



THE
SPIRIT
SHOW
— LONDON —

THE ULTIMATE TASTING EVENT

9-10 DECEMBER 2016

BUSINESS DESIGN CENTRE

ABOUT

The Spirit Show London is the UK's first consumer show for the premium spirits market.

It will be the only consumer event to cover multiple product categories:

- o Whisky
- o Gin
- o Vodka
- o Rum
- o Other drinks categories
- o Associated food
- o Bars, restaurants & destinations

The Spirit Show will take place at the peak buying time in the run up to Christmas. In 2015 £200m was spent on Spirits in the first 2 weeks of December, £7m up on 2014.

Two square glasses filled with amber-colored whisky and several large ice cubes. The glasses are sitting on a dark, textured wooden surface. The background is blurred, showing what appears to be a bar or restaurant setting with warm lighting.

THE UK'S ULTIMATE TASTING EVENT

ABOUT

The Ultimate Tasting Experience, will offer visitors a perfectly-timed opportunity to taste and buy your product in the run up to Christmas.

As more companies enter the premium spirits market it is vital that your customers build a relationship with your product. There is no better way to do this than through face-to-face marketing.

Coupled with delicious food and first-class entertainment, The Spirit Show will give visitors a chance to meet the companies behind their favourite premium spirits and build a stronger connection with them.

As well as live music and entertainment the show will also include an exciting mix of:

- o Tasting masterclasses
- o Mixology demonstrations
- o Food and drink pairing classes
- o Cooking demonstrations

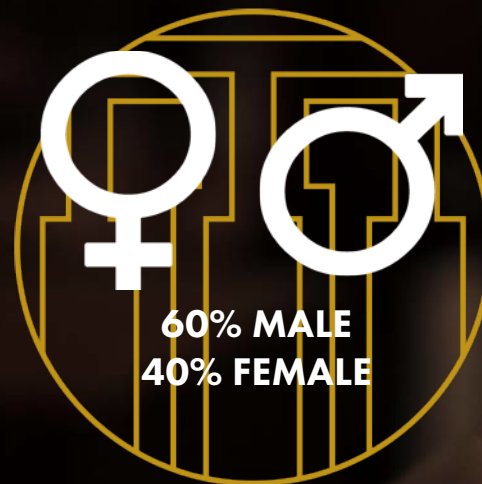
OUR VISITORS

The Spirit Show is expected to attract 10,000 visitors. Growing consumer confidence is being led by London and the South-East so the show is well placed to target these consumers.

As well as couples and groups of friends, the show is well-timed to cater for corporate groups and client-entertaining in the run up to Christmas.

These visitors will be targeted through an extensive marketing campaign to include but not limited to:

- National press
- London press
- Magazine advertising
- Advertising throughout the London Underground network
- Direct marketing to companies in the City



THE VENUE

The Business Design Centre, Islington, London

- The venue is on Upper Street in the heart of Islington, surrounded by great bars and restaurants. It is also the main shopping area for the residents of Islington.
- Islington is in the top 10 of London's most affluent boroughs, with average income per person in excess of £50,000.
- The BDC is easily accessible by road with the infrastructure surrounding the building making for a hassle-free build-up and breakdown for exhibitors.
- The venue is very well connected by public transport, making it easy for visitors to get to and from the venue without driving.



THE PACKAGES

Our packages are designed to make exhibiting as straightforward and cost effective as possible. We take the hassle out of setting up your stand. All you need to provide is your staff and your product samples, we'll do the rest.

Space only - £199 per sqm

Premium Bar Package – £2000

6sqm of space, 2m bar, 3m back wall (exhibitor to supply own branding), nameboard

Super Premium Bar Package – £2400

6sqm of space, 2m bar, 3m branded back wall, nameboard - includes printing, delivery and installation of graphics

Ultra Premium Bar Package – £2500

6sqm of space, 2m bar, 3m branded back wall, nameboard, poset table and 2 stools - includes printing, delivery and installation of graphics

Sponsorship -

A number of sponsorship packages are available around the show. These are perfect for taking your brand beyond your stand and ensuring extra coverage before, during and after the show. For more information contact a member of the team.



THE TEAM

The team behind the new Spirit Show has over 25 years experience in organising large-scale consumer events at some of the biggest venues in the UK.

For more information about how to put your product in front of thousands of affluent, discerning consumers please contact a member of the team:

Exhibiting enquiries:

James Elliott – Sales Manager
James@TheSpiritShow.co.uk

Sponsorship enquiries:

Geraldine Reeve – Show Director
Geraldine@TheSpiritShow.co.uk

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Website: [www.The SpiritShow.co.uk](http://www.TheSpiritShow.co.uk)

SEE YOU AT THE SHOW



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