

305

Access LIVE by the Numbers

Schedule at a Glance

Liquid to Lips Opportunities

Brand Building Opportunities

Thought Leadership Opportunities

EIFFEL TOWER RESTAURANT

Sponsorship Level Benefits

Contact



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.



CAccess LIVE Highlights



- Access LIVE takes place in Q1 to allow brands the opportunity to launch products at the beginning of the year!
- Unique engagements with key decision-makers in the wholesale tier next generation owners, Women's Leadership Council (WLC) and Council for Leadership Development (CLD) advisory board members, specialized division leaders and other rising managers.
- Growing media presence and added dimension of media creation for PR & sales.
- More retailers, both on- and off-premise, at the show!
- Activations throughout Access HQ (exhibit hall) to deliver more energy and excitement on the show floor.
- Bursts of relevant content from the Access HQ (exhibit hall) LIVE stage.
- Lunch in Access HQ, both show days!
- Breakfast at both morning Main Stage sessions.





eAccess LIVE by the numbers

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



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.



Wholesalers representing all 50 states and DC are present 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.



2,600+ attendees from all three tiers!



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



All 3 tiers of the alcohol industry represented at the show.



Schedule at a Glance



- Wine & Spirits Tasting Competition (closed session)
- Main Street Suite Set-up, by appointment
- Large Exhibit Space Set-up, by appointment



- Wine & Spirits Tasting Competition:
 Best in Show Sweepstakes (closed session)
- Exhibit & Main Street Suite Move In
- Board of Directors Luncheon and Meeting
- Wholesale Members Meeting
- Opening General Session
- Media and Brand Battle Contenders Reception
- WSWA Members Reception (Invite Only) featuring:
 - New & Non-Members
 - · Women's Leadership Council
 - NextGen Wholesalers
 - Council for Leadership Development
 - WSWA Educational Foundation
- Celebrate LIVE (Opening Night Reception)

Continued on Next Page





Schedule at a Glance



- Brand Battle & Breakfast
- Exhibits/Suites Open
- LIVE Stage Sessions all day
- Lunch in Access HQ (Exhibit Hall)
- HQ Connect Meet-ups
- Hub Activities
- TASTE Reception



- SGWS WineForward Symposium & Breakfast
- Exhibits/Suites Open
- LIVE Stage Sessions all day
- Lunch in Access HQ (Exhibit Hall)
- HQ Connect Meet-ups
- Hub Activities
- 2027 Presale for Exhibitors
- Ovation LIVE (Closing Night Reception)



- Attendee Departures
- Exhibit and Main Street Suite Breakdown



Experiential & Liquid-to-Lips Sponsorship Opportunities

Bring your brand to life with custom activations or unforgettable tasting moments. These sponsorships are designed to drive direct engagement through curated experiences and/or "liquid-to-lips" sampling, putting your product in front of key decision-makers across the industry. From branded bar takeovers and immersive tastings to creative lounges and suites, these opportunities create lasting impressions that go beyond the glass.

The price of each opportunity corresponds with a designated sponsorship package and extra benefits including complimentary registrations, digital signage add-ons, etc. See pricing and package details for more information!





Celebrate LIVE Pop-Up Bar Sponsor......\$15,000 - \$50,000

Have your product(s) showcased at a custom bar in a "pop-up" format at our opening reception. Sponsored bars will be staffed by "star-tenders" with significant consumer and industry followers, who will be serving custom creations and pairings throughout the evening. You will have the opportunity to work directly with the "star-tender" to create a drink that represents your brand identity! Product(s) will also be prominently displayed on the main bar.



Ovation LIVE Bar Sponsor \$15,000 - \$50,000

As a bar sponsor, you will be an integral part of shaping an unforgettable closing reception experience. Every drink poured and conversation shared at your bar will be intertwined with your brand's identity, ensuring a memorable experience for all attendees. The custom bar setup offers a canvas to showcase your brand's aesthetics and messaging. From signature drinks to branded item giveaways, make this space your own!



Access LIVE Welcome Lounge\$25,000

(Two available)

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. **NEW for 2026:** The Ovation LIVE closing reception will take place in the foyer of Caesars Forum, placing your activation directly in the spotlight during one of the most high-energy events of the week. This unique positioning provides an opportunity for concentrated brand exposure in front of attendees as they gather, celebrate, and engage in the final moments of Access LIVE.







Access Open Air Suite......\$15,000

Host in style with a fresh twist on the traditional suite. The Access Open Air Suite is a semi-private branded hospitality space located in a high-traffic area near the action perfect for casual meetings, product sampling, or simply connecting with key attendees. Includes seating, signage, and optional customization.



Reception Main Bar Sponsor.....\$3,500

Your product will be on display and available to order throughout the night at our main bar during the reception of your choice.



Thinking outside the box?.....\$2,500+

Elevate the tasting game. Dream up an immersive brand experience that engages all the senses we'll help you make it unforgettable.



Thought Leadership Sponsorship Opportunities

Position your brand as an industry innovator by leading the conversation at Access LIVE. These sponsorships offer a platform to share insights, spotlight expertise, and align your company with the most pressing topics shaping the future of the beverage alcohol industry. From featured speaking slots on the LIVE Stage to content lab sessions and curated meet-ups, these opportunities connect your brand with engaged attendees looking for ideas, solutions, and meaningful dialogue.

The price of each opportunity corresponds with a designated sponsorship package and extra benefits including complimentary registrations, digital signage add-ons, etc. See pricing and package details for more information!





Monday Opening General Session\$75,000

Sponsor the Opening General Session on the Main Stage and welcome the 2026 Access LIVE attendees to Vegas. You will have the opportunity to greet everyone from stage and play a video about your product or service. If you have an "in-the-bottle product," your product can be poured at this event. Opportunity to also hand out welcome gifts as attendees enter the session!



Hosted Lunch in Access HQ (Exhibit Hall)\$50,000

(Two available, Tuesday and Wednesday)

Host lunch for attendees in the exhibit hall. Lunch will be served near the LIVE Stage. As the sponsor you will have the opportunity to speak from the LIVE Stage during lunch. If you have an exhibit booth in Access HQ, desserts will be stationed near your booth and if you have an in-the bottle product, it can be poured during the lunch!



WSWA Members-Only Reception \$25,000

Host an exclusive evening bringing together key members of WSWA's wholesale community. This private, invitation-only reception unites multiple internal member groups including leadership councils, advisory boards, and key division stakeholders for a high-level networking experience. As the presenting sponsor, your brand will be prominently featured throughout the event and recognized as a valued partner supporting the association's core membership. This reception is open only to registered wholesalers and the sponsor.





HQ Connect Meet-Ups.....\$15,000

(4 Available)

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



Thinking outside the box?.....\$2,500+

Skip the standard session. Create an interactive, unexpected way to share your expertise and keep audiences buzzing.



Branding & Brand Exposure Sponsorship Opportunities

Amplify your presence across Access LIVE with high-visibility branding touch-points that keep your company top of mind. These sponsorships are designed to maximize awareness through strategic placements from digital signage to attendee giveaways and reception highlights. Whether you're aiming for broad reach or targeted impressions, these opportunities ensure your brand is seen, remembered, and talked about throughout the event.

The price of each opportunity corresponds with a designated sponsorship package and extra benefits including complimentary registrations, digital signage add-ons, etc. See pricing and package details for more information!



Brand Battle Title Sponsor

.\$30,000

Let the attendees know who you are on the Main Stage! With this opportunity, you'll have the chance to sponsor the Brand Battle Competition that will be held onstage at Access LIVE with elevated branding opportunities including ad's leading up to the event and on-site. You will also present the award to the winner onstage at the Championship event.

Please note this opportunity cannot be sponsored by an 'in-the-bottle' product.



Celebrate LIVE Entertainment Sponsor

\$25,000

Create and promote a memorable Vegas experience during the opening reception. As the entertainment sponsor, you will introduce the entertainment act and say a few words to welcome attendees to the event. Some ideas include live music or DJ, acrobats, dancers, impersonators and more!



Celebrate LIVE VIP Lounge

.\$25,000

Sponsor a gathering space for the industry's most influential leaders. This exclusive lounge, featured within the the Celebrate LIVE reception, offers premium soft seating, branded décor, and a relaxed atmosphere for high-level conversations. As the sponsor, your brand will be woven into the experience with signage, custom touches, and the opportunity to personally connect with top-tier attendees in an environment designed for meaningful networking.





Registration Sponsor

Be the first brand every attendee sees. As the exclusive Registration Sponsor, your company will be prominently featured at one of the busiest areas of the show. With signage, branded counters, and the opportunity to include a digital or printed message at check-in, this sponsorship offers maximum reach and early brand recognition.

*Graphic deadlines apply



Innovation Pavilion Sponsor.....\$25,000

Align your brand with the future of beverage alcohol. As the Innovation Pavilion Sponsor, your company will be recognized as a champion of cutting-edge ideas, products, and technologies shaping the industry. The pavilion will spotlight startups and disruptors, and your brand will be front and center as a key supporter of what's next.

*Graphic deadlines apply



Charging Kiosks......\$20,000

Package includes 4 kiosks. Additional kiosks can be added for an additional cost.

*Graphic deadlines apply



Reception Branded Activation & Gift\$15,000 + cost of item

Elevate your brand's presence by sponsoring a dynamic branded activation – think custom trucker hats, personalized poker chips, or a cigar rolling station! As the activation sponsor, you'll have the chance to create memorable experiences with branded items that attendees will cherish even after the show is over. This sponsorship includes prominent brand visibility throughout the reception area, logo placement on event materials and giveaway items, and dedicated social media promotion. Position your brand at the forefront of the industry conversation and leave a lasting impression on all attendees with this unique and impactful opportunity.

Wellness Lounge\$15,000+



Custom designed by sponsors to provide a place for attendees to relax and unwind. Ideas include hydration IV therapy, oxygen bar, meditation sessions, massage chairs, DIY essential oil bar, yoga sessions and more!



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

Includes sponsor logo/company name/branding on all Access LIVE attendee lanyards.

Access LIVE Mobile App......\$15,000

As the exclusive sponsor of the Access LIVE Mobile App, your company will receive premier digital visibility during the event. With thousands of users relying on the app for schedules, maps, messaging, and more.



Headshot Café......

Who isn't in need of a fresh headshot? This is a great opportunity to offer a professional service while connecting with attendees and meeting new and existing contacts.



Hydration Stations\$15,000 (+ 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 reusable water bottles that attendees will be walking around with during the entire week. Hydration stations will be located throughout the convention space, in the general session room, and exhibit hall! This is a great opportunity to have your company name branded throughout the show!

Cyber Café......\$10,000

(4 Available)

Equipped with branded areas to take a phone call or for a one-on-one meeting with new connections.

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

Create subtle niceties for attendees by decking out the restrooms with high-end amenities and signage that highlight your brand. Includes branded mirror stickers!

*Graphic deadlines apply

Access HQ Hanging Aisle Sign\$7,500

Limited Availability

Make sure your brand stands out from above with a high-visibility hanging sign in the Access HQ Exhibit Hall. These eye-catching aisle markers ensure your company's logo is prominently displayed as attendees navigate the floor, offering continuous impressions and wayfinding exposure throughout the day.

*Graphic deadlines apply



Make every step count with bold, custom-branded clings in some of the highest foot-traffic zones at Access LIVE. Whether on floors, walls, escalators or windows, these high-impact visuals offer continuous brand impressions in places attendees can't miss. Pricing varies based on size and placement.

*Graphic deadlines apply

Signature Pick-Up Experience......\$7,000

Limited Availability

Deliver a memorable, high-touch moment for targeted attendees. Sponsors will have the opportunity to provide a premium branded gift, picked up by select guests at a designated time and location. With personalized invitations and a hosted pick-up experience, your brand will make a lasting impression on key decision-makers.



Industry Supporter\$5,000

Show your commitment to the future of the beverage alcohol industry. As an Industry Supporter, your brand's logo will be featured on dedicated event signage and recognized alongside companies that have contributed to the WSWA Educational Foundation. Your sponsorship directly supports Access LIVE as well as programs, scholarships, and initiatives that strengthen and advance the industry—positioning your company as a proud advocate for growth.



Wayfinding Digital Signage\$5,000

(4 Available)

Sponsor a wayfinding digital kiosk and have it placed next to your suite or booth. These traffic enhancers were popular tools in 2025, helping attendees find brands, locate events, view the schedule and see floor plan layouts. Digital ad of sponsors will be placed on kiosks.

*Graphic deadlines apply



Product Display Case.....\$5,000

(5 Available)

Showcase your entire line of products in a high-traffic zone with a branded display case.

*Graphic deadlines apply



Digital Signage & Advertisements......\$3,000+

Put your brand in motion with digital advertising throughout Access LIVE. With placements on highvisibility screens, digital signage, and interactive directories, these dynamic ads give your company ongoing visibility across the venue. Pricing varies based on size, duration, and placement.

*Graphic deadlines apply

Thinking outside the box?......\$2,500+

Think past logos. Craft bold, surprising touchpoints that put your brand everywhere—and in everyone's mind.



Top Shelf Sponsor

(limited availability)

Starting at \$50,000



Sponsor Benefits:

Recognition Spotlight:

- In Access HQ (exhibit hall).
- During Main Stage sessions.
- Digital signage throughout the convention space.
- Banner on the WSWA Access LIVE website.

Package Features:

- Highest visibility, most robust engagement.
- LIVE Stage Speaking Opportunity help shape the content provided at the event.
- Dedicated Sponsorship Steward to assist with coordination of sponsorship logistics.
- Opportunity to include logo and hyperlink from WSWA Access LIVE website to your company website.
- Sponsorship identification on name badge & booth/suite (if applicable).
- Two (2) dedicated emails crafted by sponsor, approved and sent by WSWA to all attendees.
- Registered attendee mailing list.*
- Three (3) complimentary registrations.
- First right of refusal to sponsor the same item or event in 2027.
- Priority preference for exhibit booth and/or Main Street suite (based on availability).



Premium Sponsor

(limited availability)

\$25,000 - \$49,999



Sponsor Benefits:

Recognition Spotlight:

- In Access HQ (exhibit hall).
- During Main Stage sessions.
- Discount (50%) off additional spotlight opportunities:
 - Digital signage throughout the convention space.
 - Banner on the WSWA Access LIVE website.

Package Features:

- Dedicated Sponsorship Steward to assist with coordination of sponsorship logistics.
- Opportunity to hyperlink from WSWA website to your company website.
- Sponsorship identification on name badge & booth/suite (if applicable).
- One (1) dedicated email crafted by sponsor, approved and sent by WSWA to all attendees.
- Registered attendee mailing list.*
- Two (2) complimentary registrations.
- First right of refusal to sponsor the same item or event in 2027.
- Priority preference for exhibit booth and/or Main Street suite (based on availability)



Reserve Sponsor

\$10,000 - \$24,999



Sponsor Benefits:

Recognition Spotlight:

- In Access HQ (exhibit hall).
- During Main Stage sessions.

Package Features:

- 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 2027.
- Priority preference for exhibit booth and/or Main Street suite (based on availability).



House Sponsor

\$2,500 - \$9,999



Sponsor Benefits:

Recognition Spotlight:

- In Access HQ (exhibit hall).
- During Main Stage sessions.

Package Features:

- Sponsorship identification on name badge and booth/suite (if applicable).
- Registered attendee mailing list.*
- First right of refusal to sponsor the same item or event in 2027.
- Priority preference for exhibit booth and/or Main Street suite (based on availability).



Advertising Opportunities

AD HOC ADVERTISING OPPORTUNITIES

- WSWA Daily Newsletter
- Access LIVE Website
- Digital Ads at Access LIVE
- Social Media Highlights
- Cloud Touch Directory Ad (interactive show map/info on site)
- Access LIVE App Push Notifications









Questions



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

MOLLY FONTAINE

Director, Sales and Business Development

Direct: (603) 667-3904

Email: molly.fontaine@wswa.org

