

Participation Packet



June 25 - 27

WINE COUNTRY BUILDERS SHOW

*Located in Historic Downtown McMinnville,
the Heart of Oregon Wine Country*

*Through collaboration with key stakeholders,
The Mission of the Wine Country Builders Show is to connect, highlight and educate
traded sector, construction industry and affiliated trade professionals working
in the heart of Oregon Wine Country.*

Thank you for your interest in the first annual Wine Country Builders Show, located in Historic Downtown McMinnville. The 2021 inaugural show will be complete at just fifty highly-curated trades.

The Wine Country Builders Show will be much like a typical industry trade show, but with an unbeatable location, top-notch educational opportunities, and a significant local impact for businesses and charity. The event will be open to the public, with a no-cost admission. McMinnville's historic 3rd Street will be bustling with excitement and vitality all weekend long.

Mission

Through collaboration with key stakeholders,
The Mission of the Wine Country Builders Show is to connect, highlight and educate
traded sector, construction industry and affiliated trade professionals working
in the heart of Oregon Wine Country.

Benefits

Lead Generation:

Generate leads for customers, employees and multi-trade collaborations

Networking:

Meet other contractors, dealers, manufacturers and related service professionals you can lean on, learn from and possibly conduct business with

Employee Recruitment:

Gain valuable employee leads and connect with organizations specializing in employment

Exposure:

Generate awareness for your business and its services through dynamic social media and print advertising, face-to-face exposure, networking events and educational sessions

Education:

Participate in education seminars, tours and demonstrations on new technologies, trends. Gain continuing education credits through Oregon Building Codes Division

Brand Strengthening:

Strengthen your brand through exposure amongst other highly respected tradespeople and show the community that you care about building a strong Wine Country-together

We understand that recruiting is extremely challenging right now. Part of our outreach will involve working with government, educational, and for-profit businesses involved in the employment arena. Our goal is to try to assist the trades in recruiting and retaining fantastic employees.



Community Good

Proceeds from the Wine Country Builders Show will benefit local affordable and alternative housing efforts. For its inaugural year, the committee has elected to donate the 2021 proceeds to Turtle Dove Shelters, Inc.

Turtle Dove Shelters

This non-denominational organization is committed to helping individuals, groups and faith communities provide shelter for homeless individuals through the design, construction and donation of portable and semi-permanent shelters. These shelters are available to those in need at no cost.

The Wine Country Builders Show is excited to donate booth space to Turtle Dove Shelters! They will be able to display their product and build awareness throughout the entire weekend. We will have several fundraising opportunities and hope to donate a total of \$10,000 by the end of the show!



Our goal this year is to donate \$10,000 to Turtle Dove Shelters. Help us reach our goal!

Donated Vendor Space

Additionally, the Wine Country Builders Show supports the community by providing a number of free and discounted promotional opportunities for emerging businesses, youth-launched businesses, businesses facing massive barriers to entry, and industry-focused charity organizations.

Supporting Local Businesses

To contribute to the economic vitality of downtown businesses, the show is not inviting outside food and beverage vendors and will be hosting many small and large gatherings in adjacent partnering businesses. Additionally, Many vendors and sponsors will be located inside partnering businesses along 3rd Street, which brings meaningful conversations indoors and allows the storefronts to thrive.

Meet the Team



EVENT CHAIR

Shannon Thorson
The PNW Agency



Chair of VENDOR EXPERIENCE

Melissa Jensen

STAKEHOLDERS

Regional Industry Leaders
Local, State & Federal Government
Public, Trade Schools & Higher Education
Elected and Appointed Officials



Chair of MARKETING & NETWORKING

Casey Hostetler



Chair of EDUCATION & COMMUNITY GOOD

John Mead

ORGANIZATIONAL 2021 CHART

*Through collaboration with key stakeholders,
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highlight and educate traded sector, construction industry and
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Oregon Wine Country.*

The PNW Agency | 2021 | www.winecountrybuildersshow.com

Financial oversight is provided by a licensed CPA.



Location

The vibrancy of 3rd Street will be felt daily, as the masses of retail traffic and groups of locals and tourists alike all come together for the best industry show McMinnville has ever seen. Having a trade show location such as 3rd Street, in the heart of Oregon Wine Country, is unprecedented.

The center of the show will take place on Ford street between 2nd and 3rd. The Ford Street area boasts excellent shade, nearby restrooms, easy access to 3rd Street and parking, and excellent summer foot traffic. On the same corner is the newly-restored **Taylor Dale Hardware Building**, and one block over is the highly-celebrated **Atticus Hotel**, a Wine Country marvel that was recently constructed.

The show will feature educational seminars, such as historical lessons and building tours, throughout the entire weekend. Each seminar will be conducted in a convenient, unique, and note-worthy location near the main event. All participants and attendees will have access to these seminars and will be notified of their locations.



As mentioned previously, many vendors and sponsors will be located inside partnering businesses along 3rd Street. Upon registration, Vendor Experience Chair Melissa Jensen will reach out to all applicants and collaborate on the location of their booth. Exact layout maps will be available well in advance of the show.

Sponsorship Opportunities

Sponsors of the 2021 Inaugural Wine Country Builders Show will go down in history! We've created the perfect opportunity for you to increase brand awareness, build consumer perception, generate leads, drive sales and participate in an event that creates meaningful community good.

Namesake: \$10,000

Your business is heralded as Presenting the Wine Country Builders Show and receives permanent designation and gratitude as the sponsor for the **1st Annual Wine Country Builders Show**

- Your business is listed prominently on all print and digital materials, including posters, event flyers, website (winecountrybuildersshow.com) *and* the banner across 3rd street
- Full page spread in our event guide, which will be distributed as an insert in the News Register the week preceding the show *and* will be made available to all attendees
- Special call-out at a minimum of 5 McMinnville Chamber of Commerce Greeters
- Three dedicated social media posts, with content that supports your businesses current priorities (Each post featuring your business will be boosted to ensure at least 1000 views)
- First choice of the location of your Premium Sponsor Booth at event (and/or other mutually agreed upon means of exposure your business may find ideal)

Major Sponsors (6 Remaining): \$3,500

- Prominent logo placement in Sponsor area as a Major Sponsor on print & digital materials, including posters, banners, event flyers, newspaper ads, & website
- Logo in event guide
- Two dedicated social media posts, listed and tagged as a Major Sponsor
- Standard Sponsor Booth with a Premium location at event

Leading Sponsors (12 Remaining): \$2,000

- Logo placement in Sponsor area as an Event Sponsor on printed posters and the website
- Logo in event guide
- One dedicated social media post, listed and tagged as an event Sponsor
- Standard Sponsor Booth at event

In-Kind Sponsors: \$25+

Did you know, you can support the Mission of the Wine Country Builders Show even if you don't wish to participate? Please reach out to us to discuss further.

To sponsor the show, please call Casey Hostetler, your dedicated Marketing Professional & Sponsor Liaison. Casey is ready to tailor your sponsorship package to your marketing needs.

Casey Hostetler

503-746-1622

casey@growwithignite.com



Vendor Opportunities

Participation in the Wine Country Builders Show will help grow your business through valuable connections and a display in a pristine show. Our job is to create the exposure you need to excel in Oregon Wine Country.

This highly curated show of roughly 50 vendors is designed to highlight the best of newly-established and seasoned traded sector, construction industry and affiliated trade professionals working in the heart of Oregon Wine Country. To ensure each vendor receives adequate exposure, there will be a select number of vendors per trade.

Vendors will be asked to provide their logo in vector format, as well as up to 5 marketing images with permission to use on social media.

Vendor: \$800

Vendors will receive:

- Standard Vendor Booth (10x10)
- Business listing in event guide
- One feature post on social media

Micro Vendor: \$400

This is an opportunity for those in their 1st year of business or who have grossed less than \$30k total, **and** who are actively looking to build their business.

A limited number of spaces are available. Please contact Melissa Jensen for more information.

Student Vendor: \$250

We want to support our talented youth! Vendors must be under 21 years of age. (Youth under 18 must have an adult present at the booth at all times.) 6 hours of assisting during the event is required.

Student Vendors will receive:

- Standard Vendor Booth (10x10)
- Business listing in event guide
- One feature post on social media

To apply, please call Melissa Jensen,
your dedicated Vendor Experience Chair.
Melissa is ready to assist you with any
vendor questions.

Melissa Jensen

971-716-0226

melissajensenamity@gmail.com

Industry-Focused Charities

Are you a non-profit focused in the industry? We may be interested in providing you free booth space and event exposure. Space is limited. Please contact Melissa Jensen above.

