



A TWO DAY CELEBRATION OF THE FINEST SPIRITS, COCKTAILS AND MIXERS.

The Spirit Show will bring together the world's finest spirits with some of the world's best bartenders and key buyers.

Brought to you by a team with over 30 years' experience in the business.



THE SPIRIT SHOW

BUSINESS DESIGN CENTRE
— LONDON —

THE ULTIMATE TASTING EVENT

22-23 NOVEMBER 2018

WHAT'S NEW FOR 2018?

2018

This year we're delighted to announce **SPIRITS LIVE**. This exciting new feature will give visitors a chance to learn from the best in the business. Talks will be curated and hosted by **Dean Callan**, world renowned Bar Tender and Global Brand Ambassador.



WHO WILL I MEET?

Bar Owners/Managers, Retail Buyers, F&B Managers, Distributors/Agencies

The 2017 show welcomed **DECISION-MAKERS** from the likes of Gaucho, Waitrose, Hilton, Radisson Blu, Mahiki, The Ivy and many more.

BEYOND THE SHOW



We'll make your marketing budget got further

All exhibitors are supported via social media – **8000 followers** and growing - with our regular email newsletters to our database of over **10,000 trade professionals**. Our support doesn't end when the show is over.

WHY DO I NEED TO BE THERE?



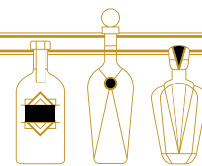
- A unique opportunity to reach out to both **TRADE** buyers and high-end consumers all under one roof.
- The only trade event of its kind **dedicated to spirits**. Your product will not be lost amongst hundreds of exhibitors from unrelated food and drink categories.
- The perfect show for new and established brands to find distributors, network and put their brand in front of some of the world's leading bartenders.
- Our exhibiting packages suit all budgets, particularly if your product is new to the market or your business is new to exhibiting.

HOW MANY VISITORS WILL ATTEND? **7000+**

7000+ BUYERS, INFLUENCERS & VIPS

Our carefully **targeted marketing plan** and strict trade registration policy will ensure that only visitors with decision-making authority will attend the event.

WHO ELSE WILL BE EXHIBITING?



As **THE ONLY TRADE SHOW** focusing on premium spirits, new and established brands and distributors will all be there. Exhibitors already confirmed this year included High-Spirits, Cellar Trends, Brown Forman, Warner Edwards and Real Cocktail Ingredients.

EXHIBITING RATES

Stands are available to **suit all budgets** - whether you're a first-time exhibitor, established brand or major distributor.

SPACE ONLY: £225 per sqm

SHELL SCHEME: £300 per sqm

Take your brand beyond your stand with one of our **sponsorship opportunities**. Starting from just £750

WWW.THESPIRITSHOW.CO.UK

Contact us for more information

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