

Michigan
International
Wine Expo



April 11 & 12, 2008

Diamond Ballroom
Rock Financial
Showplace

What Is The Michigan International Wine Expo?

How Can It Benefit My Company?

The Michigan International Wine Expo is a unique fine wine and gourmet food experience, featuring wine tasting and seminars along with sampling from the area's premier restaurants.

The Michigan International Wine Expo is an excellent venue to showcase your company to a desirable demographic audience. Seventy per cent of attendees of wine expos report income over \$75,000, with over one-third purchasing over 11 bottles of wine per month. Upscale, educated consumers will be on-site to sample wine, food and purchase exceptional products and services.

The Michigan International Wine Expo will be held in the Diamond Ballroom at the Rock Financial Showplace, conveniently located off of I-96 and targets a marketplace of over 7 million people. Located in Novi, Michigan, this state-of-the-art convention facility is the ideal location, drawing from affluent metropolitan Detroit suburbs and within minutes of 70% of Michigan's population.

A multi-level marketing campaign will draw an anticipated attendance of 2,000 attendees for the 2007 show. Through radio, television, print, and e-mail marketing, **Your Company** will receive excellent exposure participating in the event as a sponsor. On-site television and radio broadcast will be aired ensuring a steady stream of attendees.



Presenting Sponsorship of The Michigan International Wine Show

- **Your Company** logo on all print advertising as "Presenting Sponsor of The Michigan International Wine Expo" in all newspaper and magazine advertising, posters and tickets.
- **Your Company** logo and sponsor mentions in market-wide cable television advertising & radio advertising
- Your Company highlighted during all on-site broadcasts
- **Your Company** logo and links included on our website and included in all e-mail blasts
- Prominent exhibit area at The Michigan International Wine Show
- Signage at the event, including banner display
- Individual hospitality room adjacent to exhibit floor for your use
- Fifty complimentary tickets to The Michigan International Wine Expo

Client Signature & date

Show Promotions LLC Representative

NET INVESTMENT: \$10,000

Supporting Sponsor (2 available)

- **Your Company** logo on all print advertising as "Supporting Sponsor of The Michigan International Wine Expo" in all newspaper and magazine advertising, posters and tickets.
- **Your Company** logo displayed in market-wide cable television advertising
- **Your Company** logo and links included on our website and included in all e-mail blasts
- Prominent exhibit area (20' x 20') at The Michigan International Wine Show
- Signage at the event, including banner display
- Twenty complimentary tickets to The Michigan International Wine Expo

Client Signature & date

Show Promotions LLC Representative

NET INVESTMENT: \$5,000

Automotive Sponsor

- **Your Company** logo on all print advertising as "Official Automotive Sponsor of The Michigan International Wine Show " in newspapers and magazine advertising, posters and tickets (20,000 complimentary passes)
- **Your Company** logo displayed in market-wide Cable Television advertising and mentions on all radio advertising
- **Your Company** logo and links included on our website and included in all e-mail blasts
- Four displays for vehicles on the Expo floor located in prime locations
- Significant signage at the event, including banner display (provided by your company)
- Twenty complimentary passes for distribution to your clients

Client Signature & date

Show Promotions LLC Representative

NET INVESTMENT: \$5,000