



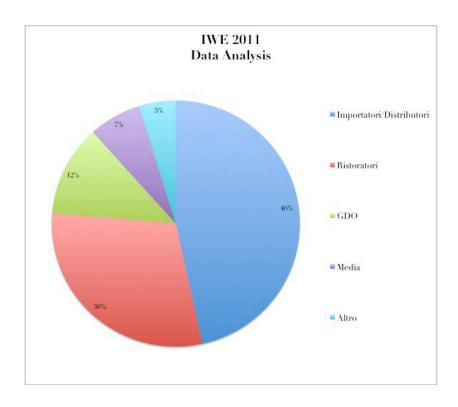
# **International Wine & Fine Foods Expo**

Bridgeport Art Center, Chicago October 25th - 26th, 2016



The first edition of the IWE, which took place at the Carmichael's Exhibition Hall, saw the participation of about 300 buyers (292). During the three day exhibition, attendee participation peaked on the second day. Here's the report of the attendees divided by category of buyer.

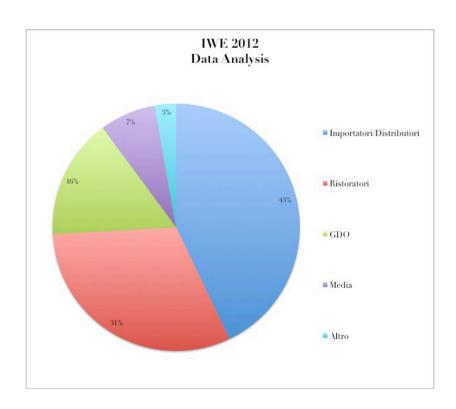
Type of buyer	Registered Attendees
Importers/Distributors	136
Restaurants/Food Service	87
GDO	35
Media	20
Other	14



The second edition of the IWE was also hosted at the Carmichael's Exhibition Hall and included the participation of about 250 buyers (247) distributed over the 2 days of exhibition, with a slightly higher attendance during the second day.

Here's the report of the attendees divided by typology of buyer.

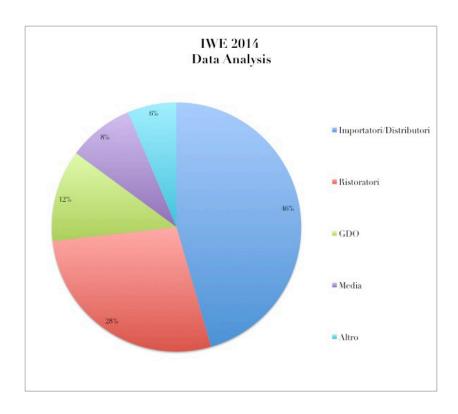
Type of buyer	Registered Attendees	
Importers/Distributors	106	
Restaurants/Food Service	77	
GDO	39	
Media	18	
Altro	7	



International Wine & Fine Food Expo 2014 took place at the Bridgeport Art Center, with the participation of about 250 buyers (247) distributed over the 2 days of exhibition, with a slightly higher attendance during the second day.

Here's the report of the attendees divided by typology of buyer.

Registered Attendees	
107	
65	
28	
20	
15	

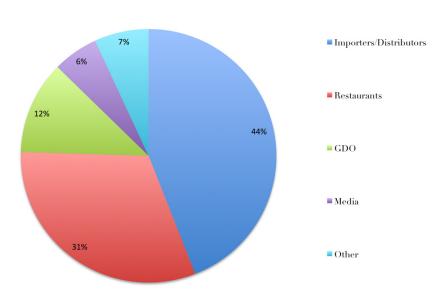


International Wine & Fine Food Expo 2015, hosted for the second year in a row at the Bridgeport Art Center, saw an increase in the number of attendees compared to the previous edition (261). Once again, the show was hosted over 2 days, with a higher attendance registered during the second day.

Here's the report of the attendees divided by typology of buyer.

Type of buyer	Registered Attendees	
Importers/Distributors	115	
Restaurants/Food Service	82	
GDO	31	
Media	15	
Altro	18	







# **Exhibiting Space**

### Chicago

Bridgeport Art Center. October 25th-26th, 2016

The new format of IWE in Chicago was conceived with an idea of creating a space where exhibitors can create meaningful relationships with potential partners in a relaxed environment. The exhibiting space is designed like a living room, and includes:

- One couch
- One table
- One sign
- Lights
- One trash can
- One socket.

**Price \$ 3,500** 

#### Price includes:

- Electrical power
- Cleaning. Basic service includes emptying the garbage cans and floors cleaning every night after the end of the show.
- Security. Basic service includes general surveillance of the exhibition area (product surveillance is not included)
- Product moving within the trade show area

#### Due Date

The participation forms will have to submitted by September 1<sup>st</sup>, 2016.

### Terms of payment

50% deposit is expected at contract signing; the remaining amount is due by October 1<sup>st</sup>, 2016.

Note. The participation price doesn't include:

- Customized layout and/or additional furniture.
- Insurance. Exhibitors' products are not insured. The exhibitor is the solely responsible for damages, theft or loss of the product.

# Extras

## Additional Furniture

Additional couch	\$ 300.00
Side table (4')	\$ 140.00
Chair	\$ 30.00
Shelf	\$ 180.00
Window Fridge, 23cu. ft	\$ 510.00
Fridge, 23cu. ft	\$ 510.00
Horizontal freezer, 14cu. ft	\$ 320.00

## **Additional Services**

Interpreter	\$ 575.00
Hostess	\$ 400.00

# **Activities**

# **Cooking Demonstration**

During the cooking demonstration the products selected by the exhibitor will be used by a local chef to create or pair a recipe selected by the exhibitor.

Price \$ 5,000.00

# **Master Class (Tasting)**

The master class will consist of expert presentation of exhibitor's product to 30-40 matching buyers.

**Price** \$ 11,400.00

#### **Seminars**

Seminars are educational workshops conducted by experts in the food and wine industry. Participant exhibitors will receive key insights regarding the US food and wine market.

Price \$ 3,000.00



International Wine & Fine Foods Expo

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