

SPONSORSHIP OPPORTUNITIES

Your Business' All-Access Pass to
Spirits Industry Leaders



**DISTILLED
SPIRITS
COUNCIL**
OF THE UNITED STATES

**INAUGURAL
CONFERENCE**

February 17-19, 2020 Omni Louisville Hotel



**FORGING A MODERN
DISTILLED SPIRITS
MARKETPLACE**



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Convening, Leading, Advancing

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Think of the DISCUS Inaugural Conference as the U.S. spirits industry gathered under one roof. Prime sponsorship opportunities put your business in front of industry executives and decision makers.

CONVENING

Position yourself to connect with the industry's most important stakeholders. The DISCUS Inaugural Conference brings together companies of all sizes from across all sectors of the spirits industry – placing not only your brand, but your company representatives in front of the people who matter.

LEADING

DISCUS Inaugural Conference sponsors represent the best our industry has to offer. Be there from the start and make your mark on the inaugural event. Position yourself as a leader in your area of expertise through unmatched business development and networking opportunities.

ADVANCING

Increase your brand's visibility among key players in the spirits industry – from multinational spirits producers to craft distillers and industry supply chain partners. Advance mission-critical industry discussions through participation in detailed panel sessions and more. This is the must-attend event for the year.

WHO ATTENDS?

Executive Leaders and decision members from the top spirits suppliers

Craft Owners and Operators

Distributors large and small

Key Partners within the supply chain and related businesses

KEY DATES AND DEADLINES

Payment Due in Full

December 20, 2019

**Final Program Advertisements Due
Deadline for Inclusion on On-site Signage
Branding Opportunity Graphics Due
Proof of Bag Inserts to be Submitted**

January 10, 2020

SPONSORSHIP PACKAGES

Presenting Sponsor Package

\$75,000

This exclusive sponsorship level promises your company maximum visibility.

- 5 Full Access Registrations
- 2 seats at the invite only Board Dinner on Monday, February 17
- Reserved seating at the Awards Dinner, Keynote and General Sessions
- Table Top Booth (exclusive/limited availability – details on page 8)
- 1 Full Page Ad in the Event Program
- Company Logo On-site and website signage
- Social Media Recognition
- Access to your personal sponsor concierge
- Your choice of one additional opportunity from Group A
- Your choice of one additional opportunity from Groups B, C, or D

Host Sponsor Package

\$50,000

- 4 Full Access Registrations
- 1 seat at the invite only Board Dinner on Monday, February 17
- Table Top Booth (exclusive/limited availability – details on page 8)
- 1 Full Page Ad in the Event Program
- Company Logo On-site and website signage
- Social Media Recognition
- Access to your personal sponsor concierge
- Your choice of an additional opportunity from Group B
- Your choice of an additional opportunity from Groups C or D

SPONSORSHIP PACKAGES

Diamond Sponsor Package

\$25,000

- 3 Full Access Registrations
- 1 seat at the invite only Board Dinner on Monday, February 17
- Table Top Booth (exclusive/limited availability – details on page 8)
- ½ Page Ad in the Event Program
- Company Logo On-site and website signage
- Social Media Recognition
- Access to your personal sponsor concierge
- Your choice of an additional opportunity from Groups C or D

Gold Sponsor Package

\$10,000

- 2 Full Access Registrations
- Table Top Booth (exclusive/limited availability – details on page 8)
- ½ Page Ad in the Event Program
- Company Logo On-site and website signage
- Social Media Recognition
- Your choice of an additional opportunity from Group D

Silver Sponsor Package

\$5,000

- 1 Full Access Registrations
- ¼ Page Ad in the Event Program
- Company Logo On-site and website signage
- Social Media Recognition
- Your choice of an additional opportunity from Group D

ADDITIONAL OPPORTUNITIES

Branding = B Networking = N Programing = P

A GROUP OPPORTUNITIES

Awards Dinner

P

Celebrate the DISCUS Inaugural Conference by kicking off the main event. The Awards Dinner will take place on Tuesday evening and this sponsor will welcome everyone and introduce the evening onstage. Your company will be recognized in all relevant marketing materials prior to the event.

Keynote Sponsor

P

3 opportunities available to sponsor. Be the highlight of the Programing by sponsoring and introducing one of our Keynote sessions. You will receive exposure on all relevant marketing materials, on-site signage and the opportunity to introduce the speaker on stage.

Networking After Party

N B

Attendees will gather on Tuesday evening to unwind and have a good time. The event sponsor will have branding of the party and will be mentioned in any of the pre-event communications referencing the party.

B GROUP OPPORTUNITIES

Available A La Carte for \$25,000

Inaugural Breakfast Bloody Mary Bar with Naming Rights

N B

Beyond great exposure at this event, we are also offering a unique branding opportunity for you to build a year after year presence at the Conference: the right of first refusal to host next year's Bloody Mary Bar. The Tuesday morning breakfast Bloody Mary Bar is sure to be an attendee can't miss event - make it YOUR event every year. Promoted in program and on-site signage.

Catch Box Microphone – Q&A Sponsor

B

Every Q&A session will have your name on it! These innovative microphones that are in the shape of a cube and thrown throughout the audience during Q&A, will have your logo printed on 2 sides. All Q&A sessions, in general session or break out, will be announced as sponsored by you! *

DISCUS Event App

B

Your company's logo will be featured throughout the conference app and will appear on promotional and on-site materials advertising the app download. *

ADDITIONAL OPPORTUNITIES

Branding = B Networking = N Programing = P

B GROUP OPPORTUNITIES (CONTINUED)

Available A La Carte for \$25,000

Welcome Reception

N

The first networking event during the conference, the Welcome Reception, will take place on Monday. This lively reception is a great way to network with new or existing clients, colleagues and customers. On-site signage.

Spirits United Reception

N

Show your pride for industry advocacy by sponsoring this networking event with industry attendees from around the country. The precursor to the Awards Dinner – this is sure to be well attended and give you the opportunity to highlight your organization to all attendees.

Inaugural Legends Lunch with Naming Rights

P B

This is your opportunity to introduce one of the greats from our industry and a branding opportunity as well. We are also offering a right of first refusal for next year's Conference, so you can truly build a year after year brand.

VIP Pre-Reception

N

2 opportunities available to sponsor

- *Monday 2/17/20:* If you are looking to network with craft suppliers and distributors – this is the event for you to sponsor! This exclusive, invite only one-hour reception is specifically designed for networking between Craft Distillers and mid-size distributors. Attendance and on-site signage.
- *Tuesday 2/18/20:* This hour-long exclusive pre-reception for the DISCUS Board of Directors, Craft Advisory Council, and State Guild Presidents is sure to be on your must network list. The event is invite only and you will have an opportunity to attend and mingle with this group, additionally there will be on-site signage.

ADDITIONAL OPPORTUNITIES

Branding = B Networking = N Programing = P

C GROUP OPPORTUNITIES

Available A La Carte for \$10,000

Breakfast

B

2 opportunities available for sponsorship

Providing the most important meal of the day is a great branding opportunity.

Additionally, say good morning and a few words while everyone is eating prior to the day's program. On-site signage.

Attendee Lanyards

B

Every Conference attendee will receive a lanyard branded with your company's name/logo when they collect their name badge on-site. *

Conference Bags

B

Conference bags with sponsor and event logos are distributed to all conference attendees upon arrival on-site. This sponsorship provides an excellent opportunity for brand recognition during the conference and each time they are reused throughout the year. *

Hotel Key Cards

B

Your company's logo or message will appear on the room key cards at the main conference hotel, providing you with ongoing visibility throughout the conference. *

Charging Station

B

Display your branding on our charging station, conveniently and prominently located for all to see. You are sure to see Chris Swonger, DISCUS CEO charging up his phone!

ADDITIONAL OPPORTUNITIES

Branding = B Networking = N Programing = P

D GROUP OPPORTUNITIES

Available A La Carte for \$3,000

Short Video Promotion Segment to play During Award Dinner

P

*Multiple opportunities
available for sponsorship*

This video promotion slot allows you to showcase your organization or product, while sending a welcome message, congratulations, or message of thanks. Videos should be 2 minutes or less in length, and will loop several times during the Award Dinner. All videos must be submitted for preapproval by DISCUS no later than (30) thirty days prior to the Conference.

Wi-Fi Sponsor

B

Ensure everyone has connectivity during the conference. Recognition in program.

Break Sponsors

B

*Multiple opportunities
available for sponsorship*

Everyone needs to grab a drink and snack throughout the day. Be a sponsor of a break that will be branded with on-site signage.

Floor Clings

B

Floor clings provide an interesting branding opportunity for many brands. With locations throughout the event space, you can utilize floor clings to enhance your marketing goals..

TABLE TOP EXHIBIT OPPORTUNITIES (LIMITED OPPORTUNITIES)

\$2,000 Member / \$3,000 Non-Member

We are offering a few table top exhibit opportunities in the pre-function high traffic area of the Conference. This opportunity affords you the opportunity to showcase yourself to all the attendees pre/post conference activities and during breaks. This is a limited opportunity due to space constraints. Included with each table top exhibitor space is one conference registration.

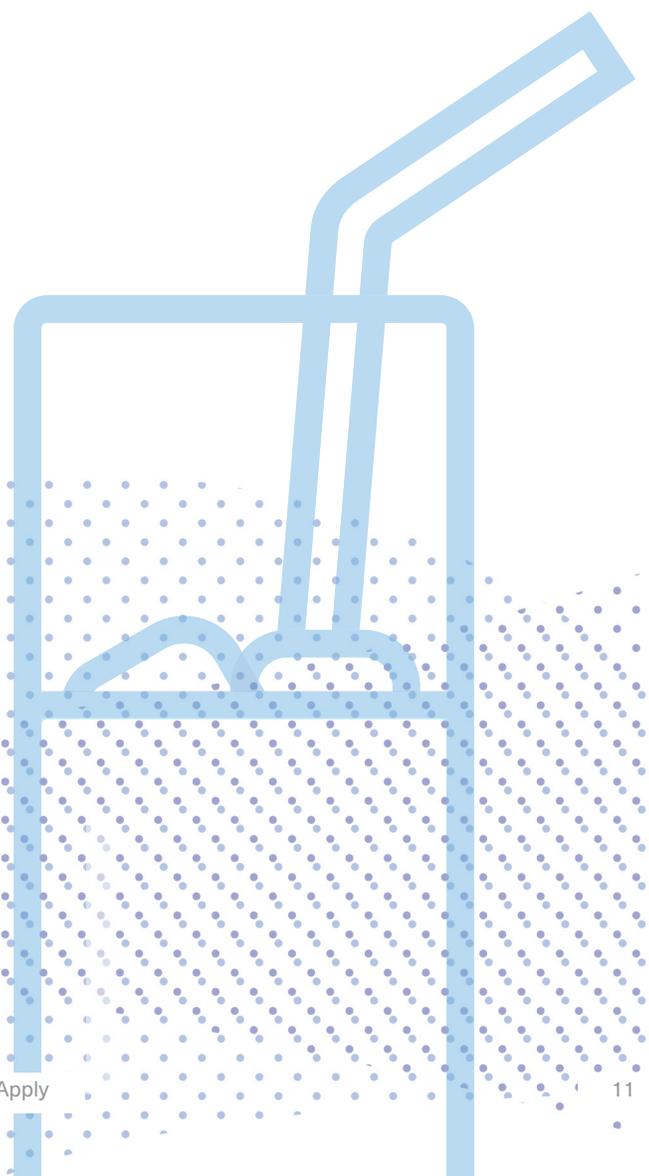
Table Top Exhibitor Hours

Tuesday, February 18

7:30am – 5:00pm

Wednesday, February 19

7:00am – 3:00pm



FINAL PROGRAM ADVERTISING *

Full Page	5.75" x 8.75"	\$2,000
½ Page	5" x 3.875"	\$1,000
¼ Page	2.375" x 3.875"	\$750

TRIM SIZE = The actual size of the program. (5.5" x 8.5")

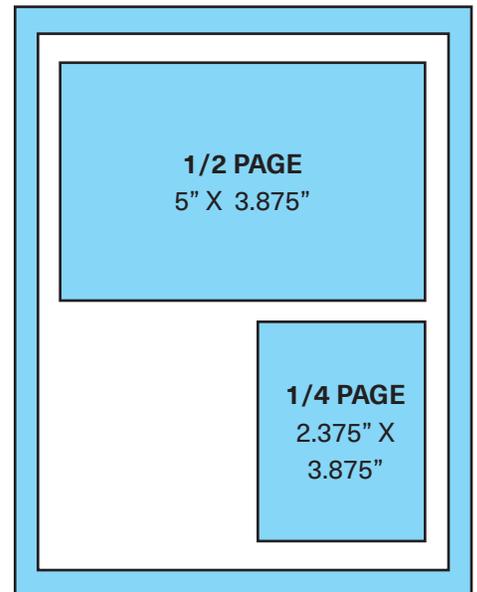
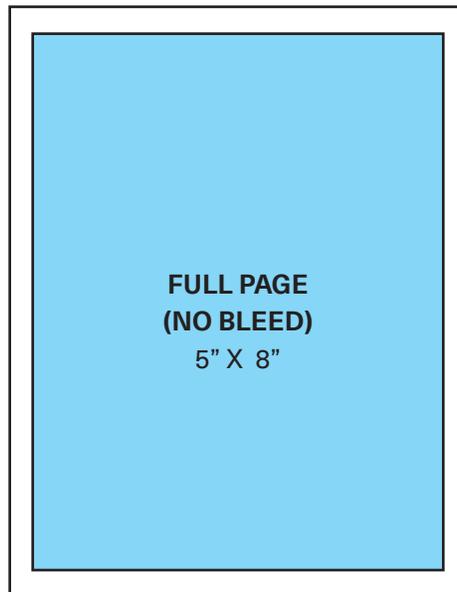
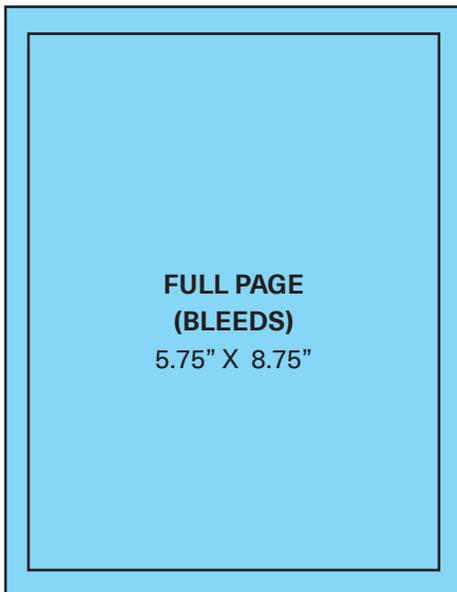
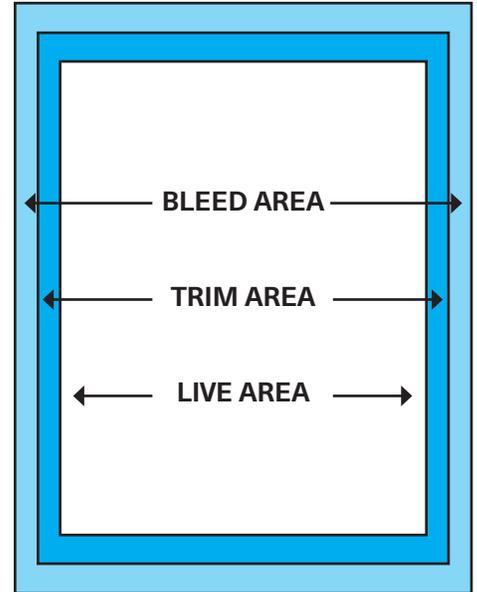
BLEED AREA = The area in which all artwork should extend.

Any image or colored area touching the edge of the *TRIM SIZE* **MUST** be extended 1/8" (0.125") on all sides beyond the TRIM SIZE.

LIVE AREA = Where all your content should stay within, such as Heading, Sub-Heading, Copy, Inset Photos, Contact Info, etc. In most cases, final artwork for full bleed, full-page ads should be sized to 5.75" x 8.75".

Any final supplied art file without proper bleed will be shrunk to fit in the live area, which will cause white area all around the ad. Please keep all live material 1/4" (.25") from the trim on all sides. On two-page spreads, leave 0.5" gutter for all live material.

FULL PAGE TRIM SIZE = 5.5" x 8.5" (for ads with bleeds, add .125" bleed on all sides; 5" x 8" live area, otherwise use FULL PAGE NO-BLEED ad size).



DISCUS INAUGURAL CONFERENCE 2020

Application and Contract for Sponsorship and Table Top Booth Space

STEP 1: INSTRUCTIONS FOR SUBMITTING CONTRACT

To sponsor and/or exhibit at the DISCUS inaugural conference 2020, complete this contract, submit payment per instructions in STEP 5 ("Payment") and provide an authorized signature in STEP 6 ("Contract Terms & Conditions") of this form. Sponsorships and exhibit spaces are assigned on a first-come, first-served basis and after full payment is received.

Questions: Email: conference@distilledspirits.org
Phone: 202-682-8819

STEP 2: COMPANY / ORGANIZATION INFO

Organization Name: _____

Marketing Name (if different from above): _____

This is how your organization's name will appear in our promotional materials.

Website URL: _____

STEP 3: CONTACT INFO

Please provide contact information for the person authorized to make sponsorship decisions, the best point of contact for table top booth logistics, and the billing contact.

Sponsorship Contact(s) and Title(s): _____

Mailing Address: _____

City/State/Country/Postal Code: _____

Phone: _____

Fax: _____

Email: _____

Table Top Booth Contact (s) and Title (s): _____

Mailing Address: _____

City/State/Country/Postal Code: _____

Phone: _____

Fax: _____

Email: _____

Billing Contact and Title: _____

Mailing Address: _____

City/State/Country/Postal Code: _____

Phone: _____

Fax: _____

Email: _____

Application and Contract for Sponsorship and Table Top Booth Space

STEP 4: REQUEST SPONSORSHIP / TABLE TOP BOOTH SPACE

Requested Sponsorship Level:

Request for Table Top Booth:

Total Amount to Pay:

STEP 5: PAYMENT

Payment is due upon submission of contract. DISCUS staff will follow up with payment instructions based on your selected payment method.

Email contract to: conference@distilledspirits.org

Payment Method:

- ACH Transfer
- Check

If Paying by check, please make payable to Distilled Spirits Council of the United States and mail to:

Distilled Spirits Council of the United States
Attn: Conference Sponsorship and Booth Sales
1250 Eye Street, N.W, Suite 400
Washington, D.C. 20005

If paying by ACH please contact conference@distilledspirits.org.

DISCUS INAUGURAL CONFERENCE 2020

Application and Contract for Sponsorship and Table Top Booth Space

STEP 6: SPONSOR & BOOTH CONTRACT TERMS & CONDITIONS

General Terms and Conditions: Company hereby acknowledges and agrees to abide by all policies, rules, conditions, and terms listed in this contract, published online, published in printed materials, or provided with reasonable notice prior to the Conference. Company also agrees to abide by any and all additional policies, rules, conditions, or regulations that are reasonably necessary to the success of the Conference, or the safety, well-being, and interest of the Distilled Spirits Council of the United States (DISCUS), and/or other attendees. DISCUS shall remain the authority to interpret and enforce these rules. All matters not covered by these rules are subject to the discretion of DISCUS. The sponsoring and/or exhibiting organization or its representative who fails to observe these conditions or the terms of the contract may be excluded from this and future events without refund. This agreement shall be governed by and construed in accordance with the laws of the District of Columbia. DISCUS reserves the right to approve or deny any application to sponsor and/or exhibit that does not align with the mission and purpose of the Conference.

CONTRACT TERMS

(Apply to all Sponsors & Exhibitors, hereinafter “Company”)

Application and Contract Information: To reserve a sponsorship or exhibit space, Company must complete the Sponsor/Exhibitor Contract and return it along with full payment. All reservations must be made on the official application. See Right of First Refusal and Space Assignment in the rules and regulations for additional deadlines.

Exhibit Table Top Booth Assignment: No space will be assigned until both the contract and payment are received. Exhibit space will be placed on a first-come first-served basis.

Fees and Payment: Sponsorship and exhibit fees are set per the prospectus and/or through the sales process. A final invoice will be issued with the correct payment amount.

Payment Schedule: Full payment is due within thirty (30) days of submission of the contract or within thirty (30) days of invoicing unless otherwise outlined on the invoice.

Late Payment: DISCUS reserves the right to cancel a sponsorship and/or exhibit space for failure to remit payment per the payment schedule. Any payment not received thirty (30) days of the designated due date or thirty (30) days prior to the event, whichever occurs first, will be subject to interest penalties and could result in termination of benefits.

Cancellation of Contract: Cancellations must be received in writing at conference@distilledspirits.org Cancellation Fees will be calculated on the date the written notice of cancellation is received. In the event Company cancels this Contract, DISCUS shall refund to Company any fees previously paid less the Cancellation Fee, if any, within thirty (30) days of receipt of the cancellation notice. If Company has not previously paid any fees at the time of cancellation, Company shall pay the Cancellation Fee within thirty (30) days of receipt of an invoice therefore.

Cancellations received on or before Friday, November 22, 2019 will be charged a twenty-five percent (25%) fee.

Cancellations received after Friday, November 22, 2019 are non-refundable.

Conflicting Events/Marketing Activities and Advertising: During the period from February 17-19, 2020, Company shall not independently reserve space or otherwise sponsor or host an event, engage in marketing or promotional activities within five (5) miles of the Conference without the prior written approval of DISCUS, which shall not be unreasonably withheld. Company may hold Ancillary Events during the Conference so long as they are previously approved by DISCUS. The nature of any Ancillary Event should keep with the industry focus of the Conference. Companies failing to adhere to this policy may jeopardize their participation at The DISCUS Annual Conference and other future DISCUS meetings. Company shall coordinate space reservations for any Ancillary Event through DISCUS and shall not contact the Hotel

directly to reserve event space. There is a limited amount of meeting space available for Ancillary Events and requests will be considered on a first-come, first-served basis. Event space will only be provided to requesters who are affiliated with the Conference as exhibitors, corporate sponsors, or supporting partner organizations.

Registration and Badges: One full access registration is provided complimentary with each table-top booth exhibit space. Complimentary full access passes for sponsors will be provided as outlined in the sponsorship proposal. All companies wishing to register their personnel in advance must register online prior to the close of online registration. Any additions or changes in registration after this date must take place on-site by the authorized individual(s) listed in Step 3 above.

Admission to DISCUS Conference events is granted only to fully registered and badged attendees.

Official badges must be worn whenever the registrant is in the Conference facilities, and exchange of badges between individuals is prohibited. All badges will show the name and affiliation of the wearer. The general public is not admitted into the Conference.

Liability: Company assumes the entire responsibility and liability for losses, damages, and claims arising out of their activities at the hotel property and at any related Conference events. Sponsors and/or exhibitor will indemnify, defend, and hold harmless DISCUS, the hotel, and the city of Louisville, KY, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims or expenses arising out of its use of the premises, except for any claims, loss, or damages arising directly from the aforementioned entities' own negligence. The sponsor and/or exhibitor understand that neither DISCUS, nor the hotel, nor their agents, maintains insurance covering the sponsor or exhibitor's property. DISCUS and the hotel reserve the right to eject persons from the premises at their reasonable discretion.

Force Majeure: DISCUS shall not be liable for failure to perform their obligations under this contract as a result of fires, strikes, riots, acts of God, or any other cause beyond their control. This Agreement shall terminate in the event that any or all of the Conference venues for event are damaged or destroyed by fire or the elements, or by any other cause, including but not limited to government intervention or regulation, act of god, military activity, strikes or any other circumstances that render it impracticable to hold event or any of its ancillary programs. Sponsoring and/or exhibiting organizations agree to waive any claim for property or other damages in connection with the aforementioned circumstances.

Use of The DISCUS Conference Names and Logos: The names and logos of The DISCUS Annual Conference are the property of DISCUS. References to these including place and dates may be made on corporate advertisements per the event branding guidelines.

EXHIBITOR TABLE TOP BOOTH-SPECIFIC TERMS:

An electronic Exhibitor Service Kit will be distributed with further information on the rules and regulations related to exhibiting at the Conference, including final rules and regulations, display information, labor union regulations, safety and health, service information, and other requirements. It is the responsibility of the main contact and on-site exhibitor representatives or other designated representatives from the exhibiting organization to become familiar with this information.

Security: Any company desiring special security for an exhibit display or any other property belonging to the sponsorship and/or exhibiting organization are responsible for arranging such service. DISCUS and the hotel reserve the right to eject persons from the premises at its reasonable discretion for the safety and security of others.

Insurance: Companies exhibiting as part of the event agree to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance covering themselves for property damage and any acts or omissions which cause bodily injury to any person authorized to be attending the conference or in the hotel during the event. DISCUS shall be named as additional insureds in such policy(ies). Exhibitors must furnish proof of coverage at least thirty (30) days prior to the show.

Compliance and Licensing: Company shall be responsible for abiding by all laws and regulations, including but not limited to obtaining any licenses, permits, or approvals required under local, state, federal, or international law applicable to their activity at the Conference. DISCUS shall not be held liable for any failure by Company to comply with regulations or laws, and Company agrees to indemnify DISCUS for any damages, injury, or liability resulting from failure of Company to comply with all laws and regulations.

DISCUS INAUGURAL CONFERENCE 2020

Indemnification: Company agrees to indemnify on demand and keep indemnified DISCUS and defend at its own expense, and hold DISCUS harmless from and against any and all demands, claims, actions, proceedings, liabilities, costs, expenses (including legal expenses calculated on a full indemnity basis, and all other professional expenses and costs), losses (including but not limited to any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, regulatory penalty, fine or penalties), injury or damages whatsoever incurred or suffered by DISCUS or for which DISCUS may become liable due to any failure by Sponsor/Exhibitor arising out of it or its employees, agents and/or subcontractors.

AUTHORIZED SIGNATURE

Print Name:

Date:

Signature:

(By signing this contract, the sponsoring/exhibiting organization agrees to the Terms and Conditions in STEP 6 of this agreement.)



www.distilledspirits.org



**DISTILLED
SPIRITS
COUNCIL**
OF THE UNITED STATES

**INAUGURAL
CONFERENCE**