



2020
National Winery
Opportunities



Three Days. One Great Experience.

February 20-22, 2020

The Seattle Wine and Food Experience (SWFE) is an incredible showcase of food, beverage and lifestyle. More than 275 leading wine brands, craft brewers, cider makers, distillers and chefs participate in the event. Gourmet bites from artisan restaurants, farmers and food purveyors highlight the Northwest's diversity of flavors.

Aligning your brand with the Seattle Wine and Food Experience positions you as part of the dynamic PNW food and beverage scene.



POP!
FRIDAY
FEBRUARY 21
THE GREAT HALL
AT UNION STATION

Dress to impress on Friday, February 21 at **Pop! Bubbles & Seafood** at the Great Hall at Union Station. Pop! features the Pacific Northwest's bounty of seafood artfully paired with sparkling wines, champagne, craft beers and sommelier-selected wine from across the world.

Winery Opportunities

WINERY WILL PROVIDE THE FOLLOWING:

- \$470 vendor fee (\$375 early bird rate until December 9)
- Wine samples for 800 people (1-2 ounce servings)
- Staff to serve wine
- Certificate of Insurance
- Winery logo for promotional use

SEATTLE WINE AND FOOD EXPERIENCE WILL PROVIDE THE FOLLOWING:

- One 6-ft draped table
- Custom event signage
- Two workers passes to the event
- Dump bucket, bus tub, water pitcher, ice

PROMOTIONAL BENEFITS

- ▶ Opportunity to promote winery to 800+ affluent food and beverage enthusiasts
- ▶ Winery listing and link at seattlewineandfoodexperience.com
- ▶ Winery name and wine offerings listed in event program
- ▶ Inclusion in dynamic social media campaign tagging and promoting winery

[To sign up, click here](#)



Grand Tasting

SATURDAY
FEBRUARY 22
BELL HARBOR

The flagship **Grand Tasting** event on February 22 is a deluxe showcase. Wines, beers and spirits from the Pacific Northwest and beyond are featured along with Seattle's hottest chefs. Exciting event attractions include artisan food producers, sensory experiences, education and more.

Winery Opportunities

WINERY WILL PROVIDE THE FOLLOWING:

- \$575 vendor fee (\$475 early bird rate until December 9)
- Wine samples for 2,000 people (1-2 ounce servings)
- Staff to serve wine
- Certificate of Insurance
- Winery logo for promotional use

SEATTLE WINE AND FOOD EXPERIENCE WILL PROVIDE THE FOLLOWING:

- One 6-ft draped table
- Custom event signage
- Two workers passes to the event
- Dump bucket, bus tub, water pitcher, ice

PROMOTIONAL BENEFITS

- ▶ Opportunity to promote winery to 2,000+ affluent food and beverage enthusiasts
- ▶ Winery listing and link at seattlewineandfoodexperience.com
- ▶ Winery name and wine offerings listed in event program
- ▶ Inclusion in dynamic social media campaign tagging and promoting winery

[To sign up, click here](#)



Registration

**SIGN UP TO FEATURE YOUR WINERY AT THE
SEATTLE WINE AND FOOD EXPERIENCE 2020**

Fill out the forms below to reserve your spot. The Seattle Wine and Food Experience team will then send you additional event details. You are welcome and encouraged to participate in multiple events!

[POP! Registration Form](#)

(\$475 vendor fee – \$375 early bird rate until December 9)

[Grand Tasting Registration Form](#)

(\$575 vendor fee – \$475 early bird rate until December 9)

QUESTIONS? CONTACT:

swfe@tigeroak.com