

5<sup>TH</sup> EDITION

Beirut 2020

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**WHISKY LIVE**

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**22 - 24 OCTOBER | 5 - 11 PM**

Seaside Pavilion

**THE WORLD'S PREMIER WHISKY TASTING EVENT**

[whiskylivebeirut.com](http://whiskylivebeirut.com) f 



## ARE YOU READY TO DISCOVER THE WORLD'S BEST WHISKIES?

**Whisky Live**, the unmissable event for whisky enthusiasts, returns to Beirut from 22-24 October. Experience the finest international whisky brands at Seaside Pavilion, and meet more than 50 specialist whisky producers, distributors and suppliers from around the world.

Attracting over 3,000 high-caliber consumers and whisky aficionados, Whisky Live Beirut promises an exciting three-day journey, with special tastings and masterclasses, a food area, live entertainment and so much more.



## HIGHLIGHTS

### WHISKY SECTION

A large selection of premium single malt, Scotch, Irish, bourbon and blended whiskies will be available for visitors to sample. Exhibitors will also be able to showcase a white spirit of their choice for the event.

### MASTERCLASSES

A private space dedicated to masterclasses will be available to all exhibitors (one masterclass per brand), where internationally renowned distillers, industry professionals and journalists will be present.

### VIP BAR

At the VIP Bar, enthusiasts will have the opportunity to enjoy rare whiskies and interact with renowned international whisky experts.

### POP-UP BARS

Several well-known bars will create innovative whisky cocktails for visitors to purchase.

### WHISKY BOUTIQUE

The boutique boasts a large selection of whiskies at discounted prices.

### RESTAURANTS

A selection of restaurants will be serving up a variety of cuisines for visitors to purchase and enjoy as they drink.

## EXHIBITORS' BENEFITS

**Whisky Live offers a great opportunity for exhibitors to:**

- Market their brands
- Gain direct access to their target market segment
- Educate visitors on their unique products
- Offer potential clients the chance to taste their products
- Promote unknown and/or new whiskies

## VISITORS' BENEFITS

**Visitors will have the chance to:**

- Participate in tasting sessions and workshops
- Explore a huge selection of unique whiskies not readily available on the market
- Learn more from brand owners and marketers
- Buy rare whiskies and other spirits
- Network with other whisky enthusiasts



## BOOK YOUR SPACE

**Booth 4.5m<sup>2</sup> for 3,000 USD** (one brand per booth only)

Price includes stand design and production, 25 regular tickets and one masterclass

**Bar 6m<sup>2</sup> for 3,500 USD**

\* All prices are subject to 11% VAT



## GENERAL SPONSORSHIP

### PLATINUM 15,000 USD

#### Media communication

- Logo on billboards
- Logo on magazine ads
- Logo on all newsletters
- Free newsletter shot announcing your sponsorship to 50,000 addresses
- 3 posts on social media platforms

#### Logo on printed materials

- Invitation cards
- Posters
- Entrance tickets
- Exhibitor and sponsor manual cover
- Pocket guide

#### Advertisements

- 1 full page ad in Hospitality News Middle East magazine
- Ad in pocket guide

#### Web visibility

- Banner on homepage

#### On-site visibility

- 4.5m2 stand
- Logo on entrance banners



### GOLD 10,000 USD

#### Media communication

- Logo on billboards
- Logo on magazine ads
- Logo on all newsletters
- 2 posts on social media platforms

#### Logo on printed materials

- Invitation cards
- Posters
- Entrance tickets
- Exhibitor and sponsor manual cover
- Pocket guide

#### Advertisements

- ½ page ad in Hospitality News Middle East magazine
- Ad in pocket guide

#### Web visibility

- Logo on homepage

#### On-site visibility

- 4.5m2 stand
- Logo on entrance banners

### SILVER 7,500 USD

#### Media communication

- Logo on magazine ads
- Logo on all newsletters
- 1 post on social media platforms

#### Logo on printed materials

- Invitation cards
- Posters
- Entrance tickets
- Exhibitor and sponsor manual cover
- Pocket guide

#### Advertisements

- ½ page ad in Hospitality News Middle East magazine
- Ad in pocket guide

#### Web visibility

- Logo on homepage

#### On-site visibility

- Logo on entrance banners

### EFFECTIVE ADVERTISING

- Banner on Whisky Live Beirut website homepage / 1000 USD
- website section page / 500 USD
- "Invitation brought to you by" / 2,500 USD
- Uniform branding (hostesses and ushers) / 1,500 USD
- Brochure distribution at main entrance / 1,500 USD
- Banner at entrance (excluding production) / 1,500 USD
- Product display station (per station) / 1,500 USD
- Exhibitors' and visitors' lanyards (excluding production) / 3,000 USD

# SPONSORSHIP OF MASTERCLASSES

## GOLD

7,000 USD

### Media communication

- Logo on newsletters related to masterclasses
- 2 posts on social media platforms

### Logo on printed material

- Invitation cards
- Pocket guide
- Printed materials related to the event

### Advertisements

- Ad in pocket guide

### Web visibility

- Banner on section page
- Logo on section page

### On-site visibility

- Product display
- Logo on masterclasses banners
- Product/sample/flyer distribution
- 60-second video on digital screen (if applicable)

## SILVER

5,000 USD

### Media communication

- Logo on newsletters related to masterclasses
- 1 post on social media platforms

### Logo on printed material

- Invitation cards
- Pocket guide
- Printed materials related to the event

### Web visibility

- Logo on section page

### On-site visibility

- Product display
- Logo on masterclasses banners
- Product/sample/flyer distribution



## BRONZE

3,000 USD

### Media communication

- Logo on newsletters related to masterclasses
- 1 post on social media platforms

### Logo on printed material

- Pocket guide
- Printed materials related to the event

### Web visibility

- Logo on section page

### On-site visibility

- Logo on masterclasses banners
- Product/sample/flyer distribution



\* All prices are subject to 11% VAT



### ABOUT US

Hospitality Services organizes major industry trade fairs and consumer events that stand at the heart of the tourism sectors, and as well as publishing a wide portfolio of magazines that serve these industries. In addition, the firm invests heavily in its online platforms, with dedicated websites for its numerous events, magazines and initiatives.

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