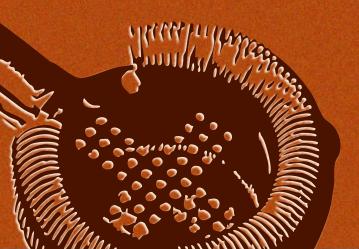


Sponsorship Prospectus

March 3-5, 2026 Omni Louisville Hotel Louisville, KY





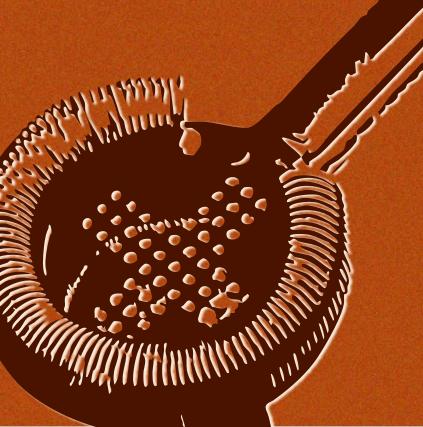
DISCUS annual conference

Convening. Leading. Advancing.

Each year, **DISCUS** brings together distilled spirits industry leaders under one roof to advance progress for our sector. Connect with spirits business executives at premier networking events and 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 the industry's marquee event where key stakeholders can share their ideas to drive innovation and succeed in the distilled spirits marketplace.





Who Attends:

- Executive leaders and decision makers
 - 20% of attendees are C-suite executives
- Representation from the largest spirits producers and brand owners in the world
- Craft owners and operators from nearly 100 different distilleries across the country
- Distributors large and small
- Leading retailers and buyers representing on-and off-premise locations
- Key partners within the supply chain and related businesses
- Top legal and compliance minds from around the world
- Top trade and media outlets
 - Previous attendees included Wine and Spirits Daily, CNBC, CNN Business and Forbes

Presenting

\$100,000 *Limited to 1 sponsor



INCLUDED IN YOUR EXPERIENCE

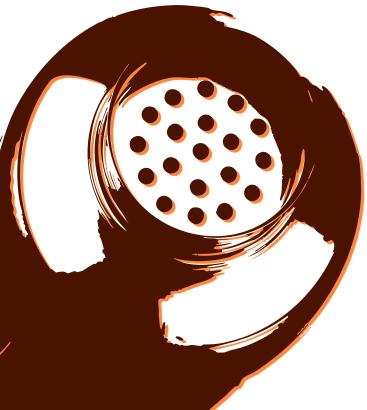
- Two à la carte options of your choosing (see pages 6-8)
- Two tickets to board networking dinner
- One general session speaking role
- Four conference registrations
- Private meeting room or tradeshow booth
- Two dedicated email take-overs
 - Send two messages in your company's voice and branding to registered conference attendees and invitees through the DISCUS email marketing platform
- Additional Branding & Recognition:
 - Three dedicated social media shoutouts
 - Logo on conference website
 - Logo included on sponsor signage (deadlines apply)
 - One dedicated push notification on conference app during conference



Host

\$50,000
*Limited to 3 sponsors





INCLUDED IN YOUR EXPERIENCE

- One à la carte option of your choosing valued at \$10,000 or less (see pages 6-8)
- Two tickets to board networking dinner
- One thought leadership speaking role or tradeshow booth
- Three conference registrations
- Additional Branding & Recognition:
 - Two dedicated social media shoutouts
 - Logo on conference website
 - Logo included on sponsor signage (deadlines apply)





\$25,000

INCLUDED IN YOUR EXPERIENCE

- One à la carte option of your choosing valued at \$5,500 or less (see pages 6-8)
- One ticket to board networking dinner
- One speaking opportunity
- Two conference registrations
- Additional Branding & Recognition:
 - One dedicated social media shoutout
 - Logo on conference website
 - Logo included on sponsor signage (deadlines apply)







À La Carte

OPENING WELCOME RECEPTION

\$20,000

- Exclusive name branding of evening reception
- Branded roll up signage
- Company highlighted on agenda
- Push notification on conference mobile app





INNOVATION SHOWCASE (SOLD OUT) \$20,000

The DISCUS Annual Conference Innovation Showcase highlights the creativity and ingenuity of players in the spirits industry. The "Shark Tank" style process seeks to discover and feature pioneers developing innovations across the entire spirits arena.

- Exclusive name branding of session
- Company highlighted on agenda
- Branded roll up signage
- Brief remarks during the session
- Push notification on the conference mobile app



NETWORKING LUNCH \$2

\$20,000

*Limited to 2 sponsors

Sponsor the networking lunch on the trade show floor for all attendees.

- Branded roll up signage
- Company highlighted on agenda
- Company logo shown on the main screen and called out to the general session audience



WI-FI (SOLD OUT)

\$15,500

Ensure all attendees have connectivity during the conference.

- Exclusive name branding of session
- Company highlighted on agenda
- Branded roll up signage
- Brief remarks during the session
- Push notification on the conference mobile app

À La Carte

BREAKFAST

\$10,500

*Limited to 2 sponsors

Help attendees get off to a great start by sponsoring the most important meal of the day on the trade show floor for all attendees.

- Branded roll up signage
- Company highlighted on agenda as breakfast sponsor
- Company logo shown on the main screen and called out to the general session audience
- Push notification on the conference mobile app





HEADSHOTS (SOLD OUT) \$10,500 (plus photographer fee)

Who doesn't need a new professional headshot to add to their social media channels? This dedicated, high-traffic area can be branded by your company with tangible materials around the photography staging.

- Branded roll up signage
- Company promotional material or giveaway can be placed on table
- DISCUS provides the space
- Push notification on the conference mobile app

DISCUS CONFERENCE \$10,500 MOBILE APP

This app is used to inform attendees throughout the conference regarding updates and schedule.

- Your company's logo will be featured throughout the conference app
- Logo will appear on promotional and onsite materials advertising the app download
- Push notification on the conference mobile app



REGISTRATION SPONSOR

\$10,500

(deadlines apply)

Position your company as one of the first brands conference attendees see by sponsoring the conference on-site registration table and registration page.

- Company logo and hyperlink to company site on conference registration page
- Company logo on all registration announcement e-blasts
- Company logo on registration press release
- Company logo on rollup banner at on-site registration
- Company logo shown on the main screen and called out to the general session audience
- Push notification on the conference mobile app

À La Carte

HOTEL KEY CARDS

\$7,500

Have your company brand in the hands of every conference attendee.

- Your company's logo or message/QR code will appear on the room key cards at the main conference hotel
- Ongoing visibility throughout the conference

LANYARDS

\$7,500

(plus product fee)

Every conference attendee will receive a lanyard with your branding. DISCUS must approve lanyard choice and final proof.

- Branded lanyard with your company's name/logo
- Ongoing visibility throughout the conference

BREAK SPONSOR

\$5,500

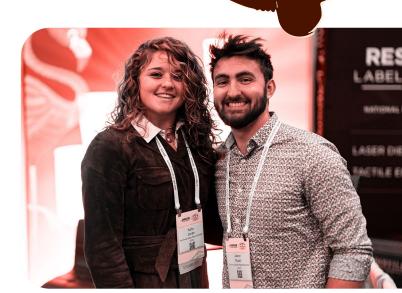
*Limited to 2 sponsors

Everyone needs to grab a drink and snack on the trade show floor.

- Branded roll up signage
- Branded lanyard with your company's name/logo
- Ongoing visibility throughout the conference

MAIN STAGE COMPANY \$5,500 HIGHLIGHT VIDEO

Your 1-2 minute company video will be highlighted between our general sessions while conference attendees are seated.





POST-CONFERENCE E-MAILS

\$4,000

- Company logo and hyperlink to company site on two post-conference emails
 - One dedicated to conference attendees and one sent out to full DISCUS universe of more than 11,000 contacts

Tradeshow Options

TRADESHOW BOOTH

Includes one complimentary conference ticket. All other tickets may be purchased at the regular price.

Sept. 15 - Nov. 21, 2025

- Early Bird Member Booths \$4,000
- Early Bird Non-Member Booths \$5,000



Nov. 22, 2025 - Feb. 4, 2026

- Member Booths \$5,000
- Non-Member Booths \$6,500



CONFERENCE TICKET PRICES

Sept. 15 - Nov. 21, 2025

- Early Bird Member Tickets: \$1,175
- Early Bird Non-Member Tickets: \$1,325
- Government Tickets: \$795

Nov. 22, 2025 - Feb. 4, 2026

- Member Tickets: \$1,475
- Non-Member Tickets: \$1,625
- Government Tickets: \$795



DISCUS annual conference



Sponsor & Tradeshow Contract Terms

General Terms and Conditions: The sponsoring 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, wellbeing, 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 that does not align with the mission and purpose of the Conference.

APPLICATION & CONTRACT FOR SPONSORSHIP & EXHIBIT BOOTH SPACE

March 3-5, 2026 | Omni Louisville Hotel | Louisville, KY

STEP 1: INSTRUCTIONS FOR SUBMITTING CONTRACT

To sponsor and/or exhibit at the DISCUS Annual Conference 2026, 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 are assigned on a first-come, first-served basis and after full payment is received.

Email any questions to: membership@distilledspirits.org

Phone: 202-718-4010

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

contact.						
Sponsorship Contact(s) and Title(s):						
Mailing Address:						
City:	State:	Countr	Ϋ́:	Postal Code:		
Phone:	Fax:	Email:				
Billing Contact and Title:						
Mailing Address:						
City:	State:	Countr	Ϋ́:	Postal Code:		
Phone:	Fax:	Email:				
STEP 4: REQUEST SPONSORSHIP						
Requested Sponsorship Level:			Total Amount to Pay:			

Please provide contact information for the person authorized to make sponsorship decisions and the billing

STEP 5: PAYMENT

Upon receipt of your signed contract, DISCUS will follow up with an invoice including payment methods (ACH, wire transfer or check). If you would like to pay via credit card, an additional processing fee will be charged to you. Payment is due upon invoice.

Email contract to: membership@distilledspirits.org

If paying by check, please make payable to:

Please mail to:

Distilled Spirits Council of the United States

Distilled Spirits Council of the United States 101 Constitution Ave NW, 350 West

Washington, D.C. 20001

SPONSOR & TRADESHOW CONTRACT TERMS

Application and Contract: To reserve a sponsorship, Company must complete the Sponsor Contract and return it along with full payment. All reservations must be made on the official application.

Fees and Payment: Sponsorships 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 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 January 6, 2026 will be charged a twenty-five percent (25%) fee. Cancellations received after January 6, 2026 are non-refundable.

Conflicting Events/Marketing Activities and Advertising: During the period from March 3-5, 2026, 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. The 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: Complimentary registration 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. 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 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 understands that neither DISCUS, nor the hotel, nor their agents, maintains insurance covering the sponsor'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 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.

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.

TRADESHOW AND OTHER EXHIBITOR BOOTH-SPECIFIC TERMS:

IN ADDITION TO THE PROCEEDING TERMS, THE FOLLOWING PROVISIONS APPLY TO THOSE PARTICIPATING IN THE TRADESHOW OR ANOTHER EXHIBITOR BOOTH ACTIVITY.

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: Any Company participating in exhibit installation beyond the scope of coverage by Conference Contractor and/or providing tastings at the Conference must attain liability insurance coverage. If Company must attain liability insurance coverage, that insurance must cover any and all claims required by the Hotel. Any Company providing tastings must meet the coverage requirements listed in the Hotel Hold Harmless Agreement. As required for this event, DISCUS and the Hotel must be listed as additional insured parties on the policy. A copy of the Certificate of Insurance must be provided to both DISCUS and the Hotel by Company at least seven (7) days prior to the tradeshow. 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, 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.

COMPANY / ORGANIZATION INFO

Print Name:	Date:
Signature:	

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

