



Exhibitor Opportunities 2020



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The Wine Gang are three of the UK's best-known and loved wine critics on a joint mission to help British wine lovers buy smarter and drink better!

We host consumer tastings throughout the year, for thousands of wine-loving visitors spanning across a uniquely diverse demographic range.

The Gang's website thewinegang.com attracts 20,000 unique visits monthly. Each month The Gang team upload wine recommendations and publish blog posts with tips and juicy content. Our content focuses on the wines and profile of our exhibitors.

Collectively The Wine Gang enjoy an impressive monthly reach of over 4.5 million consumers via quality titles such as The Observer, Decanter, Harpers, The World of Fine Wine, The Financial Times How to Spend it online, House & Garden and Waitrose Drinks magazine. They also reach nearly 50,000 Twitter followers.

2019 was a great year of vibrant and intense activity. We hosted the first edition of our Champagne & Sparkling Wine Festival, with a full house and to much acclaim. Our Winter and Summer Festivals (to which we introduced a split-session model, thus doubling the number of attendees) were roaring, sold-out successes. And our return to Leeds could not have left us happier nor more eager to return!

The innovation and evolution will continue in this new year (and decade!) with new events, different formats and more diverse content on our website and social media. This of course will open new ways to partner with and offer exposure to our exhibitors.

We look forward to working with you in the challenging and exciting times ahead!

Why Exhibit with us?

Build your customer base

- Opportunity to meet hundreds of potential new customers
- Share your passion and knowledge about your wines
- Bottle sales on the day and case orders for future delivery
- Collection of visitor data
- Exposure to The Wine Gang's audience and loyal following

Increase your brand exposure

- Meet The Wine Gang and introduce them to your portfolio
- Benefit from social media activity leading up to, during and after the event
- See your brand showcased in event-dedicated blog posts
- Promotion and brand exposure on both specialised and generic media
- Your company details will be listed on thewinegang.com
- Further dedicated promotional opportunities - print and online - for your brand and products

Rely on high end details and logistics

- Full editorial page and wine list in the Tasting Brochure available both in print and digital format
- White table linen, table top sign, water, water biscuits, ice, spittoons all included
- Schott Zwiesel (main sponsor) tasting glasses provided for all
- Wine specialised Editorial and Operations Team offering full and dedicated support

Be the first on the list

- Be first in the queue to come back and do it all again next year!

"Great organisation, Brilliant to have stockists in the catalogue, Good profile of visitors, staff were so helpful ... Enjoyed chatting to Jo, Ant and David, great the way they circulated and came to taste at the table."

Patricia Parnell, Royal Tokaji



"I really liked that members of The Wine Gang gave tours of the show and highlighted key/interesting wines from our selection. The whole event was really well organised."

Marks & Spencer



Our key Events for 2020



Champagne & Sparkling Wine Spring Festival

30th April 2020 - 6:00pm - 9:00pm

The Lansdowne Club - London W1J 5JD



London Summer Festival

20th June 2020 - 12pm - 7pm

(2 sessions - 12-3pm and 4-7pm)

Venue tbc



Leeds Autumn Festival

3rd October 2020 - 12pm - 4pm

Aspire Leeds - 2 Infirmary St, Leeds LS1 2JP



London Winter Festival

21st November 2020 - 12pm - 7pm

(2 sessions - 12-3pm and 4-7pm)

Venue tbc



CHAMPAGNE & SPARKLING WINE SPRING FESTIVAL

When: **30th April 2020 - 6:00 - 9:00pm**

Where: **The Lansdowne Club, Mayfair - London EC2R 8HP**

Capacity: **150 attendees**

Admission tickets £35 per person (or two tickets for £60) *

Tickets through www.thewinegang.com, Eventbrite, Instagram and Facebook

** Promotional prices are offered via some ticket sales partners*

CHAMPAGNE & SPARKLING WINE SPRING FESTIVAL

We are hosting the second edition of our Champagne & Sparkling Festival, after a sold-out and definitely bubbly first iteration!

A Spring celebration of all things Fizz in the one of London's classiest addresses.

We'll showcase a selection of 100 champagnes and sparkling wines from around the world for guests to taste alongside canapés, served throughout the evening.

The Gang will be at hand to offer guidance and tasting guidelines.

This is an evening event, happening on a Thursday, designed to be a post-work gathering to welcome long, warmer days and offer our guests all the opportunities they'll need for wedding, anniversary and summer fizz planning.

Rates and Formats

£90 per showcased SKU
(maximum 6 references)

£400 Full page advertisement in Tasting Brochure

£450 Full page cover/back-cover in Tasting Brochure

£450 Full width banner on event's website

* contact us for other/customised promotional formats



LONDON SUMMER FESTIVAL

When: **20th June 2020 - 12:00 - 7pm**

(split in two sessions - session#1: 12-3pm; session#2: 4-7pm)

Where: **venue tbc**

General Admission tickets £22 per person *

Masterclass tickets are purchased separately

Tickets through www.thewinegang.com, Eventbrite, Instagram and Facebook

** Promotional prices are offered via some ticket sales partners*



LEEDS AUTUMN FESTIVAL

When: **3rd October 2020 - 12:00 - 4pm**

Where: **Aspire Leeds - 2 Infirmiry St, Leeds LS1 2JP**

Capacity: **500 attendees**

General Admission tickets £22 per person *

Masterclass tickets are purchased separately

Tickets through www.thewinegang.com, Eventbrite, Instagram and Facebook

** Promotional prices are offered via some ticket sales partners*



LONDON WINTER FESTIVAL

When: **21st November 2020 - 12:00 - 7pm**

(split in two sessions - session#1: 12-3pm; session#2: 4-7pm)

Where: **tbc**

Capacity: **550 attendees/session**

General Admission tickets £22 per person*

Masterclass tickets are purchased separately

Tickets through www.thewinegang.com, Eventbrite, Instagram and Facebook

** Promotional prices are offered via some ticket sales partners*

LONDON SUMMER/WINTER FESTIVAL LEEDS AUTUMN FESTIVAL

Our seasonal London and regional Festivals have become a compulsory date on the calendars of exhibitors and guests alike.

2019 was an exciting year with all events sold out well in advance and a significant increase of our younger audience.

In response to the increasing demand and to make these events better experiences for all exhibiting and attending we introduced a split-session format for the Summer and Winter Festivals (session#1: 12-3pm; session#2: 4-7pm).

This allowed exhibitors to have a better customer-facing experience, balance your staff's effort, benefit from more dedicated promotion opportunities (Pop-ups, Masterclasses, etc) and substantially increase exposure.

In 2020 we will again return to Leeds, after being enthusiastically welcomed back in 2019! A unique group of exhibitors and extremely engaged guests made it a date to remember and we're very much looking forward to heading north again.



LONDON SUMMER/WINTER FESTIVAL LEEDS AUTUMN FESTIVAL

Rates and Formats

£850 Single table of max 12 wines*

£1,500 Double table of max 24 wines*

£90 per wine in shared table and/or dedicated area
(minimum 2 wines, maximum 6)

£400 Full page advertisement in Tasting Brochure

£450 Full page cover/back-cover in Tasting Brochure

£450 Full width banner on event's website

£550 Pop-up Presentation
(includes full page ad in Tasting Brochure)

£1000 Masterclass
(includes full page ad in Tasting Brochure and banner on event's website)

Food Exhibitors – rates dependent on format and volume

LONDON SUMMER/WINTER FESTIVAL LEEDS AUTUMN FESTIVAL

Ads in the Tasting Brochure

Every visitor is given a glossy A5 booklet to help them navigate the wines and make notes in. Make sure you stand out with a full-page add.

The tasting brochure is designed exclusively for each event and professionally printed in full colour.

£400 internal pages / £450 front/back cover
(£100 discount per page for multiple bookings)

Website banners

Each event has a dedicated page on our website listing all exhibitors and through which tickets are sold.

A full-width banner linking to content of your choice will allow your brand to stand out and actively direct visitors to your page, products and offers.

£450
(£100 discount per banner for multiple bookings)

LONDON SUMMER/WINTER FESTIVAL LEEDS AUTUMN FESTIVAL

Pop-up Presentations

Are there key messages about your wines that you want the visitors to take home on the day?

A pop-up presentation is a dynamic way to engage and generate customer awareness.

The Wine Gang will present between 4-6 wines in a dedicated presentation area for 25 minutes.

Pop-up presentations are:

- Free for visitors to attend, informal in style and very popular;
- serviced with water, water biscuits and pourer;
- inclusive of dedicated editorial in Tasting Brochure;
- advertised at the table with company logo.
- possible to be held in separate room for a more focused engagement.

£550 per session

(£100 discount per session for multiple bookings)

LONDON SUMMER/WINTER FESTIVAL LEEDS AUTUMN FESTIVAL

Masterclasses

The Wine Gang have a reputation for delivering exceptional and highly anticipated masterclasses.

We will hold 2 to 6 masterclasses at each of our festivals, each 45 minutes long.

Masterclasses are inclusive of:

- All tasting and AV equipment;
- Pouring staff and masterclass manager;
- dedicated editorial in Tasting Brochure
- Consultation with The Wine Gang to finalise theme and wines;
- A member of The Wine Gang to introduce and thank your speaker
OR to present the session for you;

[we recommend showcasing 6-8 wines]

£1000 per session

(£100 discount per session for multiple bookings)



LONDON SUMMER/WINTER FESTIVAL LEEDS AUTUMN FESTIVAL

Independent & Dedicated Areas

Independent & Dedicated Areas (I&D) are a great opportunity for producers or independent retailers to share the cost of exhibiting and a huge draw for our wine-savvy punters seeking the exclusive and the unexpected.

Following the smashing success of the **English Wine Zone** at our Winter Festival 2018 we built on this offering with the **Sake Zone** at our Summer Festival 2019.

I&D Exhibitors will have their wines showcased at a sign-posted and permanently staffed area.

All wines will be listed on a shared page in the Tasting Brochure. In addition, entrants can provide flyers or literature (max size A4) to be placed at the table(s).

Entrants of 2+ wines can provide one pourer if desired;

Entrants of 3+ wines can provide a free-standing poster to position next to the table;

Wines can be sold on the day.

£90 per wine (min 2, max 6)



We would love to hear from you!
Please get in touch with our team.

We're happy to discuss the best formats to suit your audience and budget.

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THE WINE GANG

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