DISCUS

Annual Conference

Sponsorship Prospectus

2022 NOLA

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CONVENING LEADING ADVANCING

For the **third year**, DISCUS is bringing together America's spirits industry leaders, decision makers and supply chain partners under one roof so that we can continue working together to build the future of our sector. Connect with spirits business executives at premiere networking events and at our tradeshow.

As an attendee, you will hear the latest on mission critical policies, share best practices, thought leadership, and walk away with tangible insights to help boost your business.

We are proud to host a growing industry event where key stakeholders can share their ideas to drive innovation and succeed in the distilled spirits marketplace.

Who Attends?

- Executive Leaders and decision members from the top spirits suppliers
- Craft Owners and Operators
- Distributors large and small
- Retailers from On and Off Premise
- Key Partners within the supply chain and related businesses

Key Dates & Deadlines

May 1, 2022

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

DISCUS
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SPONSORSHIP Packages

Presenting Sponsor Package

$75,000

This exclusive sponsorship level promises your company maximum visibility.

- 5 Full Access Registrations
- Additional Exhibit-Only passes available for purchase
- 2 seats at the invite-only Board Dinner
- Reserved seating at the Awards Luncheon, Keynote and General Sessions
- Tradeshow Booth 10x10 (exclusive/limited availability)
- Company Logo On-site and website signage
- Social Media Recognition
- Your choice of one additional opportunity from Group A
- Your choice of one additional opportunity from Groups B, C, or D
- Includes compliant exhibitor liability insurance

Host Sponsor Package

$50,000

- 4 Full Access Registrations
- Additional Exhibit-Only passes available for purchase
- 1 seat at the invite only Board Dinner
- Tradeshow Booth 10x10 (exclusive/limited availability)
- Includes compliant exhibitor liability insurance
- Company Logo On-site and website signage
- Social Media Recognition
- Your choice of an additional opportunity from Group B
- Your choice of an additional opportunity from Groups C or D

Diamond Sponsor Package

$25,000

- 3 Full Access Registrations
- Additional Exhibit-Only passes available for purchase
- 1 seat at the invite only Board Dinner
- Tradeshow Booth 10x10 (exclusive/limited availability)
- Includes compliant exhibitor liability insurance
- Company Logo On-site and website signage
- Social Media Recognition
- Your choice of an additional opportunity from Groups C or D

Gold Sponsor Package

$15,000

- 2 Full Access Registrations
- Additional Exhibit-Only passes available for purchase
- Tradeshow Booth 10x10 (exclusive/limited availability)
- Includes compliant exhibitor liability insurance
- Company Logo On-site and website signage
- Social Media Recognition
- Your choice of an additional opportunity from Group D

Silver Sponsor Package

$7,500

- 2 Full Access Registrations
- Company Logo On-site and website signage
- Social Media Recognition
- Your choice of an additional opportunity from Group D

OPPORTUNITIES

Additional

Group A Opportunities

Awards Ceremony

Sponsor will welcome everyone and introduce the event onstage. Your company will be recognized in all relevant marketing materials prior to the event.

Keynote 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.

2 opportunities available to sponsor

Trade Show Floor Sponsor

This opportunity gives you maximum visibility throughout our tradeshow space including branding, floor clings, and onsite signage.

Group B Opportunities

$25,000 A La Carte

DISCUS Event App*

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

Host/Endorse a Panel*

Participate and educate attendees through thought leadership on a subject of your choice at one of our panel sessions.

Networking After Party

Attendees will gather on Wednesday 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.

Group C Opportunities

$10,000 A La Carte

Catch Box Microphone – Q&A Sponsor

Every Q&A session will have your name on it! These innovative microphones will have your logo printed on 2 sides. All Q&A sessions, in general session and breakout sessions, will be announced as sponsored by you!

Wi-Fi Sponsor

Ensure everyone has connectivity during the conference. Your network name and password in addition to any signage with wi-fi instructions.

Breakfast

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.

2 opportunities available for sponsorship

Conference Bags

SOLD

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.

VIP Meeting Room

Dedicated quiet meeting space will be a welcome respite during a busy day of sessions and exhibits. This room will have your company's name associated with it along with onsite signage.

Breakfast Bloody Mary Bar

The breakfast Bloody Mary Bar is sure to be an attendee can't miss event. Promoted on-site signage and a mix or signature recipe of your choosing.

= Deadlines apply

OPPORTUNITIES
Additional

Group D Opportunities

$5,000 A La Carte

Hotel Key Cards*

SOLD

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.

Attendee Lanyards

SOLD

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

Charging Station

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

Hand Sanitizer

Contribute to the health and safety of all conference participants by sponsoring hand sanitizer stations placed throughout the conference and miniature bottles in each attendee's registration bag.

Floor Clings*

Floor clings provide an interesting branding opportunity for many brands. With two (2) locations throughout the event space, you can utilize floor clings to enhance your marketing goals.

Multiple opportunities available throughout the conference

Break Sponsors

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.

Multiple opportunities available throughout the conference

Networking Nook

SOLD

Meet up with others in our Networking Nook, a dedicated space for quick one-on-one meetings.

= Deadlines apply

Exhibit Booth Opportunities

Limited Opportunities

Early Bird:

October 8 2021 - Jan 31 2022

10x10 Booth
Member: $2,900
Non Member: $3,900

10x20 Booth
Member: $4,300
Non Member: $5,800

Regular:

Feb 1 2022 - May 31 2022

10X10 Booth
Member: $3,300
Non Member: $4,400

10X20 Booth
Member: $4,950
Non Member: $6,600

This is a limited opportunity due to space constraints. Included with each space is one conference registration and one exhibit only pass. Included in the booth price is liability insurance which meets all our insurance requirements. See contract terms for additional information.

DISCUS Annual Conference 2022

Application & Contract for Sponsorship & Exhibit Booth Space

STEP 1: INSTRUCTIONS FOR SUBMITTING CONTRACT

To sponsor and/or exhibit at the DISCUS Annual Conference 2022, 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: _____
Trade Show Booth Contact and Title: _____
Mailing Address: _____
City/State/Country/Postal Code: _____
Phone: _____ Fax: _____
Email: _____

Billing Contact and Title: _____
Mailing Address: _____
City/State/Country/Postal Code: _____
Phone: _____ Fax: _____
Email: _____

STEP 4: REQUEST SPONSORSHIP / BOOTH SPACE

Requested Sponsorship Level: _____

Request for Trade Show 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:

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**.

STEP 6: SPONSOR & BOOTH CONTRACT TERMS & CONDITIONS

General Terms and Conditions: The sponsoring and/or exhibiting organization and its representatives (hereinafter "Company") hereby acknowledge and agree to abide by all policies, rules, conditions, and terms listed in this contract, published online on the Conference website, published in printed Conference materials, or as otherwise provided with reasonable notice prior to the Conference; Company also agrees to abide by any and all other applicable policies, rules, conditions, laws, and 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. (Collectively referred to as "Conference Rules") DISCUS shall remain the authority to interpret and enforce any Conference Rules. If Company fails to observe these conditions or the terms of the Contract, they may be excluded from this and future DISCUS 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

Application and Contract: 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.

Exhibit Table Top Booth Assignment: No space will be assigned until both the Contract and payment are received by DISCUS. Exhibit space will be assigned based on order of registration beginning March 1, 2022.
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 payment amount owed.

Payment Schedule: Full payment is due within thirty (30) days of submission of the Contract, or within thirty (30) days of the first day of the Conference, or immediately if submitting the contract within thirty (30) days of the first day of the Conference.

Late Payment: DISCUS reserves the right to cancel a sponsorship and/or exhibit space for failure to remit payment per the Payment Schedule. Any late payment 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 Notice"). 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.

Cancellation Fee: Cancellations received on or before March 1, 2022 will be charged a twenty-five percent (25%) fee. Cancellations received after March 1, 2022 are non-refundable.

Conflicting Events/Marketing Activities and Advertising: During the period from June 8 - 10, 2022. 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 basis.

Registration and Badges: One full access registration is provided complimentary with each 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 New Orleans, LA, 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 BOOTH-SPECIFIC TERMS:

Service Kit: An electronic Exhibitor Service Kit will be distributed with further information on the rules and regulations related to exhibiting at the Conference, including 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.

Conference Contractors: Company agrees to provide and/or install its own trade show booth as more fully described in the Rules and Regulations for Exhibitors and Sponsors. Conference Management has designated official third-party contractors, vendors and service providers (collectively, "Conference Contractors") to provide certain products and/or services for sponsors and exhibitors at the Exhibition (as set forth in the Rules and Regulations for Exhibitors and Sponsors) at then prevailing rates of such Conference Contractors, including, without limitation, drayage, machine moving, garbage, machinery erection, furniture, Sponsorship and floor decorations, signs, photos, telephone and Internet services, computer and audio/visual equipment, electricians, and guard services. Company may engage Conference Contractor to provide such services at Company's sole expense. Company hereby authorizes Conference Management to provide Company's contact information (including, without limitation, contact name, telephone number, fax number and email address) to such Conference Contractors for purposes of providing information about such products or services. Said Conference Contractors will identify themselves with the official conference logo. Company may engage contractors and vendors other than Conference Contractors to provide similar products and/or services only with the prior written consent of Conference Management, approval of which shall not be unreasonably withheld. Conference Management assumes no responsibility or liability for any of the products and/or services delivered by Conference Contractors or any other contractor, vendor or service provider providing such services.

Security: Any Company desiring special security for an exhibit display or any other property belonging to the Company 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.

Exhibitor Insurance: For your convenience, Tradeshow Booth fees include the cost of liability insurance coverage that satisfies all minimum insurance requirements for this event. The liability insurance policies will be procured by DISCUS from Rainprotection Insurance on behalf of each Company and will cover claims of bodily injury liability, property damage liability, personal and advertising injury liability, host liquor, and the litigation costs to defend against such claims. As required for this event, DISCUS and the Hotel will be listed as additional insured parties on the policy. A copy of the Certificate of Insurance will be provided to both the Company and DISCUS by Rainprotection Insurance prior to the tradeshow. The terms of the insurance coverage and other policy terms are included in Exhibit

A. All questions about the scope of the coverage and other policy terms should be directed to Rainprotection Insurance. Companies may procure additional insurance if they so choose.

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.

Indemnification: Company agrees to indemnify 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 processional 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 Company arising out of actions or negligence of it or its employees, agents and/or subcontractors ("Claims and Liabilities"). Company agrees to defend DISCUS against such Claims and Liabilities or pay for the expense of DISCUS to defend against such Claims and Liabilities, at the preference and direction of DISCUS.

Data Protection and Privacy: Company agrees to comply with all data protection and privacy laws in relation to any data collected during or related to the event. DISCUS assumes no responsibility for the data collection activities of the Company. Company agrees to indemnify and hold DISCUS harmless for any and all demands, claims, actions, proceedings, liabilities, costs, and expenses arising out of and related to Company data collection practices. Company agrees to defend DISCUS against such Claims and Liabilities or pay for the expense of DISCUS to defend against such Claims and Liabilities, at the preference and direction of DISCUS.

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.)

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