

# 20 23



## Sponsorship Prospectus

April 2-5, 2023  
Gaylord Palms Resort

Gaylord Palms Resort And Convention Center  
6000 W Osceola Parkway  
Kissimmee, FL 34746



## Quick Links

**07**

**Our Show by  
the Numbers**

**08**

**Schedule  
At-A-Glance**

**10**

**Sponsorship  
Benefits**

**14**

**Sponsorship  
Opportunities**

**25**

**Sustainability  
Promise**

**27**

**Sponsorship  
Request Form**





**2023 Access LIVE!**  
**April 2-5, 2023**  
**Gaylord Palms Resort**



# Intro.

## About WSWA

Wine & Spirits Wholesalers of America (WSWA) is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States. WSWA is proud to bring Access LIVE to the industry!



---

## About Access LIVE

Formerly known as the “WSWA Annual Convention & Exposition,” this event has been reimagined to better suit the needs of today’s American beverage alcohol industry and provide attendees from all three tiers with greater resources and a more effective experience.

Access LIVE brings together the wine and spirits eco-system to collectively connect, innovate, grow and address key industry challenges.

There is no other event in the industry that rallies so much expertise, networking, solutions and opportunities under one roof.

# Access LIVE: The reDESIGNED and reIMAGINED WSWA Convention

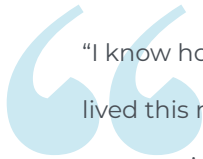


## What's New in 2023?

- Unique engagements with key decision makers in the wholesale tier – next generation owners, WLC and CLD advisory board members, specialized division leaders and other rising managers.
- Growing media presence and added dimension of media creation for PR & Sales.
- Purposeful matchmaking algorithms.
- Bringing retailers into the event ecosystem.
- Access HQ (exhibit hall) neighborhoods and centralized activities deliver energy and focus.
- 'Bursts' of relevant content from Access HQ (exhibit hall) LIVE stage.
- Wide diversity of photo backdrops for media creation.
- Persona-driven journey maps that drive personalization for each attendee, participant, sponsor and exhibitor.

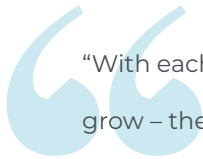
# Our Story

## Testimonials



"I know how highly anticipated the return of WSWA's convention is, but having lived this redesign process, I believe Access LIVE is going to be the best industry event we've experienced yet. There is little doubt in my mind that this event will bring together and energize all three-tiers and showcase the greatest alcohol marketplace in the world."

- **DANNY WIRTZ,**  
Vice-Chairman of Breakthru Beverage Group



"With each day, the excitement and anticipation of Access LIVE continues to grow – the industry wants the largest trade show for all three tiers back! This reimaged event is going to elevate the experience, knowledge and access of all attendees like never before, and I cannot wait to see colleagues in Orlando."

- **BARKLEY STUART,**  
EVP at Southern Glazer's Wine & Spirits



"I am positive that Access LIVE will be the epicenter for the beverage alcohol industry and a 'can't miss event' for years to come. WSWA's convention has and will always be the strongest platform to foster the acceleration and growth of all three tiers of the industry as we continue to make the U.S. alcohol marketplace the best in the world."

- **TOM COLE**  
WSWA Chairman and Senior Advisor to the  
Board of Republic National Distributing Company

# Attendees By the Numbers

Access LIVE offers the **HIGHEST** concentration of American distributor decision-makers of any industry event.



Nearly 25% of attendees are distributors.



67% of distributor attendees are Vice President or C-Suite level executives.



Access LIVE attendees distribute more than 80% of all wine and spirits sold at wholesale in the United States.



All 50 states and DC represented at Access LIVE.



The U.S. wine & spirits wholesale market is worth over \$69 Billion.



With more than 400+ exhibiting spaces available, Access LIVE will bring together hundreds of established and up-and-coming brands and thousands of unique products.



2,800+ Attendees.



Since 1943, WSWA has hosted the premier event for the American wine and spirits industry.



# Schedule at a Glance

**April  
01**

## Saturday

- Wine and Spirits Competition
- Access HQ (Exhibits) and Main Street Suites Set-Up



**April  
02**

## Sunday

- Registration opens
- Additional Set up time for exhibitors and suite holders
- Board of Directors Luncheon and Meeting
- Media and Brand Battle Contenders Reception
- 1st Time Retailer Attendee Welcome & Briefing
- Women's Leadership Council (WLC) Reception
- Welcome General Session – Main Stage
- Celebrate LIVE

**April  
03**

## Monday

- Access LIVE 5k Fun Run
- Yoga by the Pool
- Breakfast General Session – Main Stage
- Matched Meetings
- Access HQ (open exhibit hall hours)
- Best in Show Wine & Spirits Competition Winner Tasting
- Main Street and HQ Suites Open
- Peer Group Meet-Ups (WLC, NextGen Leaders, Women Powered Brands and more)
- Brand Battle Championship
- TASTE

**April  
04**

## Tuesday

- HITT Workout on the lawn
- Yoga by the Pool
- Roundtable Luncheon Sessions
- Matched Meetings
- Access HQ (open exhibit hall hours)
- Main Street and HQ Suites Open
- Peer Group Meet-ups
- Ovation Live Closing Event + Awards Ceremony

**April  
05**

## Wednesday

- Farewell Grab & Go Breakfast
- Breakfast & Preview for 2024 Exhibitors & Suite Holders
- Access HQ (Exhibit Hall) & Suites Teardown







## Sponsorship Levels & Benefits

# Sponsorship Levels & Benefits



---

## Top Shelf Sponsor (limited availability)

Sponsorship: \$75,000 & Up

[Click Here to Choose \(1\) Opportunity From Group A](#)

### Sponsor Benefits:

- Highest visibility, most robust engagement.
- NEW! Live Stage Speaking Opportunity – help shape the content provided at the event.
- **Recognition Spotlight:**
  - o In the exhibit hall (Access HQ).
  - o During sessions.
  - o Digital signage throughout convention space.
  - o Banner on the WSWA Access LIVE website.
- Logo, company descriptions and contact information in the official WSWA Access LIVE program.
- Opportunity to include logo and hyperlink from WSWA Access LIVE website to your company website.
- Sponsorship identification on name badge & booth/suite (if applicable).
- One dedicated email crafted by sponsor, approved and sent by WSWA to all attendees.
- Registered attendee mailing list.
- Two complimentary registrations.
- First right of refusal to sponsor the same item or event in 2024.
- Priority preference for exhibit booth and/or hospitality suite (based on availability).

## Premium Sponsor

(limited availability)

Sponsorship: \$25,000-\$74,999

[Click Here to Choose \(1\) Opportunity From Group B](#)

### Sponsor Benefits:

- Recognition Spotlight:
  - o In the exhibit hall (Access HQ).
  - o During sessions.
- Discount (50%) off additional spotlight opportunities:
  - o Digital signage throughout convention space.
  - o Banner on the WSWA Access LIVE website.
- Logo, company descriptions and contact information in the official WSWA Access LIVE program.
- Opportunity to hyperlink from WSWA website to your company website.
- Sponsorship identification on name badge & booth/suite (if applicable).
- Registered attendee mailing list.
- One complimentary registration.
- First right of refusal to sponsor the same item or event in 2024.
- Priority preference for exhibit booth and/or hospitality suite (based on availability)





## Reserve Sponsor

Sponsorship: \$10,000-\$24,999

[Click Here to Choose \(1\) Opportunity From Group C](#)

### Sponsor Benefits:

- Recognition Spotlight:
  - o In the exhibit hall (Access HQ).
  - o During sessions.
- Logo and company descriptions in the official WSWA Access LIVE program.
- Sponsorship identification on name badge and booth/suite (if applicable).
- Registered attendee mailing list.\*
- One complimentary registration.
- First right of refusal to sponsor the same item or event in 2024.
- Priority preference for exhibit booth and/or hospitality suite (based on availability).

*\* Mailing list does not include e-mail addresses.*



## House Sponsor

Sponsorship: \$2,500-\$9,999

[Click Here to Choose \(1\) Opportunity From Group D](#)

### Sponsor Benefits:

- Recognition Spotlight:
  - o In the exhibit hall (Access HQ).
  - o During sessions.
- Logo and company descriptions in the official WSWA Access LIVE program.
- Sponsorship identification on name badge.
- Registered attendee mailing list.\*
- First right of refusal to sponsor the same item or event in 2024.
- Priority preference for exhibit booth and/or hospitality suite (based on availability).

*\* Mailing list does not include e-mail addresses.*





# Access LIVE Sponsorship Opportunities

## Group A

Only Open to Top Shelf Sponsors

### **Ovation LIVE! .....\$500,000**

End the week on a high note as the exclusive closing night sponsor celebrating the wine and spirits industry. This unforgettable evening includes an awards ceremony, live music and entertainment. This opportunity also includes a LIVE Stage Speaking Slot during the week. (Opportunity to have 2 co-host sponsors at \$250,000 each)

### **Celebrate LIVE! .....\$250,000**

Be the exclusive brand(s) to kick off Access LIVE! As the ONLY sponsor of this opening night party, you will be welcoming over 2,800 attendees. You'll be a major presence when highlighting your brand(s) and/or products at your own custom bars. This opportunity also includes a LIVE Stage Speaking Slot during the week.

### **Monday Breakfast + General Session .....\$120,000**

Sponsor the Monday Breakfast that will be catered for all attendees and feature your company. If you have an "in-the bottle product," your product will have the opportunity to be poured at this event. This opportunity also includes a LIVE Stage Speaking Slot during the week.

### **Opening Sunday General Session .....\$100,000**

Bring your company into the spotlight with a high visibility promo reel to start the general session! This opportunity also allows you to welcome the industry to WSWA's Access LIVE! If you have an "in-the-bottle" product, you have the opportunity to host a "cheers" from the stage for all attendees.





**YOUR LOGO HERE**

Access LIVE brings together the wine and spirits industry to collectively connect, innovate, grow and address key business challenges.





# Access LIVE Sponsorship Opportunities

## Group B

Only Open to Reserve Sponsors and Above

### **Brand Battle Tournament Title Sponsor .....\$55,000**

Let the attendees know who you are before we even get to Orlando! With this opportunity, you'll have the chance to sponsor the virtual Brand Battle tournaments leading up to Access LIVE, as well as the final Brand Battle Championship that will be held on stage at Access LIVE. You will also present the award to the winner on stage at the Championship event. Please note this opportunity cannot be sponsored by an 'in the bottle' product.

### **TASTE .....\$50,000**

Show off your skills, brand, and/or non-in-the-bottle product to all three tiers and key industry influencers at this exciting evening event. At TASTE, over 100 brands will be showcasing their products for an "around the world" tasting experience. As the sponsor, you will help customize your experience at TASTE to promote your brand properly!

### **NEW! After Glow .....starting at \$40,000**

Create an after party that everyone will be talking about the next day (at least those that got invited). The sky is the limit for this exclusive experience whether you want to host an intimate gathering with an acoustic musician, a fun comedy show or huge blow out party with a DJ or band! You can create your own After Glow to meet your company's vision. Make memories that will last a lifetime.

### **Wholesaler Rising Stars Awards .....\$25,000**

Present the prestigious Wholesaler Rising Stars Award at a ceremony right before the closing night event - Ovation LIVE - honoring some of the most influential rising leaders in the wine and spirits industry.

**NEW! VIP Wholesaler Lounge ..... \$25,000**

A NEW experience for wholesale business owners to relax and network with their peers. This VIP Wholesaler Lounge is the perfect place to get your brand recognized in front of key decision makers in the wholesale tier. Customize this experience by adding on a cigar rolling station or shoe shine station. This lounge will be open Sunday - Tuesday.

**NEW! Welcome Lounge ..... \$25,000**

Do you want to be seen at the first touch point experience for all Access LIVE attendees? This is a high traffic, high visibility sponsorship opportunity. Greet guests and provide them with a warm welcome to the show that they'll remember long after they are gone. This lounge will be open Sunday - Tuesday.

**NEW! Tuesday Hot Topic Round Table Luncheons (3 available) ...starting at \$25,000/ea**

Three separate luncheons will be taking place:  
One for wholesalers only, one with a DE&I focus, and another with a trends focus.







# Access LIVE Sponsorship Opportunities

## Group C

These opportunities offer great exposure for your logo, brand and/or QR code to be present throughout Access Live!

**Charging Station/Kiosks (4 included) .....\$20,000**

Additional kiosks can be added for an additional cost.

**NEW! Wellness Lounge .....\$15,000+**

Custom designed by sponsors to provide a place for attendees to relax and unwind. Ideas include hydration IV therapy, meditation sessions, massage chairs, create your own essential oils, yoga sessions and more!

**NEW! HQ Connect Meet Ups (limit 4) .....\$15,000/ea**

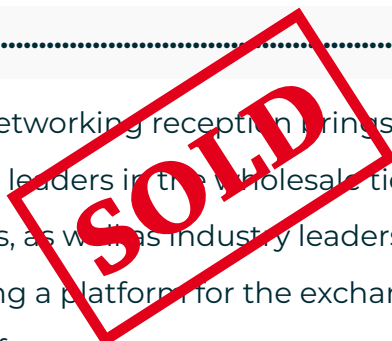
Curated, 1-hour networking opportunities for like-minded individuals. As a sponsor you have the opportunity to help craft these personalized journeys for Access LIVE attendees.

**Media and Brand Battle Contenders Reception .....\$15,000**

Sip some of the most innovative craft products to hit the market as we toast current and former Brand Battle contenders! This invite-only reception is open to attending media, influencers, 2023 Brand Battle Contenders, the WSWA Board of Directors and past Brand Battle contenders and winners along with the exclusive sponsor.

**WLC Reception.....\$15,000+**

Women's Leadership Council networking reception brings together the WLC Advisory Board along with other women leaders in the wholesale tier. WLC's mission is to educate, elevate and empower members, as well as industry leaders within the three-tier system, advancing women and providing a platform for the exchange of ideas and knowledge with peers. (Open to three sponsors from separate non competitive categories).





**SOLD**

**Custom Room Keys.....\$15,000**

**Custom Lanyards.....\$15,000**

**NEW! Insta-Worthy Stations (4 available) .....\$15,000+/ea**

Custom activations supporting brand content creation for use in social media, marketing collateral, etc.

**SOLD**

**Access Live Mobile App.....\$12,500**

**Cyber Café (2 located in high traffic area) .....\$10,000**

**Freshen Up Amenity Sponsor .....\$10,000**

Create subtle niceties for attendees by decking out the restrooms with high end amenities and signage that highlights your brand.

**Headshot Café .....starting at \$10,000**

Who isn't in need of a fresh head shot?!? This is a great opportunity to offer a professional service while connecting with attendees and meeting new and existing contacts. Make up artists, photographers and other staff members can wear your company logo on shirts for additional visibility.

**Philanthropic Activity.....pricing varies**

WSWA will work with you to create a meaningful event incorporating a charity you support. Pricing dependent on activity.

**Make your mark at Access LIVE! Explore opportunities to expose your branding across the Gaylord Palms property.**



**1** Generate brand awareness and get the attention of new business partners.

**2** Be remembered long after the show is over.







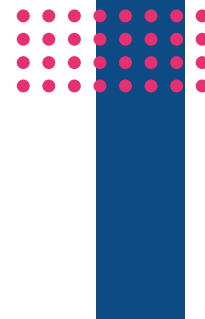
**3** Engage with thousands of contacts beyond the booth experience.

**4** Optimize your visibility.

**5** Be seen as a trusted and reputable partner.

**6** Make an impact at one of the largest wine and spirits industry events in the U.S.





# Access LIVE Sponsorship Opportunities

## Group D

Only Open to House Sponsors and Above.

**Internet Sponsor.....\$10,000**

**Hydration Station .....\$7,500 (+ cost of branded water bottles)**

Not only is this a way to make a positive impact on the environment, it's also a fun opportunity and chance to include your logo on re-usable water bottles that attendees will be walking around with during the entire week!

**Access HQ Break .....\$7,500+/ea**

Surprise and Delight all guests in the exhibit hall.

Are you an exhibitor? Let's place a station right next to your booth and bring the crowd to you!

- Coffee and Crepes.
- Power Hour with Smoothies and Protein Bars.
- Pretzels + Popcorn.
- Let's get creative!

**5K Fun Run.....\$7,500 (+ cost of branded product)**

**Product Display Case .....\$5,000/ea**

**Guest Room Drop.....\$2,500 (+ hotel fees)**

Leave a treat, trinket, or branded item with your company logo or custom message for attendees to find in their rooms after they return from dinner.





## Access LIVE 5K

Join WSWA in helping attendees stay balanced and healthy by sponsoring the first ever Access LIVE 5K fun run.



## Thinking outside the box?

Let's get creative with gaming options, metaverse experiences and other activation stations that will surely draw a crowd.





# WSWA Strives for Sustainability!

Access LIVE's  
Sustainability  
**Promise**

WSWA is focused on providing green meetings that are designed, organized and implemented in a way that minimize negative environmental impacts whenever possible. We are also committed to complementing our Member Companies nationwide, who are doing their part in expanding their sustainability practices.

At Access LIVE, we will be shifting to a more green focused sponsorship platform. Our first change is to eliminate the "swag bags"! We will continue to focus on creating experiences that benefit attendees, provide valuable sponsorship opportunities, highlight new and unique business practices all while being mindful of less paper, less plastic, less trash.

**Less Filling  
Landfills**

In lieu of registration bags, we are offering a new Sponsorship opportunity that allows us to highlight the industries sustainability efforts.

## **Sustainability Sponsorship \$2,500**

Are you passionate about making positive CHANGES in the community and for the environment? This is the perfect sponsorship for you! Help us strengthen the industries positive environmental impact by being a Sustainability Sponsor. With this sponsorship we will highlight your brand at the Give Back Activation Station located next to the registration desk and solidify your sustainability message to the entire industry. Have your voice be heard.

**Less Carbon  
Footprint**

**Less Items  
to Carry**

Your logo will be placed on token chips that will be handed out to every single attendee. The amount of tokens handed on your behalf will be based on your total donation.

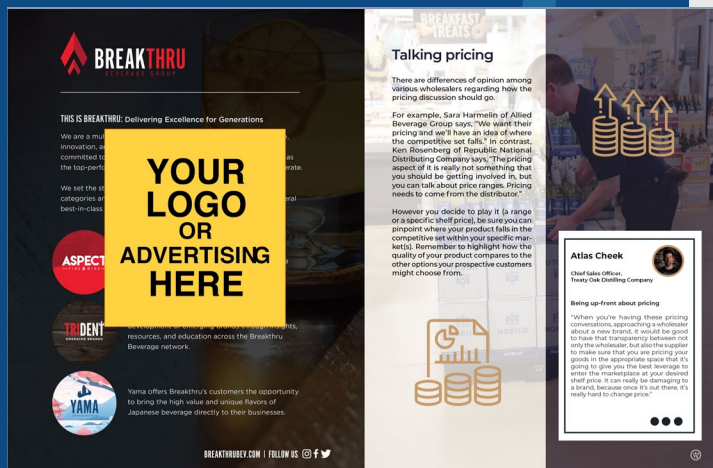
Each attendee will then take their tokens to the Give Back Activation Station and donate their tokens to the charity that matters most to them.

**Maximize  
use of Access  
LIVE app**

WSWA is hoping to raise a total amount of \$50,000 to be donated to 3-5 charities focused on varying industry, environmental and local needs. Charities to be announced by end of year 2022.

# Advertising Opportunities

- Access Craft Playbook
- WSWA Daily Newsletter
- Access Live Website
- Digital Ads at Access Live



# Access LIVE



Please send the following information to Nicole Anderson specifying your preferred sponsorship opportunity with contact information.

**Name:** .....

**Title:** .....

**Company:** .....

**Mailing address:** .....

.....

.....

**City:** .....

**City, State Zip:** .....

**Cell Phone:** .....

**Email:** .....

**Preferred Sponsorship Opportunity:** .....

.....

**Second Option:** .....

.....



# QUESTIONS?



If you have any questions or interested in creating a custom experience or sponsorship that best fits your needs, please contact:

## Nicole Anderson

Manager, Sales and Business Development

Direct: 703-606-2128  
[nicole.anderson@wswa.org](mailto:nicole.anderson@wswa.org)

