



Eastern Winery

EXPOSITION + CONFERENCE

March 9-11, 2027
Lancaster County Convention Center, Lancaster, PA

Time-Proven Ways to Boost Sales

- **Exhibitor Booths**
- **Industry Celebration Dinner Sponsor**
- **Coffee Sponsor**
- **Registration Area Sponsor**
- **Tote Bag Sponsor**
- **Note Pad Sponsor**
- **Onsite Program Guide Advertising**
- **Seminar Sponsorships**
- **Conference Sponsor**
- **Wine Glass Sponsor**
- **Equipment Showcase Sponsor**
- **Badge Lanyard Sponsor**
- **Entrance to Exhibit Hall Sponsor**
- **Floor Aisle Signs Sponsor**
- **Corkscrew Sponsor**

Exhibitor Booths [Link to 2027 Floorplan](#)

- Exhibit Floor Hours:
Wednesday March 25: 11:00 am to 5:30 pm
Thursday March 26: 9:30 am to 2:00 pm
- Booth rental includes skirted 6 ft table, pipe and drape, two chairs, company ID sign, wastebasket, unlimited booth staff passes and complimentary tradeshow passes for your winery customers
- 2027 Pricing:
10x10 Booth: \$2,540
10x8 Booth: \$2,360
Exhibitors renting more than 151 square feet of space receive a 10% discount
- To submit your 2027 booth selection, please fill out the contract on page 4

Conference Sponsor | \$4,100

(Exclusive Opportunity)

- Full page color ad on the inside front cover of the Onsite Program Guide
- Logo/Name noted in all correspondence
- Logo/Name in the Onsite Program Guide and March issue of WineBusiness Monthly
- Hyperlink with logo on website
- Signage & recognition throughout the conference, including large sign near the exhibit hall
- Signage on each podium
- Three (3) complimentary registrations to the annual EWE Industry Celebration Dinner
- Logo on projection screen during the annual EWE Industry Celebration Dinner

Industry Celebration Dinner Sponsors \$2,500 *(3 Available)*

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Onsite Program Guide and March issue of WineBusiness Monthly
- Hosted table at the annual EWE Industry Celebration Dinner on Wednesday, March 10th for your team and important clients (10 tickets total)
- Signage in registration area and at the Industry Celebration Dinner
- Acknowledgment of sponsorship noted at the Industry Celebration Dinner by the master of ceremonies and your logo at the podium.
- Full-page color ad in the Onsite Program Guide

Tote Bag Sponsorship | \$2,500

(Exclusive Opportunity)

- Acknowledgment of sponsorship with your logo and website link on EWE website and noted in the Onsite Program Guide and March issue of WineBusiness Monthly
- Signage in registration area
- Logo on all tote bags handed out at registration
- Bags provided by sponsor

Registration Area Sponsor | \$2,100

(Exclusive Opportunity)

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Onsite Program Guide and March issue of WineBusiness Monthly
- Logo on registration area signage
- Brochures at all registration counters
- Brochures on table near show entrance

Equipment Showcase Sponsor | \$2,500

(Exclusive Opportunity)

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Onsite Program Guide and March issue of WineBusiness Monthly
- Equipment showcased on street near entrance of Convention Center
- Space near entrance hall for a large screen to showcase equipment
- Four (4) Complimentary passes to the EWE Industry Celebration Dinner

Badge Lanyard Sponsor | \$2,100

(Exclusive Opportunity)

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Onsite Program Guide and March issue of WineBusiness Monthly
- Signage in registration area
- Logo on lanyards (all attendee badges)
- Lanyards provided by sponsor

Coffee Sponsor | \$2,100

(Exclusive Opportunity)

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Onsite Program Guide and March issue of WineBusiness Monthly
- Signage in registration area and at coffee break location
- Opportunity to provide coffee cups with your logo

To contract for your 2027 sponsorship, please email laura@easternwineryexposition.com.

Entrance to Exhibit Hall Sponsor | \$1,500

(Exclusive Opportunity)

- Acknowledgment of sponsorship with your logo and website link on EWE website and noted in the Onsite Program Guide and March issue of WineBusiness Monthly
- Signage in the registration area
- Have your logo at the feet of every attendee walking in or out of the tradeshow floor with your logo or graphic placed on a carpet square near the show entrance
- Opportunity to add additional carpet square signs for \$250 each

Floor Aisle Signs | \$900 each

(3 Available)

- Have your logo at the feet of every attendee walking the trade show floor. Your logo or graphic will be placed on a carpet square in one of three aisle junctions
- Carpet size is 48"x48"
- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Onsite Program Guide and March issue of WineBusiness Monthly

Seminar Sponsorships | \$850

(Many Available)

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Onsite Program Guide and March issue of WineBusiness Monthly
- Logo displayed next to sponsored session on the website and in the Onsite Program Guide
- Sponsor-branded signage during presentation and in registration area
- Opportunity to place a banner stand inside the seminar room, as well as have flyers placed on a table

Corkscrew Sponsorship | \$750

(Exclusive Opportunity)

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Onsite Program Guide and March issue of WineBusiness Monthly
- Signage in registration area
- Logo on corkscrews
- Corkscrews provided by sponsor

Wine Glass Sponsorship | \$1,600

(Exclusive Opportunity)

- Two (2) exclusive opportunities available, Welcome Wine Reception or Industry Celebration Dinner
- Acknowledgment of sponsorship with your logo and website link on EWE website and noted in the Onsite Program Guide and March issue of WineBusiness Monthly
- Signage in registration area
- Logo on all glassware at sponsored event

Note Pad Sponsor | \$1,000

(Exclusive Opportunity)

- Acknowledgment of sponsorship on EWE website with your logo and link, as well as in the Onsite Program Guide and March issue of WineBusiness Monthly
- Note pad will be provided to all conference attendees and speakers
- Note pad to be supplied by sponsor; logo with a tag line and web address can be prominently placed on the pad
- Quantity: 400; minimum size: 6" x 4", 50 sheets, lined or blank

Onsite Program Guide Advertising

- Onsite Program Guide will be available to all attendees at registration
- Onsite Guide advertisers will earn free logo recognition in the March issue of WineBusiness Monthly if booked by January 15th, 2027
- Full page (back cover): \$1,865
- Full page: \$1,540
- 1/2 page: \$1,055
- 1/4 page: \$865

For custom sponsorships, or any questions on your 2027 exhibit space, please contact our sales manager.



Laura Lemos

Exhibit, Sponsorship & Advertising Sales

973-668-2449

laura@easternwineryexposition.com

To contract for your 2027 sponsorship, please email laura@easternwineryexposition.com.



Eastern Winery Exposition EXHIBITOR AND SPONSOR CONTRACT

March 9-11, 2027
Lancaster County Convention Center, Lancaster, PA

COMPANY CONTACT INFORMATION

Please note that company name and contact information **will be included on the event website** and in the program guides **AS PROVIDED**: (Please type or print clearly)

ORGANIZATION NAME _____

COORDINATOR'S NAME _____

JOB TITLE _____

ADDRESS (NO P.O. BOXES PLEASE) COMPANY _____

CITY _____

STATE _____ ZIP CODE _____

PHONE _____ MOBILE _____

EMAIL _____

WEBSITE URL FOR LINKING LOGO _____

SIGNATURE _____ DATE _____

METHOD OF PAYMENT

A minimum deposit of 50% must accompany signed contract. Final balance is due on or before **December 4, 2026**. Payment in full is due at time of signing for exhibitors who contract after December 4, 2026.

TO PAY BY CHECK: Please make a check payable to Wine Communications Group, with "Eastern Winery Exposition" in the memo. Mail checks to: Wine Communications Group, 584 First St East, Sonoma, CA 95476

TO PAY BY CREDIT CARD: You will be emailed an invoice/statement to pay online. Please add Eastern Winery Exposition in the memo.

We fully understand that this form shall become a binding contract upon acceptance of exhibit space by the applicant and is subject to the terms and conditions and rules and regulations set forth herein and on the second page, and as set forth in the Exhibitor Service Manual.

FOR OFFICE USE ONLY

Acceptance of Application: This contract for exhibit space is accepted and the space listed below is assigned to change at Management's discretion should circumstance require.

Booth Assigned: _____ Size of Space: _____ Square Feet: _____
Total Rental: \$ _____ Deposit: \$ _____ Balance: \$ _____

LAURA LEMOS

Exhibit, Sponsorship & Advertising Sales | Phone: 973-668-2449 | Email: laura@easternwineryexposition.com

BOOTH PACKAGE

Exhibitors taking space more than 151 square feet receive a 10% discount.

- 10 x 10 Booth: \$2,540
- 10 x 8 Booth: \$2,360
- 1st Choice - Booth (s) # _____
- 2nd Choice - Booth (s) # _____
- 3rd Choice - Booth (s) # _____

[Link to 2027 Floorplan](#)

SPONSORSHIPS

- Conference Sponsor \$4,100
- Tote Bag Sponsor \$2,500
- Equipment Showcase Sponsor \$2,500
- Industry Celebration Dinner Sponsor \$2,500
- Coffee Sponsor \$2,100
- Badge Lanyard Sponsor \$2,100
- Registration Area Sponsor \$2,100
- Wine Glasses-Welcome Reception . \$1,600
- Wine Glasses-Celebration Dinner . . \$1,600
- Entrance to Exhibit Hall Sponsor . . \$1,500
- Note Pad Sponsor \$1,000
- Floor Aisle Sign \$900/each
- Seminar Sponsorship \$850
- Corkscrew Sponsor \$750

ONSITE GUIDE FOUR-COLOR ADS

- Back Cover (Full Page) \$1,865
- Full Page \$1,540
- Half Page \$1,055
- Quarter Page: \$865

RULES AND REGULATIONS

1. **SHOW MANAGEMENT** – The owner of the Eastern Winery Exposition is Wine Communications Group. The exhibit management of the Eastern Winery Exposition is the duty of Wine Communications Group. The word “management” as specified in this contract, shall mean Wine Communications Group, and includes any agents, officers or employees who have been authorized to act for it.
2. **EXHIBIT CONDITIONS** - Facility lighting does not illuminate all areas evenly and effectively. Management will not assume responsibility for providing additional lighting. The exhibitor can order additional lighting at the prevailing rates. (See Exhibitor Service Manual). Management will not assume responsibility for the temperature levels of the exhibit hall during setup, show and tear down. Management reserves the option in any emergency to either substitute comparable display space if required by unforeseen circumstances, or to refund the exhibit fee. Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.
3. **SOLICITATION** - Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Exhibitor's exhibit or product may not extend into any aisle. No exhibitor shall so arrange his exhibit to obscure or prejudice adjacent exhibitors.
4. **SUBLETTING OF SPACE** - Exhibitor agrees not to assign, sublet, or apportion space or any parts thereof allotted to him, not to exhibit or advertise goods other than manufactured or sold by him in the regular course of business unless approved in writing by Management.
5. **CANCELLATION AND REFUND POLICY** - Cancellation of all, or part, of the exhibit space must be in writing to management. Exhibitors canceling before three months prior to the event forfeit 50% of the total rental. No refund after this time. All sponsorship sales are final, and no refund will be issued.
6. **FAILURE TO PAY** - Show Management will make reasonable efforts to notify exhibitors of outstanding balances; however, failure to receive full payment 14 days prior to the event start date will result in cancellation of booth space without notice.
7. **INSURANCE** - Exhibitor shall carry its own insurance. Management and the exhibition facility assume no responsibility for the safety of the properties of exhibitor, its officers, agents or employees from theft, damage by fire, accident or any other cause whatsoever, and the exhibitor expressly agrees to save and hold harmless Management, the sponsor, and the exhibition facility and their respective management, agents and employees from any and all liability resulting from injuries or damage to exhibitor, its agents, employees, persons and/or properties in connection with the exhibitor's use of exhibit space.
8. **EXHIBITOR SERVICE MANUAL** - Management will furnish an Exhibitor Service Manual to the exhibitor prior to the exhibition. This manual will include specifications for shipping, exhibition hours, setup hours, security, drayage, labor requirements, labor rates, electricity, lighting, water, carpeting, furniture, telephones, food and beverage service, etc. This manual is to be read over carefully by the person in charge of preparing the exhibit.
9. **SERVICE ORGANIZATIONS** - Management shall designate contractors to perform work at exhibitor's expense where not otherwise done by Management pursuant to this Contract. Where union personnel are required by the Exhibition Facility or by contractors involved, it shall be the exhibitor's responsibility to comply with such requirements, in no event shall Management be responsible for the conduct of contractors or their employees. Management assumes no responsibility for failure to perform by contractors, their charges, or any other matter relating to contractors or the Exhibition Facility.
10. **BOOTHS** - A standard booth package (6' draped table, 2 side chairs, back and side wall draping, identification sign) is provided by Management without cost to the exhibitor. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. No display may exceed a height of eight feet on the back wall nor be higher than side wall specifications, without the consent of Management in writing (See Exhibitor Service Manual for specifications and restrictions).
11. **MUSIC, PHOTOGRAPHY AND COPYRIGHTED MATERIAL** - Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth, display, hospitality suite or any form of entertainment. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Management proof satisfactory that the exhibitor has or does not need a license to use such music or copyrighted material. Management reserves the right to remove from the exhibitor all or any part of any booth, display, hospitality suite or any form of entertainment that incorporate music, photographs, copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for, and shall indemnify and hold Management, their agents and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent, copyright or trade secret rights or privileges.
12. **TAXES AND LICENSES** - Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local, state or federal law applicable to their activity at the exhibition. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with their activities at the exhibition.
13. **ELIGIBLE EXHIBITS** - Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Management reserves the right to determine the eligibility of any product for display. Exhibiting manufacturers' representatives must list his participating principals as the exhibitors of record. Only the sign of the Exhibitor whose name appears upon the face of this contract may be placed on the booth or in the printed list of Exhibitors of the Exhibition. No exhibits or advertising will be allowed to extend beyond the space allotted to the exhibitor, or above the back and side rails.
14. **LIMITATION OF LIABILITY** - The Exhibitor agrees to indemnify and hold harmless the Management, the Co-Sponsors, Owner, Exhibition Hall Facility, and City in which this Exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms act of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk and should be always safeguarded. Management services of a reputable protective agency during the period of installation, show and dismantling, and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the Management to supervise and protect Exhibitor's property within the Exhibition. Exhibitors may furnish additional guards at their own cost and expense only with prior approval by Management. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omission in the listings in the Exhibitors' Official Directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys' fees and amounts paid in settlement, incurred in connection with such claims arising out of the acts of negligence of Exhibitor, his Agents or Employees.
15. **DEFAULT IN OCCUPANCY** - If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by Management for such purposes as it may see fit.
16. **DAMAGE TO PROPERTY** - Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives or other coating to building columns and floors or to standard booth equipment.
17. **SOUND LEVEL** - Mechanical or electrical devices that produce sound must be operated so as not to prove disturbing to other Exhibitors. Management reserves the right to determine the acceptable sound level in all such instances.