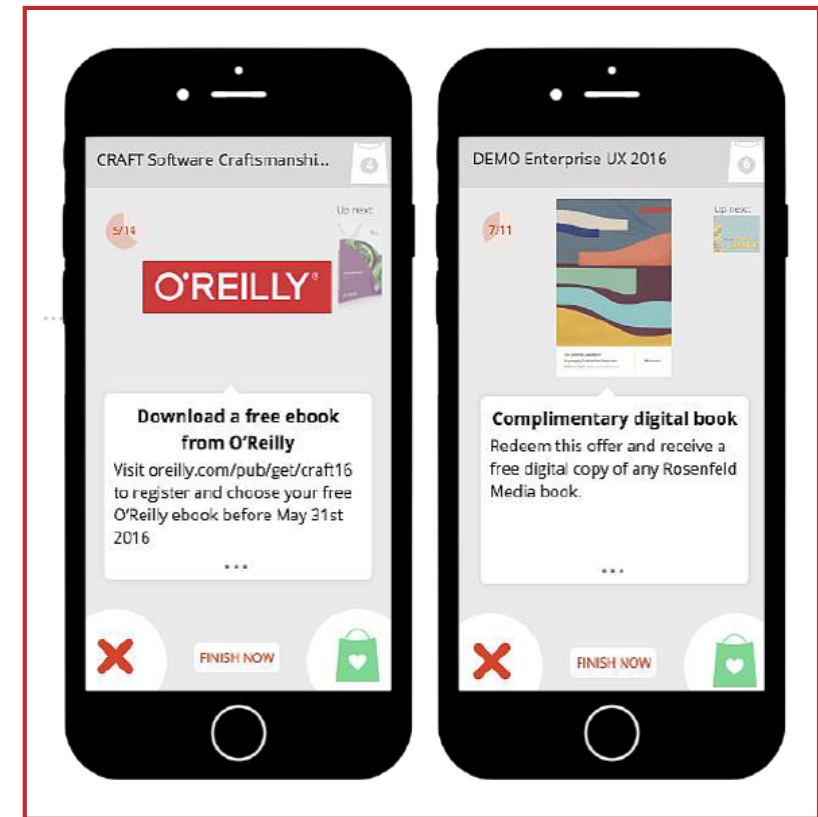


The BCB Digital Swag Bag will feature a variety of special deals for attendees.

Sponsorship includes:

- Digital swag bag inclusion
- Virtual development of your gift
- Inclusion in promotion of giveback bag
- Leads of all attendees who redeemed your offer
- Minimum 10 sponsors

Price: \$1,000



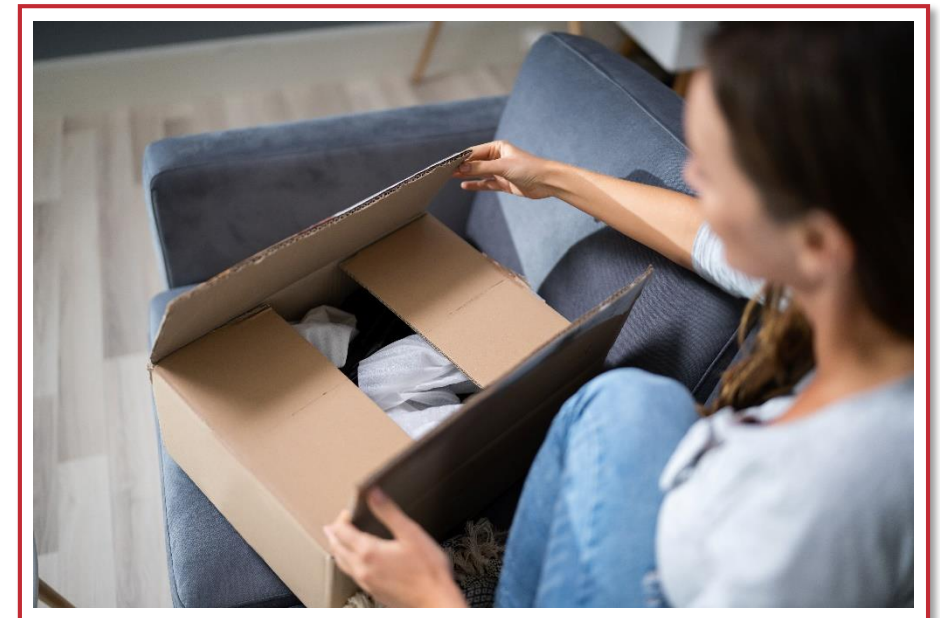
UNBOXING



UNBOX YOUR PRODUCT – FOCUS ON YOUR NEW PRODUCTS OR SPECIAL EDITIONS

- Recorded unboxing carried out by a BCB Ambassador or your Brand Ambassador
- Video production can be done by you or the BCB team
- Video length: approx. 10 minutes
- The Unboxing Video will be published during the BCB Global Bar Week education program
- The product must meet at least one of the following criteria:
 - On the market less than one year
 - Special Edition

Price: \$1,125



SPONSORSHIP PACKAGES



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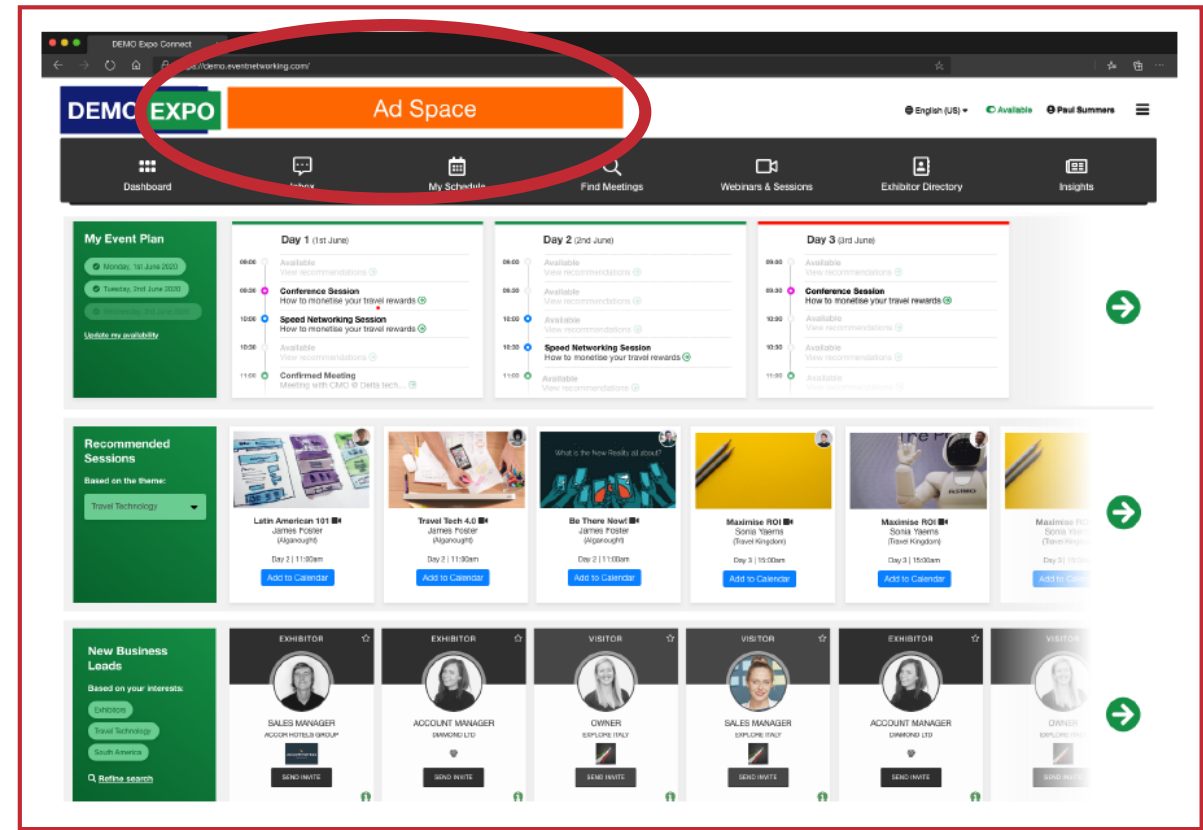
PRESENTING SPONSOR



EXCLUSIVE SPONSORSHIP

- Main sponsor for the event platform, highlighted on the BCB website
- 1 exclusive tasting box
- 3 education sessions
- 1 exclusive email to our database (approx. 16,000+ newsletter subscribers)
- 1 social media post announcing Presenting Sponsor (approx. 10,000+ followers)
- Inclusion of your company in the exhibitor list
- Digital matchmaking

Price: \$20,000

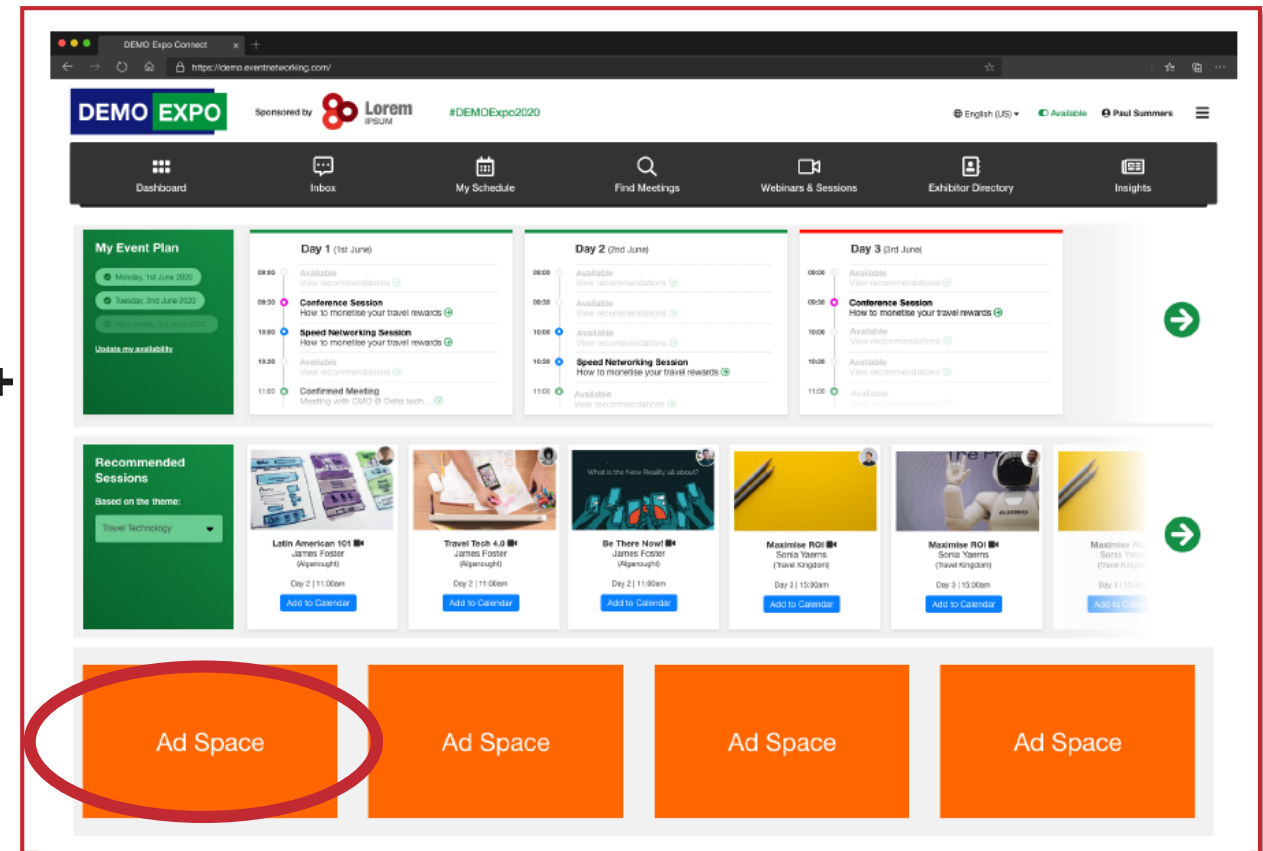


PLATINUM SPONSOR



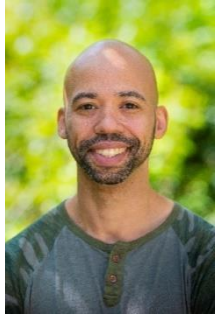
THE BIG FIVE

- Dashboard sponsorship, highlighted on the BCB website
- 1 product in a tasting box
- 2 education sessions
- Logo featured in our newsletter (approx. 16,000+ subscribers)
- Announcement of sponsors on social media (approx. 10,000+ followers)
- Inclusion of your company in the exhibitor list
- Digital matchmaking



Price: \$10,000 (5 available)

CONTACT US



Jose Beltre
Sales Executive
Phone: +1 203 840 5882
Email: jbeltre@reedexpo.com



Stephen Gulthartz
International Sales Manager
Phone: +1 203 840 5336
Email: sgulthartz@reedexpo.com



Katie Lind
International Sales Executive
Phone: +1 203 840 5423
Email: klind@reedexpo.com