



International Wine & Fine Foods Expo

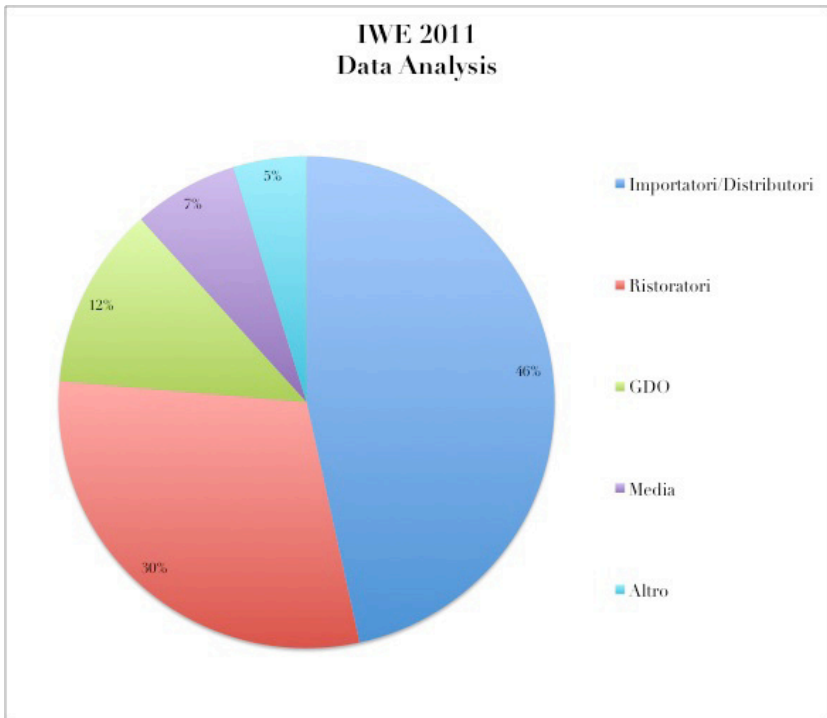
Bridgeport Art Center, Chicago
October 25th - 26th, 2016

Previous Editions Report

IWE 2011

The first edition of the IWE, which took place at the Carmichael's Exhibition Hall, saw the participation of about 300 buyers (292). During the three day exhibition, attendee participation peaked on the second day. Here's the report of the attendees divided by category of buyer:

Type of buyer	Registered Attendees
Importers/Distributors	136
Restaurants/Food Service	87
GDO	35
Media	20
Other	14

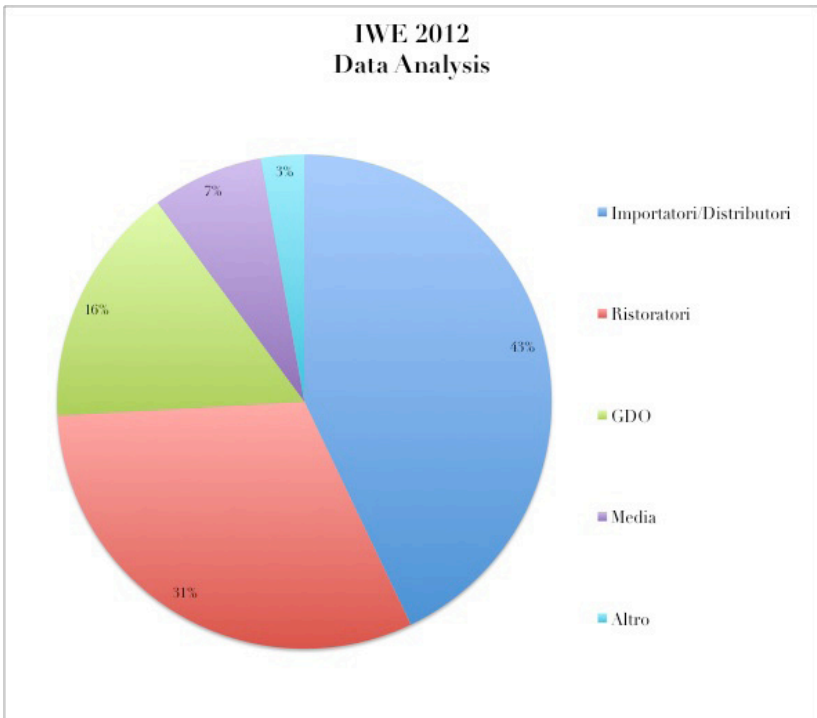


IWE 2012

The second edition of the IWE was also hosted at the Carmichael's Exhibition Hall and included the participation of about 250 buyers (247) distributed over the 2 days of exhibition, with a slightly higher attendance during the second day.

Here's the report of the attendees divided by typology of buyer.

Type of buyer	Registered Attendees
Importers/Distributors	106
Restaurants/Food Service	77
GDO	39
Media	18
Altro	7

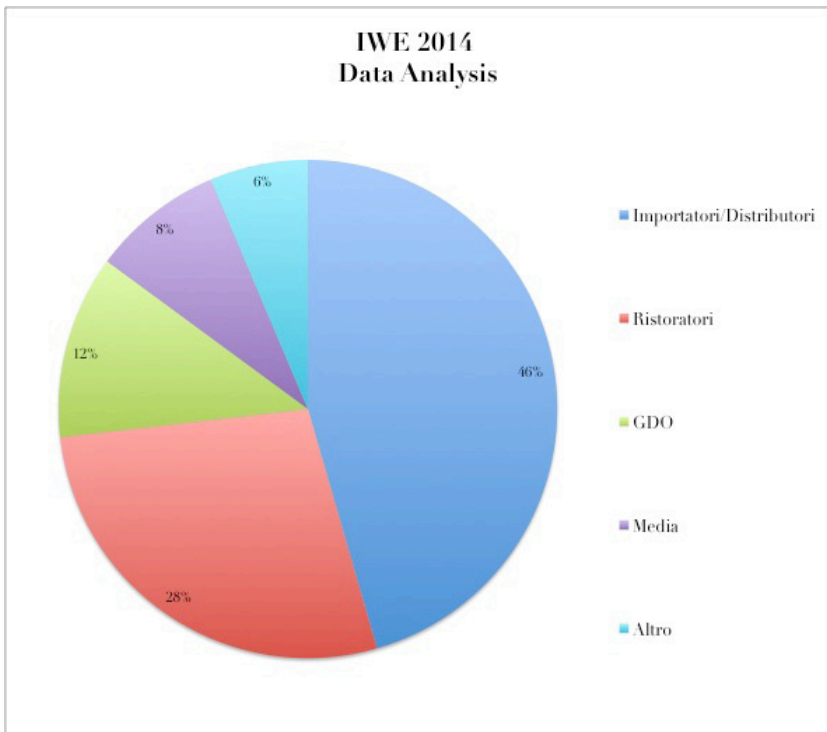


IWE 2014

International Wine & Fine Food Expo 2014 took place at the Bridgeport Art Center, with the participation of about 250 buyers (247) distributed over the 2 days of exhibition, with a slightly higher attendance during the second day.

Here's the report of the attendees divided by typology of buyer.

Type of buyer	Registered Attendees
Importers/Distributors	107
Restaurants/Food Service	65
GDO	28
Media	20
Altro	15



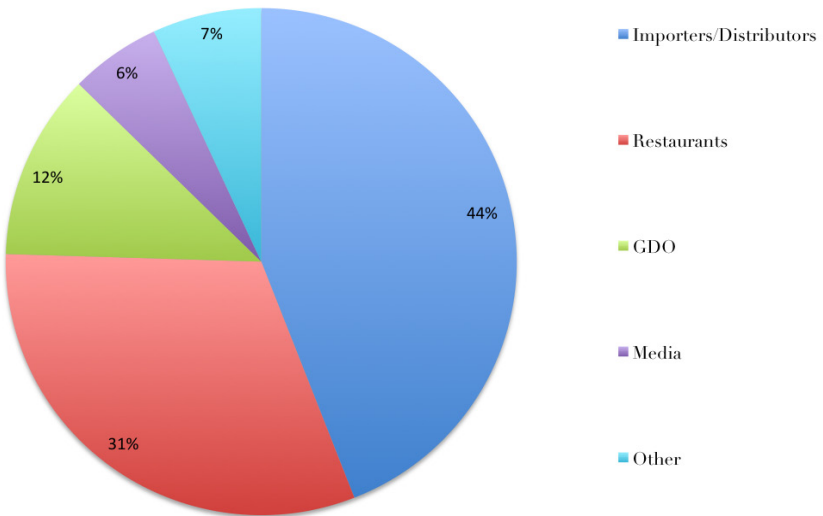
IWE 2015

International Wine & Fine Food Expo 2015, hosted for the second year in a row at the Bridgeport Art Center, saw an increase in the number of attendees compared to the previous edition (261). Once again, the show was hosted over 2 days, with a higher attendance registered during the second day.

Here's the report of the attendees divided by typology of buyer.

Type of buyer	Registered Attendees
Importers/Distributors	115
Restaurants/Food Service	82
GDO	31
Media	15
Altro	18

IWE 2015
Data Analysis



Price List

Exhibiting Space

Chicago

Bridgeport Art Center. October 25th-26th, 2016

The new format of IWE in Chicago was conceived with an idea of creating a space where exhibitors can create meaningful relationships with potential partners in a relaxed environment. The exhibiting space is designed like a living room, and includes:

- One couch
- One table
- One sign
- Lights
- One trash can
- One socket

Price \$ 3,500

Price includes:

- Electrical power
- Cleaning. Basic service includes emptying the garbage cans and floors cleaning every night after the end of the show.
- Security. Basic service includes general surveillance of the exhibition area (product surveillance is not included)
- Product moving within the trade show area

Due Date

The participation forms will have to be submitted by September 1st, 2016.

Terms of payment

50% deposit is expected at contract signing; the remaining amount is due by October 1st, 2016.

Note. The participation price doesn't include:

- Customized layout and/or additional furniture.
- Insurance. Exhibitors' products are not insured. The exhibitor is the solely responsible for damages, theft or loss of the product.

Extras

Additional Furniture

Additional couch	\$ 300.00
Side table (4')	\$ 140.00
Chair	\$ 30.00
Shelf	\$ 180.00
Window Fridge, 23cu. ft	\$ 510.00
Fridge, 23cu. ft	\$ 510.00
Horizontal freezer, 14cu. ft	\$ 320.00

Additional Services

Interpreter	\$ 575.00
Hostess	\$ 400.00

Activities

Cooking Demonstration

During the cooking demonstration the products selected by the exhibitor will be used by a local chef to create or pair a recipe selected by the exhibitor.

Price \$ 5,000.00

Master Class (Tasting)

The master class will consist of expert presentation of exhibitor's product to 30-40 matching buyers.

Price \$ 11,400.00

Seminars

Seminars are educational workshops conducted by experts in the food and wine industry. Participant exhibitors will receive key insights regarding the US food and wine market.

Price \$ 3,000.00



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