



## 2018 Conference and Trade Show

### Monday, October 15, 2018

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- Event Date:** Monday, October 15, 2018  
Trade Show: 8:30 a.m. - 6:30 p.m.  
Conference: 9:30 a.m. - 4:30 p.m. (Registration opens at 8:30 a.m.)  
Reception: 4:30 - 6:30 p.m.
- Location:** [The Vines Center](#) (Arkansas 4-H)  
1 4-H Way  
Little Rock, AR 72223 ([Maps & Directions](#))
- Admission:** Conference: \$35 for members; \$50 for non-members (includes all sessions, snacks, and lunch)  
Trade Show: FREE  
Reception: FREE
- Conference:** Join other Arkansas independent wine and spirit store owners, employees, distributors, vendors, industry professionals, and friends for the United Beverage Retailers of Arkansas's first Conference and Trade Show. The conference will feature educational sessions and expert speakers who will share timely information and help attendees learn the latest about issues affecting independent retailers of wine and spirits.
- Reception/  
Trade Show:** The Reception is a time to network, visit vendors, and learn about and sample products from participating vendors while snacking on hors d'oeuvres, beer, wine, and specialty cocktails. TRADE SHOW WILL BE OPEN.



## SPONSORSHIP LEVELS

United Beverage Retailers of Arkansas Conference and Trade Show provides an excellent opportunity for companies to network and meet with Arkansas retailers. Numerous sponsorship packages have been developed to maximize a company's presence at the event, including the sponsorship of our reception and lunch. If the opportunities presented don't specifically meet your marketing needs, please let us know. We may be able to customize a sponsorship package specifically for you.

### Reception Sponsor \$5,000 • ONLY ONE AVAILABLE!

Reward Conference-goers with a well-deserved end-of-the-day reception! This sponsorship package gives one company the ultimate opportunity to increase their brand recognition and reputation, showcase their products or services, and create additional opportunities to network with Arkansas retailers. Reception sponsorship includes:

- Recognized as Exclusive Reception Sponsor
- Most prominent name recognition at Reception
- Opportunity to address attendees during Reception
- Logo and link in online materials
- Prominent recognition and tagging/linkage on social media outlets
- Inside cover full page ad in Conference Program (deadline: September 28)
- Listed in printed materials (deadline: September 28)
- Prominent booth placement in Dining & Reception Hall (see map)
- Permission to display banner at Reception
- Placement of promotional items in Conference goody bag
- 20 Conference registrations for sponsor's representatives

### Lunch Sponsor \$3,000 • ONLY ONE AVAILABLE!

Keep Conference-goers well fed and energized! This sponsorship package gives one company a fantastic opportunity to increase their brand recognition and reputation, showcase their products or services, and create additional opportunities to network with Arkansas retailers. Lunch sponsorship includes:

- Recognized as Exclusive Lunch Sponsor
- Most prominent name recognition at Lunch
- Opportunity to address attendees during Lunch
- Logo and link in online materials



- Prominent recognition and tagging/linkage on social media outlets
- Full page ad in Conference Program (deadline: September 28)
- Listed in printed materials (deadline: September 28)
- Prominent booth placement in Dining & Reception Hall (see map)
- Permission to display banner at Lunch
- Placement of promotional items in Conference goody bag
- 8 Conference registrations for sponsor's representatives

### Platinum \$2,500

For companies that want to make a great impression and maximize their marketing dollars, the Platinum option is the premiere way to showcase your company before Arkansas retailers. With prime booth location in the Dining & Reception Hall, Platinum booths will get maximum attendee exposure during breaks, lunch, and the afternoon reception. Take advantage of being face-to-face with potential clients by sharing your knowledge and expertise through presentations and booth demonstrations. Platinum sponsorship includes:

- Most prominent name recognition at Conference and Trade Show
- Logo and link in online materials
- Prominent recognition and tagging/linkage on social media outlets
- Full page ad in Conference Program (deadline: September 28)
- Listed in printed materials (deadline: September 28)
- Prominent booth placement in Dining & Reception Hall (see map)
- Placement of promotional items in Conference goody bag
- 6 Conference registrations for sponsor's representatives

### Gold \$2,000

The Gold package is a great opportunity for companies to interface with Conference attendees through prime conference locations and prominent branding. Located in the Dining & Reception Hall or the Conference Corridor, Gold booths will be accessible to conference-goers in the morning, during scheduled breaks, during lunch, and during the evening reception. Gold sponsorship includes:

- Prominent name recognition at Conference and Trade Show
- Logo and link in online materials
- Recognition and tagging/linkage on social media outlets

- 1/2 page ad in Conference Program (deadline: September 28)
- Listed in printed materials (deadline: September 28)
- Booth to be located in Dining & Reception Hall or Conference Corridor (see map)
- Placement of promotional items in Conference goody bag
- 4 Conference registrations for sponsor's representatives

### Silver \$1,250

The Silver option provides a great value for companies wanting to make an impression. Located in the Dining & Reception Hall or the Conference Corridor, booths will be accessible to conference-goers in the morning, during scheduled breaks, and exclusively for 30 minutes before the reception begins. Silver sponsorship includes:

- Name recognition at Conference and Trade Show
- Listing and link in online materials
- Recognition and tagging/linkage on social media outlets
- 1/4 page ad in Conference Program (deadline: September 28)
- Listed in printed materials (deadline: September 28)
- Booth to be located in Dining & Reception Hall or Conference Corridor (see map)
- Placement of promotional items in Conference goody bag
- 3 Conference registrations for sponsor's representatives

### BRONZE \$750

This affordable option is perfect for upstarts and our small business partners. Get your company in front of Arkansas retailers to build and strengthen relationships and grow your business! Bronze sponsorship includes:

- Name recognition at Conference and Trade Show
- Listing and link in online materials
- Listing in Conference Program (deadline: September 28)
- Listed in printed materials (deadline: September 28)
- Booth to be located in Conference Corridor or Conference Room 7 (see map)
- Placement of promotional items in Conference goody bag
- 2 Conference registrations for sponsor's representatives

## Table \$250

Can't make it in-person but want your company represented before Arkansas retailers? Consider purchasing a display table filled with whatever branded/promotional items you would like to provide. UBRA will tastefully display your shipped wares and ensure they're sent home with conference attendees. Table sponsorship includes:

- Listing in online materials
- Listing in Conference Program (deadline: September 28)
- Unmanned table space for distribution of promotional items will be located in Conference Corridor or Conference Room 7 (see map)

## Conference Advertising – Printed and Digital Program

The conference program is produced by United Beverage Retailers of Arkansas. Advertising in the printed program offers you an opportunity to deliver your message to every conference and trade show attendee, as well as all wine and spirits retailers in Arkansas. The conference program is a high-quality printed resources for attendees, but will also be available for download by all retailers via UBRA's website.

- Full-page ad in Conference Program - \$200
- 1/2 page ad in Conference Program - \$150
- 1/4 page ad in Conference Program - \$100

**UBRA 2018 Conference and Trade Show Sponsorship Agreement:**

Company/Organization Name: \_\_\_\_\_

Exact Name/Spelling to use for Recognition: \_\_\_\_\_

Name/Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Phone(s): \_\_\_\_\_

E-mail(s): \_\_\_\_\_

Website to be used for Link: \_\_\_\_\_

Social Media to be used for Tagging/Links: \_\_\_\_\_

I/we would like to participate at the following level:

- |  |   |
|--|---|
| <input type="checkbox"/> \$5,000 Reception Sponsor ( <b>only 1 available</b> ) | <input type="checkbox"/> \$3,000 Luncheon Sponsor ( <b>only 1 available</b> ) |
| <input type="checkbox"/> \$2,500 Platinum Conference Sponsor                   | <input type="checkbox"/> \$2,000 Gold Conference Sponsor                      |
| <input type="checkbox"/> \$1,250 Silver Conference Sponsor                     | <input type="checkbox"/> \$750 Bronze   |
| <input type="checkbox"/> \$250 Table   |   |

Payment:       Check enclosed                       Please send invoice                       Credit Card (below)

Number: \_\_\_\_\_                      Exp: \_\_\_\_/\_\_\_\_                      Sec Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

For more information, please contact Hannah Vogler (501) 425-2626 / [Hannah@HannahVogler.com](mailto:Hannah@HannahVogler.com) or Tricia Larson: (501) 669-6545 / [tricia@paschallstrategic.com](mailto:tricia@paschallstrategic.com)  
Return to: United Beverage Retailers of Arkansas, Inc. • PO Box 242721 • Little Rock, AR 72223



## **UBRA 2018 Conference and Trade Show Program Advertising Agreement:**

Company/Organization Name: \_\_\_\_\_

Name/Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Phone(s): \_\_\_\_\_

E-mail(s): \_\_\_\_\_

Website to be used for Link: \_\_\_\_\_

### **Ad size:**

- \$200 Full-page ad (Page size 8.5 x 11)
- \$150 1/2 page ad (Horizontal: 8.5 x 5.5. No half-page vertical ads.)
- \$100 1/4 page ad (4.25 x 5.5)

### **Mechanical & Ad Specifications:**

- All ads must be 300 dpi; no bleeds
- Provide high resolution, press quality format or high resolution JPEG format
- Do not send native files such as Quark, Illustrator or Photoshop PSD files
- Files supplied in formats or sizes other than specified may not be accepted

### **Material Submission:**

All materials are due on September 28, 2018. NO EXCEPTIONS AND NO EXTENSIONS. Files should be sent via email to Tricia Larson: [tricia@paschallstrategic.com](mailto:tricia@paschallstrategic.com).

Payment:     Check enclosed                       Please send invoice                       Credit Card (below)

Number: \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_ Sec Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_



# Facilities Map

